



Happy Holidays

In this Season of Gratitude  
our thoughts turn to those who  
have made our success possible...

Thank you,  
Best Wishes for the Holidays,  
& Happy New Year!

Newground Social Investment

Bruce

Larry

Nancy

Bruce Herbert,  
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# Newground

## Social Investment

**A blessing now and in the year to come  
for you, your friends & family, and our collective  
desire for universal peace and belonging**

**M**any thanks to all who helped light up the winter darkness at our 6th annual holiday gathering – where 132 thoughtful, progressive, and committed friends were filled with good cheer and Bruce's famous eggnog. Our guests enjoyed fine conversation, fellowship, and fun. For celebration photos see: [newground.net/news.asp#5pics](http://newground.net/news.asp#5pics)

A part of the evening's joy seemed rooted in the simple act of gathering during a tenuous time of both promise and turmoil.

### **2011: A Year of Remarkable Beginnings**

**A**s of this writing the S&P 500 is essentially flat for the year. The wealth gap, however, still widens while politically the short-sighted drone of *no taxes* creates ever-more-merry grinchies on Wall Street.

The astounding *Arab Spring* uprisings ignited in response to instances of global greed and corruption, while on its heels the *Occupy Movement* has helped shift the tenor of debate in America by garnering air-time on networks that seem to not yet fully comprehend the world's profound desire for fairness, transparency, and accountability.

The US economy appears resilient as both hiring and housing show some early signs of recovery. While global events may still pose risks, we hope that a more widely-shared prosperity will lead to an economic rebound for the many – not just the 1%.

**D**uring these long winter nights let us remember those on the streets at home and abroad who are the casualties of this nation's economic and war policies. The times (and the tenants of each faith tradition whose sacred days fall this time of year) call us to hope, compassion, and solidarity – in addition to concrete demonstrations of outrage.

### **On Behalf of Newground Clients**

**2**011 saw seven trips: to conferences, the 40th Anniversary of ICCR, and a number of shareholder meetings, including *The Woodstock of Capitalism* – Berkshire Hathaway's annual meeting in Omaha.

**Berkshire** was asked to set goals for lowering greenhouse gas emissions at its coal-fired holdings. Bruce presented the resolution before a teeming audience of 15-20,000 people.

**Plum Creek** (the nation's largest private landowner) agreed to change its bylaws to democratize vote-counting practices – a successful pilot of a Newground project designed to ensure fair and representative vote-counting at corporations nationwide.

**Nordstrom** agreed to improve water-use practices throughout its supply chain in an engagement Newground led in conjunction with Ceres.

**Time Warner** re-implemented and improved on sustainability reporting, which it had earlier suspended.

At **Chevron** we are in partnership with NY State, Amazon Watch, and the UUC to press for a settlement with Ecuador following years of toxic pollution. We also question Chevron's ties to Burma – where billions have been diverted into the private bank accounts of dictator generals.

**Boeing & Amazon** are being pressed to fully disclose political spending (as more than half of the S&P 100 currently do) – including payments to trade associations. However, both companies are highly resistant.

**A**mazon – in addition to employing aggressive tactics to not pay sales tax – launched a Christmastime campaign that engages shoppers to spy on locally-owned stores, deliver proprietary data to the *mother ship*, then turn around and buy from Amazon instead. As corporations are legally deemed to be people, shouldn't Amazon feel some shame?

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**I**n coming months we will file resolutions with **Smucker's, Nike, Cardinal Health,** and the former **Massey Energy** on a series of topics pertaining to aspects of transparency and accountability – which are the most basic bottom-line goals of social investment.

**I**n 2011 Newground also launched the **Shareholder Genome Project.** Its long-term goal is to leverage social media to both educate and catalyze individual investors with the tools and resources necessary to engage in effective shareholder activism. Visit [shareholdergenome.org](http://shareholdergenome.org) for more, including a video clip that Van Jones recorded for the Project.

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**N**ewground wishes to thank our clients, whose support, dedication, and shared vision allow these important efforts to move forward!

Every client can take satisfaction in knowing that their engaged use of money directly supports this work – which Newground does pro-bono on behalf of community, environment, and justice organizations nationwide.

Together, we make the world a better place.

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**Newground**

Social Investment

*'Money Managers & Investment Provocateurs'*

Since 1994, Newground has offered socially conscious money management & shareholder advocacy for clients nationwide.

Please contact us for more information.

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