

 **The Blue Summit Report**

~ **Update on Client Action Network** ~
Forced Labor, Nano-Chemicals & Letter to Obama

Last Tuesday marked the start of our country's next administration as well as the launch of Blue Summit's Client Action Network (CAN). Our first CAN meeting successfully took place with a core group of 8 people, looking to offer investors a more-direct way to participate in shareholder activism. This group of Blue Summit Financial Group clients is interested in using their power as corporate stock owners to influence companies to incorporate more just and sustainable business practices.

This type of activism by shareholders has been increasingly successful at getting companies to shift policies over the last 30 years. Recent examples include Best Buy's electronics take-back program and corporate pressure being placed on the Uzbekistan government to end child forced labor. There are a number of different groups around the country utilizing the power of shareholder action to bring corporate change but the CAN group will be the first group of its kind located in San Diego and will work to coordinate it's efforts with other organizations throughout the U.S.

Blue Summit's CAN group decided to get started immediately with bolstering current shareholder campaigns by writing letters to company management, communicating their concerns. When consumers and citizens join shareholder activists to pursue corporate reform, the combined pressure can achieve far more than either group would separately. Current campaigns being considered by CAN include a letter to Obama's administration calling for an Office of Innovation in Corporate Social Responsibility; a letter to Kraft Foods, McDonalds, and/or Avon asking for disclosure on the use of potentially harmful nano-materials in their products; and a letter to Pepsi requesting the development of a recycling strategy and benchmarks to begin taking more responsibility for the full life-cycle of their plastic bottles. As the CAN group progresses, they will also be looking for ways to localize their impact and create positive change in the San Diego region.

Another way that CAN plans to embrace a larger network to help influence corporate change is by garnering interest from other groups like non-profits, clubs, foundations, social circles and online networking groups they are involved with that may be interested in embracing this work and signing on to various CAN campaigns. This will increase the power of the group and open doors for more investment dollars to be leveraged towards SRI.

If you or someone you know would like to be involved in our CAN group, please refer them to our office for more information.

After their next meeting on February 4th, we will let you know what campaign CAN decides to undertake so you too can participate.

For more information:
(619) 698-4330 or
info@bluesummitinvest.com

[READ MORE ARTICLES ON OUR BLUE SUMMIT BLOG](#)



Judith L. Seid, CFP®
President & Founder



Shane G. Johnston, AIF®
Vice President

Blue Summit Financial Group, Inc

(888) 698-4330

www.BLUESUMMITINVEST.com