



SBN'S 31ST ANNUAL CONFERENCE

Friday, June 4 2021



**ROSARIO UBIERA-
MINAYA**



NIAZ DORRY



WINONA LADUKE



SEGUN IDOWU



SHIRLEY LEUNG

***Building Local, Green, and Fair Economies -
We're All in this Together!***

Friday, June 4, 9am to 12 pm ET

PRESENTED BY CAMBRIDGE TRUST COMPANY

ABOUT



The Sustainable Business Network of MA (SBN) has had a mission to create local, green, and fair economies for over thirty years and we host an annual conference to promote this mission. This year our 31st Annual Conference will be held virtually on June 4, 2021 and will seek to inspire collaborative action that will work to develop a strong economy that is local, green, and fair.

This event is designed collaboratively with our non-profit partner, Common Good Collective, whose mission is to bring people together in an interactive, productive, and fun way, with the intention of catalyzing important action steps that will change our world for the better. Our time together will offer you the following memorable and action-oriented benefits:

- Learn and be inspired by an exciting and diverse array of dynamic local leaders who are aligned with SBN's mission and are making an impact every day with their work.
- Participate in small and large group conversations addressing a range of topics from local business support and community development, to local food and sustainability, and racial equity and equitable economies.
- Connect with like-minded people who share a passion for changing our world and want to expand their network and find ways to cooperate and collaborate.
- Enjoy music, poetry, and other non-linear features that bring us together and give us context for the depth of our work.



© 2019 Fred Moses

Sustainable Business Network of Massachusetts 31st Annual Conference



KEYNOTES



WINONA LADUKE

American Environmentalist and Economist, Program Director of Honor the Earth

Winona LaDuke is a Harvard-educated economist, environmental activist, author, hemp farmer, grandmother, and a two-time former Green Party Vice President candidate with Ralph Nader. LaDuke specializes in rural development, economic, food, and energy sovereignty and environmental justice. Living and working on the White Earth reservation in northern Minnesota, she leads several organizations including Honor the Earth (co-founded with The Indigo Girls 28 years ago), Anishinaabe Agriculture Institute, Akiing, and Winona's Hemp.



ROSARIO UBIERA-MINAYA

Executive Director, Amplify Latinx

Rosario Ubiere-Minaya is a leader, community activist, and social entrepreneur originally from the Dominican Republic. She has over 25 years of experience working and advocating for systemic change, social justice, and equity, on behalf of the Latinx community, in the areas of education, housing, voter engagement, public health, and the arts. She has successfully developed and implemented initiatives that have made impactful contributions to promoting the social and economic wellbeing of the Latinx community. As the Executive Director of Amplify Latinx, Rosario leads a Latinx power coalition of over 3,000 active members and over 140 business and community partners.



SEGUN IDOWU

Executive Director, [Black Economic Council of Massachusetts](#)

Segun Idowu is one of the foremost leaders in Boston, and was recognized as one of the "100 Most Influential People in the City of Boston" by Boston Magazine (May 2020). He has led the conversation on empowering Black communities in Massachusetts, and has made significant breakthroughs at the State House advocating for Black-owned businesses, holding city and state governments, to equity standards in contracting. With Segun's leadership, BECMA raised \$1.5 million last year through an initiative called the Greenwood Challenge, the majority of the funds for which are expected to go toward a technical-assistance program for Black-owned businesses.



SHIRLEY LEUNG

Business Columnist, [The Boston Globe](#)

Shirley Leung is a columnist and associate editor at the Boston Globe. She has written on everything from the intersection of business and politics to gender and diversity issues in the workplace. She has been a three-time finalist for the Gerald Loeb Award for Commentary. In 2018, Boston Magazine named her to its list of the "100 Most Influential People in Boston." Shirley is also a contributor to WGBH's "Boston Public Radio" and "Greater Boston," as well as a regular guest on New England Cable News.



NIAZ DORRY

Coordinating Director, [Northwest Atlantic Marine Association](#)

Niaz has been serving as NAMA's coordinating director since 2008. One of the first things NAMA did after Niaz took the helm was to join the National Family Farm Coalition as its first non-farming member. The two organizations entered into an innovative shared-leadership model on May 1, 2018, putting Niaz in the new role of serving the work of both organizations and further cementing the relationship and interdependence between land and sea. Niaz has been named as a Hero For The Planet by Time Magazine for her work with small-scale, traditional, and indigenous fishing communities to fight against the corporate takeover of the ocean and privatization of the marine environment and fishing rights.

