

# SOCAP PNW

## ACCELERATING THE IMPACT ECOSYSTEM

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**February 11, 2019**  
**8:30 am - 6:00 pm**

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# AGENDA

8:00

## **Registration Opens**

Breakfast in main event space

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9:00

## **Opening Plenary: Closing the Racial Wealth Gap**

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10:30

## **Breakout Sessions 1**

- Impact Investing Across Asset Classes - Main Stage
  - Opportunity Zones: What Are They and What's Next?
    - 3rd Floor Studio
  - Decarbonizing the Built Environment - 4th Floor Studio
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11:45

## **Networking Lunch**

Lunch served on all floors

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1:00

## **Breakout Sessions 2**

- Preserving Oceans and Fisheries in the Pacific Northwest
    - Main Stage
  - Investing in Indigenous Communities - 3rd Floor Studio
  - Global Health: Leading Voices from the PNW Region
    - 4th Floor Studio
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2:15

## **Coffee Break**

Coffee available on ground floor, 3rd floor, and 4th floor

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2:45

## **Breakout Sessions 3 (Workshop Format)**

- Food Systems Demo Day - Main Stage
  - Impact Measurement and Management - 3rd Floor Studio
  - Investing in Community-Driven Development - 4th Floor Studio
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4:30

## **Closing Plenary: Cross Sector Collaboration for Regional Progress**

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5:30

## **Networking Reception, Hosted by TechSoup**

Drinks and appetizers in main event space

# SESSION DESCRIPTIONS

## **Closing the Racial Wealth Gap // 9:00 am - 10:15 am // Main Stage, Plenary Session**

The fastest way to create wealth and quality jobs is through entrepreneurship. However, the average net worth of black and latino families is just 10% that of white families, making it significantly more difficult for minority entrepreneurs to fund and scale companies. This plenary will focus on financing and supporting entrepreneurs of color, and the catalytic potential these investments have to reverse the increasing racial wealth gap.

[Sayer Jones, Director Mission Related Investing, Meyer Memorial Trust](#)

[Stephen Green, Director, Head of Labs Portland, WeWork](#)

[Richard Woo, CEO, Russell Family Foundation](#)

[Lisa Yancey, Partner, The We's Match](#)

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## **Impact Investing Across Asset Classes // 10:30 am - 11:45 am // Main Stage, Breakout Session**

The term impact investing has come to represent a range of investment strategies: from private investments to public, debt to equity, negative screening to venture philanthropy. Socially-minded investors and institutions have devised myriad options for investing in social and environmental returns alongside financial returns. This panel will explore how both institutional and individual investors can structure their portfolio to achieve a total impact lens, and the advantages and disadvantages of various investment strategies.

[Teresa Wells, Managing Director, Tiedemann Advisors](#)

[Tim Freundlich, CEO, ImpactAssets](#)

[Nick Flores, Director of Impact Investing, The CAPROCK Group](#)

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## **Opportunity Zones: What Are They and What's Next? // 10:30 am - 11:45 am //**

### **Third Floor Studio, Breakout Session**

The recent opportunity zone legislation has the potential to drive trillions of dollars of investment into economically distressed regions including urban, rural, and tribal areas. There is huge potential for job and wealth creation alongside considerable risks, including gentrification. This session will provide an overview of the new legislation, discuss how local opportunity zones were selected, and present both the opportunities and threats posed by this new legislation.

[Melanie Audette, Senior Vice President, Mission Investors Exchange](#)

[Chuck Depew, Senior Director, National Development Council](#)

[Sarah Lee, Project Director, Washington State Department of Commerce](#)

[Kris Hermanns, Chief Impact Officer, Seattle Foundation](#)

[Sayer Jones, Director Mission Related Investing, Meyer Memorial Trust](#)

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## **Decarbonizing the Built Environment // 10:30 am - 11:45 am //**

### **Fourth Floor Studio, Breakout Session**

In the US, buildings are responsible for 40% of all CO2 emissions, more than any other country's total emissions except China. As such, decarbonizing the built environment is a critical step in combating climate change. This session will explore new developments in the building sector, from the materials to the construction to the retrofitting of existing buildings. Panelists will discuss investments and innovations aimed to drive net zero carbon emissions for all new construction within the next decade.

