



Contact: Nicola Kerslake
nickyker@hotmail.com
530.581.4138
Speaker images available upon request

For Immediate Release

Superstar Sustainable Investing Panel to Speak at Lake Tahoe *Discussion for individuals, investors or prospective investors, large or small, interested in investing in environmentally and socially responsibly ways*

Olympic Valley, Calif. – Squaw Valley Institute is presenting a forum on sustainable investing with a distinguished panel of experts to discuss the topic on September 30, 2010 at the Parasol Community Foundation hall in Incline Village, Nevada. Among the speakers are: Patricia Farrar-Rivas, CEO at Veris; Don Shaffer, CEO of RSF Social Finance; Joe Keefe, CEO of Pax World, and Jed Emerson, a sustainable investing thought leader who served as a senior fellow for Al Gore's Generation Foundation. The forum takes place 7:00 PM, with no-host bar reception beginning at 6:30 PM. A \$10 donation is requested, but not required.

The Parasol Tahoe Community Foundation building is located at 948 Incline Way in Incline Village, Nevada.

Interest in sustainable investing has been growing rapidly with greater consciousness given to environmental, social and ethical issues involved in the stewardship and well-being of our planet. From organic food to alternative energy to green businesses, the opportunities for small and large investors are many. The basic principles of sustainable investing are simple: it is an investment strategy that recognizes and rewards leading companies that are moving society towards sustainability.

“Whether you are planning to invest \$100 for yourself, or \$100-million for your nonprofit foundation, this group of experts will give insight that is sure to offer many takeaways for attendees,” said Nicola Kerslake, Squaw Valley Institute Board member. “With the ‘sustainable’ mindset that guides many people and organizations that operate in Tahoe, we expect the interest level to be high.”

Each of the speakers brings an impressive background to the forum:

Patricia Farrar-Rivas

Farrar-Rivas brings a combination of financial expertise and entrepreneurial sensibility to Veris Wealth Partners, a San Francisco based wealth management firm that focuses on sustainable investing. She has helped found and grow both businesses and non-profit organizations. In 2001, Patricia joined Silicon Valley based public accounting firm, Frank, Rimerman + Co LLP, to develop and launch the firm's investment advisory subsidiary Frank, Rimerman Advisors LLC. The subsidiary was designed to compliment the firm's wealth management services. Patricia has focused on providing wealth management services to individuals, families, family offices and non-profit institutions. She began her financial services career as an Investment Consultant and General Securities Principal for Progressive Asset Management in Oakland, California. She co-founded their New York office with her current Partners Michael Lent and Steve Fahrer. She also worked as an Investment Consultant with US Bancorp Piper Jaffray's Social Equity Investment Group. Patricia has earned the Certified Investment Management Analyst (CIMA) and a Certified Investment Strategist (CIS) certifications from the Investment Management Consultant Association. Patricia serves on the board of The Academy of Friends, which fights the HIV/AIDS pandemic and is known for producing the world's premier Academy Awards Night Charity Gala as the center piece of its efforts to raise funds granted to a diverse set of HIV/AIDS direct care and prevention education agencies in the San Francisco Bay Area. Patricia is also an active board member of the As You Sow Foundation dedicated to increasing corporate accountability through their Environmental Enforcement Program and their Corporate Social Responsibility Program.

Jed Emerson

Emerson served as a senior fellow with Generation Investment Management Foundation (London/New York), the philanthropic arm of the leading sustainable investment group founded by David Blood and Al Gore. As an internationally recognized author and visionary, he has presented his work at The World Economic Forum, Skoll World Forum and countless conferences around the globe, addressing business, social justice, philanthropy, sustainable development and impact investing audiences. Emerson holds master degrees in both business and social work administration, has written over thirty articles/papers and co-edited multiple books on topics as diverse as sustainable investing, performance metrics and measurement, impact investing and sustainable hedge fund investing. He works with foundations, investment funds, individuals, social enterprises and businesses to assist those who seek to maximize the total value of their investing and entrepreneurship in order to attain their personal and professional visions.

Joe Keefe

Joe Keefe is President and Chief Executive Officer of Pax World Management LLC, and of Pax World Funds. Under Joe's leadership, Pax World has become one of the leading innovators and asset managers in the rapidly-growing field of Sustainable Investing – the full integration of environmental, social and governance (ESG) factors into investment analysis and decision making. Prior to joining Pax World, Joe was President of NewCircle Communications, a strategic consulting and communications firm specializing in corporate social responsibility and public policy-oriented communications. He served as Senior Adviser for Strategic Social Policy at Calvert Group from 2003 – 2005, and as Executive Vice President and General Counsel of Citizens Advisers from 1997 - 2000. He is a former member of the Board of Directors of the Social Investment Forum (2000 – 2006), the industry association representing socially responsible asset managers and investment professionals throughout the United States. He was named by Ethisphere Magazine as one of the “100 Most Influential People in Business Ethics” for 2007 and 2008; the list includes other notables such as T. Boone Pickens, President Barack Obama and Google CEO, Eric Schmidt. Keefe received a Bachelor of Arts in Philosophy from the College of the Holy Cross, and a Juris Doctor degree from the University of Virginia School of Law.

Don Shaffer

Don Shaffer is President & CEO of RSF Social Finance. Prior to joining RSF, Don served as Executive Director of the Business Alliance for Local Living Economies (BALLE), developing it into an alliance of over 15,000 independently owned businesses across the U.S. and Canada. He has also served as Interim Executive Director of Investors' Circle, a network of angel investors, professional venture capitalists, foundations, family offices, and others who invest private capital into companies addressing social and environmental issues. Don's experience includes over 15 years in senior management positions building social mission companies, including Comet Skateboards, a designer and manufacturer of premium skateboarding products committed to local and sustainable business practices. He has served and led sales, marketing, business-development, and general-operations teams in the education and software sectors. Don serves as a Board Member of Comet Skateboards, BALLE, and Social Venture Network. He participates in an advisory capacity with Entrepreneurship@Cornell, B Lab, and Slow Money. He also co-chairs the Roots of Change Business Leaders Council. Don graduated with a degree in American History from Cornell University and lives in Oakland, California, with his wife, Jennifer, and their daughter, Sabine.

For more information visit www.squawvalleyinstitute.org.

Squaw Valley Institute is a nonprofit organization dedicated to presenting programs having artistic, cultural and educational values. The Institute presents lectures, performances, forums, exhibitions and classes in the unique mountain environment of Squaw Valley, North Lake Tahoe, Truckee and surrounding communities, bringing together visitors, residents and friends in the truest sense of community.

###