SCHEDULE

Welcome with Karen Spiller, SBN Board Member	9:00 AM
KEYNOTE: Winona LaDuke, Program Director of Honor the Earth	9:05 AM
Q&A with Winona LaDuke	9:25 AM
BREAKOUT SESSION 1	9:30 AM
<i>Raising Capital for Women and Minority-owned Businesses</i>	
<i>Make a Difference - Align your Investments with your Values</i>	
<i>The New, Improved and Expanded 12 Month Shop Indie Local Campaign</i>	
KEYNOTE: Rosario Ubiera-Minaya, Executive Director, Amplify Latinx	9:55 AM
KEYNOTE: Segun Idowu, Executive Director, Black Economic Council of MA	10:15 AM
Q&A with Rosario Ubiera-Minaya and Segun Idowu	10:35 AM
Small Group Sessions	10:45 AM
NPR's Robin Young Interviews Shirley Leung, Business Columnist, The Boston Globe	11:00 AM
BREAKOUT SESSION 2	11:30 AM
<i>Catalyzing Local Business, A Common Good Approach to Monopoly Power</i>	
<i>Supporting Indie Local Businesses: From City Hall to the State House</i>	
<i>How Do Black and Brown Business Succeed in the Post Covid Economy?</i>	
<i>Moving Massachusetts to 50% Renewable Energy: the Power of Solar Energy</i>	
KEYNOTE: Niaz Dorry, Coordinating Director, Northwest Atlantic Marine Alliance	11:45 AM
Q&A with Niaz Dorry	12:00 PM
CLOSING	

Raising Capital for Women and Minority-owned Businesses



ANTHONY RUST
Impact Fund Manager
Business Equity Fund



ED DUGGER III
President, Reinventure Capital

Make A Difference - Align your Investments with your Values



JIM ROACH
VP of Retirement Strategies
Natixis Investment Managers



JOHN GREGORIO
Certified Financial Planner
Capital Management Partners

The New, Improved, and Expanded 12 MonthShop Indie Local Campaign



JEN RISLEY
Shop Indie Local Coordinator
American Independent
Business Alliance



LAURY HAMMEL
Executive Director
Sustainable Business Network
of Massachusetts

Supporting Indie Local Businesses: From City Hall to the State House



THEODORA SKEADAS

*Executive Director
Cambridge Local First*



AMANDA CONVERSE

CEO, Love Live Local

How Do Black and Brown Business Succeed in the Post Covid Economy?



JASON SOLOMON

*VP, Relationship Manager
Cambridge Trust Company*



NICOLA WILLIAMS

President, The Williams Agency

Catalyzing Local Business, A Common Good Approach to Monopoly Power



DEREK PEEBLES

*Executive Director, American
Independent Business Alliance*

Moving Massachusetts to 50% Renewable Energy: the Power of Solar Energy**ALEX KEALLY**

*Senior VP of Project Development,
Solect Energy*

**RICHARD KUMP**

*President and CEO, UMass Five
College Federal Credit Union*

SPEAKER BIOS***Anthony Rust, Impact Fund Manager, Business Equity Fund***

Mr. Anthony Rust has been in the investment industry for over 25 years as a private equity investor, investment banker and impact investor. Currently, Mr. Rust is the Impact Fund Manager of the BEI Business Equity Fund, which is an innovative program and initiative designed to finance, invest and focus on Minority Business Enterprises, a business sector that has had a difficult time accessing the requisite capital for growth. This innovative program utilizes an active private equity fund model providing MBEs with embedded strategic advisory services and business distribution resources in addition to capital.

Ed Dugger III, President, Reinventure Capital

As a founding partner and President of Reinventure Capital, one of the earliest impact Venture Capital funds, Ed has invested in growth industries to consciously expand business opportunities for entrepreneurs of color. Ed also helped launch some of the nation's most successful African American controlled companies, both private and public. Most recently Ed has responded to our nation's current challenges, stemming from persistent racial, social and economic inequities, by targeting the vast, untapped reservoir of innovative, entrepreneurial talent, comprised of those of color and women consistently overlooked by the mainstream investment community

***Jim Roach, Senior VP of Retirement Strategies,
Natixis Investment Management Partners***

Jim Roach is a Senior Vice President of Retirement Strategies for Natixis Investment Managers. In this role, he represents Natixis Sustainable Future FundsSM, the first open-ended mutual fund target date offerings that are broadly ESG in the marketplace. Mr. Roach has over 15 years of investment industry experience and has spent the majority of his career in sales leadership roles.

***John Gregorio, Certified Financial Planner,
Capital Management Partners LLC***

"When helping people plan for their tomorrows, I believe we need to dig deep to make sure they enjoy the journey along the way. As a fellow small business owner, I relate to so many of the complex and challenging financial issues you face every day and it's a great feeling when we identify, brainstorm ideas and tailored solutions, put them in place and monitor them to see the results. More and more of my business owner clients want mission aligned retirement/401(k) plans, and as an independent advisor and fiduciary asset manager, Socially Responsible Investments and ESG Investing can allow them to pursue this passion."

