



MO'OLELO
PERFORMING
ARTS COMPANY

A Minute with Judith L. Seid

CFP®, PRESIDENT & FOUNDER,
BLUE SUMMIT FINANCIAL GROUP



How did you first connect with Mo'olelo Performing Arts Company?

One of our Financial Advisors, Shane Johnston, heard Seema speak at the monthly Net Impact meeting, a group of business people looking to have a positive social & environmental focus. I have always been a theatre fan and found it unusual and exciting that Mo'olelo had found a way to incorporate environmental & social concerns into their mandate.

Tell us about Blue Summit Financial Group (www.bluesummitinvest.com).

Our firm specializes in wealth management while incorporating our client's investments with their values, by using socially responsible investments. We take a disciplined approach to financial planning and investment management, while using the most proactive and forward thinking investment portfolios. This process offers investors both clarity and confidence knowing they have a sound strategy and an experienced team working to ensure their life goals are being met while helping to create a better world.

How Does Blue Summit work with Mo'olelo?

Once getting acquainted, we immediately felt as though we had found a kindred spirit in Mo'olelo. I mean, here was another business incorporating values into their business decisions! And so wanting to support the arts, we have given Mo'olelo a ticket purchase commitment. This has been great for both of us because not only do we have a fun social outing with our clients, and we also introduce new folks to Mo'olelo, but also current Mo'olelo's supporters have been happy to learn about Blue Summit Financial Group and what we have to offer.

What is Cause-Related Marketing?

Cause-Related Marketing (CRM) is defined as the public association of a for-profit company with a nonprofit organization, intended to promote the company's product or service and to raise money for the nonprofit. We hope to do more cause marketing with Mo'olelo as this type of partnership gives like-minded individuals an opportunity to engage with firms that share their value system. Both Mo'olelo and Blue Summit Financial are working towards a sustainable social and environmental business model.



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Greening Mo'olelo

MO'OLELO RECEIVES OUR FIRST NATIONAL GRANT!

Traction continues to build for Mo'olelo's *Greening Initiative*. On August 13, 2008, MetLife and the Theater Communications Group (TCG), publishers of *American Theatre Magazine*, awarded Mo'olelo with one of its inaugural **A-ha! Program:**

Think It, Do it Grants. Designed to enable theatres to dare to try new approaches to problem-solving artistic, managerial, production and/or technological challenges, this grant will support Mo'olelo's continued research into greening the theater industry.

By engaging the environmental consulting firm Brown & Wilmanns and working with our designers, Mo'olelo hopes to address the questions *How do we measure the environmental impact of the practice of theater? Is it possible to create theater that does not damage the long-term health of our communities?* The overall goal of this grant is to develop a "green theater choices toolkit" that serves as an easy-to-understand reference guide for theater practitioners that compares, contrasts and rates the environmental sustainability of various theater materials and practices.

THIS PROJECT WILL RUN FROM NOVEMBER 2008 THROUGH MARCH 2010. YOU CAN CHECK FOR PERIODIC UPDATES ON OUR PROGRESS BY VISITING THE MO'OLELO BLOG AT <http://mooleloblog.wordpress.com/>.

In the wings...

Good Boys

by Jane Martin

Directed by Seema Sueko

May 21 – June 14, 2009

In residence at La Jolla Playhouse

Mo'olelo's next production in residence at La Jolla Playhouse will be Jane Martin's *Good Boys*. This play tells the story of two fathers, one black and one white, who encounter one another eight years after a school shooting in which their sons died, one a victim, the other the shooter. *Good Boys* explores the pressures of modern family life and asks to what extent are parents responsible for their children's behavior and how do we forgive and heal?



Mo'olelo will partner with TKF (Tariq Khamisa Foundation) and Dr. Ken Druck of the Jenna Druck Foundation on this project.

Advance ticket vouchers to *Good Boys* are now available for only \$18. This offer is only good through 12/31/2008. Visit the Mo'olelo blog for details: <http://mooleloblog.wordpress.com/2008/09/24/next-show-in-residence-good-boys/> or call 619-342-7395.