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## **Responsible investing: A panel on "Doing Good While Doing Well"**

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Solomon McCown & Co., in cooperation with Boston College Carroll School of Management Center for Corporate Citizenship, Harvard Univ. John Kennedy School of Government Center for Public Leadership, and Urban Land Institute Boston is bringing together a group of panelists to discuss how sustainable investing, triple bottom line funds, venture philanthropy and corporate social responsibility are all tools to respond to the spirit of American capitalism. However, all of these investment vehicles to support social change require a system of metrics.

Why should you invest in social change?

What is the impact of your investment?

This event is the tenth in the SM& Presents series of discussions among experts addressing topical issues in the news today as well as some of the most challenging aspects of branding for emerging businesses, established companies and mission-focused organizations.

The list of speakers includes:

\*Joe Keefe, president & CEO, Pax World Management Corp.

\*Vanessa Kirsch, president & founder, New Profit, Inc.

\*Jerry Rappaport Jr., president & CEO, New Boston Fund.

\*Helene Solomon, CEO, Solomon McCown & Co.

The moderator is Shirley Leung, business editor, Boston Globe

This event will be held on Wed. Sept. 24th from 7:30-9:30a.m. and will be held at the Boston Harbor Hotel North Atlantic Room

70 Rowes Wharf.

It is free and open to the public

To RSVP, please call (617) 933-5278 or e-mail [rsvp@solomonmccown.com](mailto:rsvp@solomonmccown.com).

Background: SM& ([www.solomonmccown.com](http://www.solomonmccown.com)) provides strategic communications, public affairs and crisis management services to national and regional companies and to mission-focused organizations. We leverage all of our assets - experience, skill sets, networks, processes and energy - to help clients achieve the recognition, definition and protection they need to achieve their goals.

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