***Jen Risley, Shop Indie Local Coordinator American Independent
Business Alliance***

Jen Risley is the Program Manager of The Local Crowd (TLC Monadnock). Jen also works as the Marketing Manager of Monadnock Food Co-op. She has a ME in Education and ample experience in community organizing and community economic develop as one of the founding members of her co-op. Jen served as Executive Director of Monadnock Buy Local, an organization that promoted the benefits of shopping locally and growing a more fair, green and local economy.

***Laury Hammel, Executive Director, Sustainable Business Network of
Massachusetts***

Laury Hammel is the President and CEO of The Longfellow Clubs of Massachusetts, which encompasses health and sports clubs, holistic health centers, children's centers, and camps that serve 15,000 members. Laury has helped dozens of Independent Business Alliances and other local business coalitions get started. Additionally, he founded the Sustainable Business Network of Massachusetts (SBN) in 1988, Business for Social Responsibility in 1991 and, in 2001, co-founded the Business Alliance for Local Living Economies.

Theodora Skeadas, Executive Director, Cambridge Local First

Theodora Skeadas is the Executive Director of Cambridge Local First, a network of 500 locally- and independently-owned businesses in Cambridge. She manages a national resilient local economies internship program, she co-founded the Cambridge-Somerville Black Business Network alongside the Sustainable Business Network of MA, and she is on the Board of Directors of the American Independent Business Alliance. She is a current candidate for Cambridge City Council.

Amanda Converse, CEO, Love Live Local

Amanda Converse is the co-founder and CEO of Love Live Local, an organization founded in 2013 that is dedicated to educating consumers on the importance of supporting small business. Amanda's passion for local business arose when she returned to Cape Cod after receiving her Master's in Public Policy and began working for the Hyannis Main Street Business Improvement District. Soon after Amanda tried her hand at running her own retail store and through her experience as a small business owner, she came to appreciate that small businesses are the backbone of local economies everywhere, and they need support communicating that message to consumers and policymakers.

Jason Solomon, VP Relationship Manager, Cambridge Trust Company

Jason refines banking relationships (better fee, better service options for personal/family, businesses/commercial and attorney accounts). His practice focuses on bringing new (personal/family and business) customers to Cambridge Trust - whether a new account or by providing a review of the current deposit and checking account relationships. Along with providing concierge support, he finds ways to provide tremendous service that goes above and beyond the large bank look and feel. Specifically, Jason works with Community Partnerships, Women owned, Minority owned, Veteran owned and Nonprofits.

Nicola Williams, President, The Williams Agency

Nicola Williams founded The Williams Agency in 1995. Nicola, with over 20 years of industry experience has a strong marketing background in marketing management, market research, brand development, advertising, public relations, sponsorship development, and event promotions. Williams was the producer and one of the founding organizers of the Boston Local Food Festival, Boston's premier food event and top 10 food events in the City. She is the brainchild of Boston JerkFest and Vermont JerkFest, Caribbean-style foodie events that launched in 2013 and 2015 respectively. Nicola also developed the concepts for and produces the Hyper-Local Craft Brewfest and Local Craft Spirits Festival in the Greater Boston area. Nicola is a current candidate for Cambridge City Council.

Derek Peebles, *Executive Director,*
American Independent Business Alliance

Derek Peebles is a servant-leader with advanced education in Organizational Leadership and Public Relations and 10 years of professional experience in business and community development. Derek's reputation is built on cross-cultural and cross-sector collaboration, bridging communities for capacity building. Derek has the skill to build strong working relationships with C-Level Executives, civic leaders, and education administrators to connect diverse communities.

Alex Keally, *Senior VP of Project Development,* ***Solect Energy***

Alex is the Senior Vice President of Project Development and one of six partners at Solect Energy, where he is responsible for new business development, and educating potential clients on the benefits of solar. Alex brings over 10 years of experience in the clean energy industry, through leadership roles in Sales, Operations, and Consulting. Prior to joining Solect, Alex spent seven years at Evergreen Solar, a global manufacturer of solar panels, most recently as Director of Sales Operations and Director of Sales for the Americas and Asia Pacific.

Richard Kump, *President and CEO,*
UMass Five College Federal Credit Union

Richard Kump had worked at UMassFive for 17 years before he was selected as the CEO in 2018. He has served as Vice President of Member Service and COO, and brought to his new role 34 years of overall credit union experience working for three different institutions. Kump has held senior level positions at all three credit unions he has worked for, including 12 years with the nation's first credit union, St. Mary's Bank Credit Union in Manchester, NH.

Thank you to Our Sponsors!

CAMBRIDGE
— TRUST —

PRIVATE BANKING WEALTH MANAGEMENT



THE WILLIAMS
AGENCY



American
Independent
Business
Alliance



The Food Project