[Andrew Himes, Partner, Carbon Innovations](#)

[Kate Simonen, Associate Professor, University of Washington Department of Architecture](#)

[Don Davies, President, Magnusson Klemencic Associates](#)

[Mikhaila Gonzalez, Project Manager, Spark Northwest](#)

[Charles Curtis, Vice President and Co-Chair, E8 Angels](#)

## **Preserving Oceans and Fisheries in the Pacific Northwest // 1:00 pm - 2:15 pm //**

### **Main Stage, Breakout Session**

The world's oceans and fisheries are under increasing pressure, and iconic Pacific Northwest waters and species are no exception. Impact investing is improving water conditions and habitat for marine mammals, fisheries and other animals as well as creating new opportunities to support communities that live off the ocean. Join this lively discussion with leading investors to understand the players, where money is being invested, and successes and failures in preserving the ocean ecosystem.

[Brock Mansfield, Managing Partner, Salmon Fund](#)

[Kelly Wachowicz, Managing Partner & CFO, Catch Invest](#)

[Sarah Lee, Project Director, Washington State Department of Commerce](#)

[Maggie Kirby, VP, Development Manager, Craft3](#)

[Mike Skinner, Executive Director, Center for Inclusive Entrepreneurship](#)

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## **Investing in Indian Country // 1:00 pm - 2:15 pm // Third Floor Studio, Breakout Session**

If mission + money is your focus, there is no better investment than Indian Country. Rich in land base, natural resources, and talent, Indian Country investments can bring deeper meaning to your work all while promising returns. Opportunity Zone projects, renewable energy, small business development, market rate housing, health care clinics, drug & alcohol treatment centers, are but a few of the types of projects that hold the promise to intersect money and meaning. Learn about opportunities and challenges to drive more investment and cross sector collaborations sparking new solutions from practitioners from around the state.

[Ren Dietel, Senior Partner, Dietel & Partners](#)

[Daniel Glenn, Principal, 7 Directions Architects and Planners](#)

[Julie Knott, Director, Emerald Coast Opportunity Zone](#)

[Sharayah Lane, Office of Economic Development & Competitiveness, Washington State Department of Commerce](#)

[Ernest Rasmussen, Senior Planner Economic Development, Colville Confederated Tribes Department of Planning & Land Use](#)

[Rosalie Sheehy Cates, Executive-in-Residence Impact Investing, Philanthropy Northwest](#)

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## **Global Health: Leading Voices from the PNW Region // 1:00 pm - 2:15 pm //**

### **Fourth Floor Studio, Breakout Session**

The Pacific Northwest is one of the world's great hubs of global health innovation, with tens of thousands of employees working on projects generating billions in output and touching every country in the world. This session will explore the growth of this ecosystem, and how this success has been fueled by innovative collaborations between government, NGOs and the private sector.

[Dena Morris, President, Washington Global Health Alliance](#)

[Line Kewe, Assistant Controller, Amplio](#)

[KJ Zunigha, Research and Impact Officer, Global Partnerships](#)

[Theresa Tamura, Deputy Director, Philanthropy, PATH](#)

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## **Food Systems Demo Day // 2:45 pm - 4:15 pm // Main Stage, Breakout Session**

Learn about exciting new developments in the PNW food system as several local entrepreneurs pitch their innovative organizations to a panel of food systems experts. Entrepreneur pitches will be followed by questions and feedback from the panel of judges, as well as insights into the broader PNW food ecosystem.

[Nicole Bradbury, Operations Partner, Renewal Funds](#)

[Erika Lindholm, VP, Senior Business Lender, Craft3](#)

[Michael Lufkin, Local Food Economy Manager, King County](#)

[Elizabeth Nardi, CEO, Organically Grown Company](#)

[Christopher Coburn, Rainier FoodWorks](#)

[Kara Martin, Program Director, Food Innovation Network](#)

[Austin Becker, Manager, Farmstand Local Foods](#)

[Michael Frazier, Executive Director, Viva Farms](#)

### **Impact Measurement and Management // 2:45 pm - 4:15 pm //**

#### **Third Floor Studio, Breakout Session**

As impact investing continues to move into the mainstream, consistency and transparency around impact measurement and management have become increasingly important. This session will begin with a discussion on the most recent developments and standards in the industry, followed by a hands-on workshop highlighting applications of impact measurement and management at portfolio, fund, and enterprise levels.

