IMPACT INVESTING ADVISOR FORUM

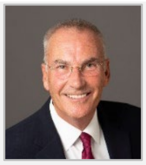
JANUARY 17, 2019
SORENSON IMPACT CENTER | SALT LAKE CITY, UTAH

AGENDA

8:30 AM – 9:00 AM
Registration and Networking Breakfast

9:00 AM – 9:30 AM
Opening Remarks and Course Overview/Learning Objectives

Paul Brown
Professor of Entrepreneurship & Strategy
David Eccles School of Business, University of Utah



Craig Pfeiffer
President & CEO
Money Management Institute

9:30 AM – 10:20 AM
Impact Investing: What it is, How it has Risen, and Key Terminology
The essentials you need to successfully discuss impact investing with your clients, including a brief overview of the history of impact investing and an introduction to key vocabulary and terms.
Paul Brown, Professor of Entrepreneurship & Strategy, David Eccles School of Business, University of Utah

10:20 AM – 10:35 AM
Networking Break

10:35 AM – 11:25 AM
How Real is the Impact Investing Phenomenon and What are the Pros and Cons?
A deeper look at some of the myths and realities of impact investing, including data on the size of the current and prospective marketplace, and the reasons why impact investing could be a good or bad fit for particular clients.

Jeramy Lund
Managing Director, Impact Investing
Sorenson Impact Center

11:25 AM – 11:45 AM
Corporate and Systems Engagement: The Next Levels of Impact
While setting standards in investments to ensure they have a positive effect is a crucial first step, investor engagement with investee companies and their industries, as well as with other corporate stakeholders provides a means of multiplying impact. Investors can use their voice for change in the capital markets, letting companies, investors and policymakers know that our shareholders are seeking more from their investments through direct dialogue with companies, the filing of shareholder proposals, the principled use of proxy voting, and speaking out on public policy issues.

Carole Laible
CEO
Domini Impact Investments

MONEY MANAGEMENT INSTITUTE

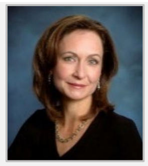
SORENSON IMPACT | David Eccles School of Business THE UNIVERSITY OF UTAH

11:45 AM – 12:15 PM

Best Practices for Engaging Investors

A panel of successful private wealth Professionals discuss why and how they have engaged with clients around the topic of impact investing.

Moderator: Craig Pfeiffer, President & CEO, Money Management Institute



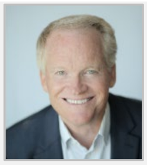
Panelist:
Pamela Jacobs
Chief Sustainability Officer
Spouting Rock Asset Management

Panelist:
Kristina Van Liew, CIMA®
Managing Director
Institutional Consulting Director
Graystone Consulting
Morgan Stanley

12:15 PM – 1:15 PM

Luncheon with Guest Speaker

Mr. Sorenson is a globally recognized leader of the impact investing movement. He provided the David Eccles School of Business at the University of Utah a $13 million gift in 2013 to create the Sorenson Impact Center, with a mission to cultivate students' social impact expertise. He plays an active role in supporting the Center and mentoring its student participants. After leading a team that developed a high-quality, low-cost videophone that transformed communication capabilities for 1,000,000 deaf individuals in the early 2000s, Mr. Sorenson realized that his investments could 'do well while doing good,' and he hasn't looked back.



Jim Sorenson
Founder
Sorenson Impact Center

1:15 PM – 2:30 PM

Breakout Discussion Groups

Understanding Fixed Income Impact Investing and Finding Hidden Opportunities

Andrew Shafter
Senior Client
Portfolio Manager
Community
Capital Management

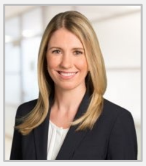
Harnessing the Next Generation of Alpha Creation; Why ESG Considerations are Critical to Managing Active Stock Portfolios

Robert Johanson
Director
Client Portfolio Manager
ClearBridge Investments

Addressing Client Concerns … Being Prepared for Common Client Responses and Questions

Kristina Van Liew, CIMA®
Managing Director
Institutional Consulting
Director
Graystone Consulting
Morgan Stanley

Aligning the Client's Financial Goals with Impact Investing and Philanthropy



Lily Trager
Executive Director
Director of Investing with Impact
Morgan Stanley
Wealth Management

2:30 PM – 2:45 PM

Networking Break

2:45 PM – 3:10 PM

Report from Breakout Groups

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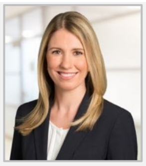
3:10 PM – 4:10 PM
How to Ask Your Clients and Listening to Their Answers
A more in-depth discussion about the types of solutions and investments available and where advisors can find more resources to better inform themselves and their clients about impact investing. Topics include ESG, direct investing and managed funds, and popular, respected sources of information.

Anna Snider
Managing Director
Head of Due Diligence
Chief Investment Office
Global Wealth & Investment Management
Merrill Lynch



Lily Trager
Executive Director
Director of Investing with Impact
Morgan Stanley
Wealth Management

4:10 PM – 5:00 PM
Final Wrap-Up
A summary of the Forum's sessions and topics, time for questions and answers, and a discussion about the next steps to success in impact investing.

Paul Brown, Professor of Entrepreneurship & Strategy, David Eccles School of Business, University of Utah

Craig Pfeiffer, President & CEO, Money Management Institute

5:00 PM – 5:10 PM
Closing Remarks and Course Evaluations

Paul Brown, Professor of Entrepreneurship & Strategy, David Eccles School of Business, University of Utah

Craig Pfeiffer, President & CEO, Money Management Institute

CE CREDIT: CFP® professionals will be awarded 7 hours of CE credit, and Investments & Wealth Institute® has accepted the Impact Investing Advisor Forum for 7 hours of CE credit towards the CIMA®, CPWA®, CIMC®, and RMA℠ certifications.

Money Management Institute

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