

# Investing for the 80's

Socially Responsible Investing will be the topic defined, discussed and debated at a three-day conference February 5, 6 and 7 at the University of Oregon in Eugene.

Hosted by the Associated Students of the University of Oregon (ASUO), some of the most knowledgeable speakers in the nation will be sharing their experience about the topic—a topic in which public interest has grown enormously in the last few years. For example, not only have professionals in the investing field created the Social Investment Forum to organize and promote socially responsible investing (SRI), but greater and greater numbers of laypersons have taken control over their money to see it support their values.

## Nationally Known Speakers

Among the nationally-known speakers addressing the conference will be Chuck Matthei, Director of the Institute for Community Economics (ICE), Greenfield, MA. Chuck works with communities throughout the nation, helping them to set up Revolving Loan Funds (RLF's) modelled on ICE's own very successful fund. In five years of financing groups working for systemic change in the land and housing system—many in low-income areas—ICE's RLF has never had a default. (Investors in this fund set their own interest rate and terms!)

## Design for Social Responsibility

Victor Papanek's contribution to design is best expressed in the Citation of his 1982 nomination for the Alternative Nobel Prize: "Through the example of his design work, his writing and teaching, he has brought about a closer understanding between the poor and disadvantaged peoples of the Third World and the rich and technologically developed societies of the Northern half of the Globe."

Papanek, who is currently the Distinguished Professor of Design at the University of Kansas School of Architecture and Design, will be in Eugene on Thursday, January 31, to speak on the subject of Design for Social Responsibility. His talk is sponsored by Designers' Forum, and will take place at 7:30 pm in the Ernest Bloch Room at the Eugene Hilton. Admission is \$7.50 for non-Forum members and \$5.00 for members.

Papanek's lectures have taken him to international conferences, universities, and industrial organizations in more than 90 countries. He is the author of the most widely read book on design in the world: *Design for the Real World*, and has written four other books on design. His philosophy of design incorporating cultural, human, and environmental needs, has made him a respected leader in contemporary design thinking.

Papanek has studied architecture with Frank Lloyd Wright and anthropology (he spent a total 3½ years living with Eskimos, Balinese, Navajos and Laplanders). He has served as Senior Design consultant to Volvo of Sweden and has done extensive design work for the World Health Organization and UNESCO. In his spare time he flies a glider and writes science fiction.

Chuck will discuss the range of views on SRI and define the issues and promote a point of view that ICE calls "community investing."

Representatives from the two largest, most rapidly growing socially responsible mutual funds in the country will also share their views. Grace Parker, Vice President of Calvert Social Investment Fund in Washington, DC and John Harrington, President of Working Assets Money Fund in San Francisco will talk about their criteria for selecting responsible investments, explaining how the economy benefits from socially responsible investing.

Amy Domini, a stockbroker from Cambridge, MA and author of the new book *Ethical Investing*, will present an investment counselor's view of the SRI field focusing mainly on conventional investments in stocks and bonds.

Joan Shapiro, Vice President of South Shore National Bank in Chicago, will present the success story of her declining South Shore neighborhood. Activists there turned a bank that wanted to abandon the neighborhood into a national model of what a local bank can do to arrest decline and promote local economic development.

The Conference will raise issues for the investor not only over what increased responsibility to take over investment of her/his own funds, but also over those funds of the institutions that represent her/him—institutions such as unions, churches, schools, governments, organizations.

Tim Smith of the Interfaith Center for Corporate Responsibility, will discuss the role that churches are playing in the SRI field.

## Debates

Randy Barber, Director of the Center for Economic Organizing

in Washington, DC, and Edwin Vierra, member of a federal committee on labor pension funds, will oppose each other on a panel discussing socially responsible investing of union pension funds.

The Conference was conceived by student government leaders in part in response to the lower court ruling against divestiture of higher education funds, December, 1984.

Divestiture from South Africa as an aspect of socially responsible investing will be debated by Ed Ferguson, Professor of History at OSU, and James Campbell, pro-divestiture lawyer for UO students dent plaintiffs opposing Charles Swindells of Oregon Investment Council and Frances Terry McNamara of Hoover Institute at Stanford.

Eugene itself is the home of a new revolving loan fund serving the agricultural sector which promises to warrant national attention in the years ahead—ARABLE, Association for Regional Agriculture Building the Local Economy, will be discussed by its founder, Thomas Forster.


I will share some thoughts on evaluating the burgeoning resources and opportunities in the SRI field based on my three years of writing and teaching in the field.

ASUO should be congratulated for a valuable service to the community in bringing us such an array of people—people who are defining the state-of-the-art and moving it forward. These are people who make me realize that there is a way out of the economic morass in which we find ourselves as a nation and a world community.

Come, citizens of Oregon! Let's listen carefully, then act as our hearts tell us to. We can have a sustainable future if we're willing to invest in it!

—Mary Vogel

(Mary Vogel is a writer and teacher on the topic "Investing for a Sustainable Future." She is also a registered representative for Working Assets Money Fund and an Advisor to ARABLE.)



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