*Jane Reisman, Founder, ORS Impact*

*Abhilash Mudaliar, Director, Research, GIIN*

*Sachi Shenoy, Chief Impact Officer and Co-Founder, Upaya Social Ventures*

*Uma Sekar, Impact & ESG Manager, Capria*

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### **Investing in Community Driven Development // 2:45 pm - 4:15 pm //**

#### **Fourth Floor Studio, Breakout Session**

Traditional approaches to planning and funding community development are being reimaged with community voice at the center of the process. Impact investing can support community ownership and culturally rooted development that confronts the impacts of racism and displacement. Innovators from across the ecosystem will share active efforts that have the potential to lead a systemic shift in equitable development. Roll up your sleeves and join this interactive session towards a more equitable Pacific Northwest.

*Boting (Bo) Zhang, Real Estate Strategist, City of Seattle Equitable Development Initiative*

*Jaebadiah Gardner, Managing Partner, Onpoint Properties*

*Aaron Fairchild, CEO, Green Canopy Homes*

*Bishop Garry Tyson, Goodwill Missionary Baptist Church*

*Donald King, Principal Architect, Mimar Studio*

*Mark Jones, Administrator, Association of Beloved Communities*

*Yordanos Teferi, Chair, Multi-Cultural Coalition*

*Curtis Brown, Executive Director, Southeast Seattle Senior Foundation*

*Julie-C Schulman, Organizer, Artist Coalition for Equitable Development*

*Sharon Chen*

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### **Cross Sector Collaboration for Regional Progress // 4:30 pm - 5:30 pm //**

#### **Main Stage, Plenary Session**

The Pacific Northwest is home to many of the world's most successful businesses, largest philanthropies, most innovative NGOs and progressive governance, yet these sectors operate mostly siloed from one another. This plenary discussion will explore how cross-sector collaboration can encourage both innovation and social good, and can help to combat many of the issues still facing the region.

*Paul Shoemaker, Founding President, Social Venture Partners*

*Mayor Jenny Durkan, City of Seattle*

*David Wertheimer, Director, Community and Civic Engagement, Bill & Melinda Gates Foundation*

*Tony To, Executive Director, Homesight*

# TEAM

**Lindsay Smalling**, CEO, SOCAP

**Steve Johnson**, Strategic Advisor, Impact Hub Seattle

**Cari Hanson**, Senior Content Manager, SOCAP

**Alex Kravitz**, Programming Associate, SOCAP

**Ellie Neilson**, Project Manager, Impact Hub Seattle

**Amber Khoury**, Consulting Event Manager

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## Special Thanks to:

Luni Libes for launching this event in 2018, Jane Reisman, Brock Mansfield, Sarah Lee, Paul Shoemaker, Kate Simonen, Andrew Himes, Tina Vlasaty, Michael Lufkin, and Boting Zhang and many others for their insight in designing sessions and support in pulling together speakers, Sarah Studer for kickstarting 2019 planning, JB Media for marketing support, Cia Lindgren for design, and all of our wonderful volunteers.

It takes a village!



SOCAP (Social Capital Markets) convenes ideas and capital to catalyze world change and has hosted over 30,000 people since our first conference in 2008. SOCAP's flagship event each fall in San Francisco is the premier gathering for impact investors and social entrepreneurs. From the leading edge to established players, SOCAP brings together global innovators, investors, foundations, governments, institutions, and social entrepreneurs to accelerate the market at the intersection of money and meaning. In addition to the annual SOCAP conference, we offer year-round events via SOCAP 365 and content through our podcast, Money + Meaning, and our website at [socialcapitalmarkets.net](http://socialcapitalmarkets.net). SOCAP19 is October 22-25, 2019 at Fort Mason Center in San Francisco.



Impact Hub Seattle is a locally rooted, globally connected community coworking space located in a historic building in the heart of Pioneer Square, Seattle's oldest neighborhood. At Impact Hub Seattle, you can build your social enterprise, business, non-profit or community organization alongside a diverse community of members and collaborators who will inspire, connect, and encourage your best work every step of the way. We offer a unique and powerful ecosystem of resources, inspiration, and collaborative opportunities that are designed to support innovation and positive social impact in our communities. The Impact Hub network of 90+ locations around the world supports a global community of more than 15,000 individuals who have a shared goal of making the world a better place. Become a member of Impact Hub Seattle and immerse yourself in the local experience of a global movement for social, civic and environmental change.