

THE HEART OF THE MATTER

blue dot
ADVOCATES

Winter 2017-2018

BLUE DOT IS A PUBLIC BENEFIT COOPERATIVE!

“We decided that we wanted our values of fairness and transparency to form the foundation of our internal economic system, rather than the invisible hand of the ‘market.’”

~ Bruce Campbell, Founder, Chief Happiness Officer, Navigator

In July 2017, the Blue Dot team gathered in beautiful Lyons, Colorado, and finalized our long-contemplated conversion to a Public Benefit Cooperative. See Bruce Campbell's own words about this conversion in his recent [“Being the](#)

[Change”](#) blog. As he so eloquently clarifies, this new form embodies our most deeply held values as a law firm.

Becoming a PBC was a logical next step. In 2013, along with a name change to Blue Dot Advocates (inspired by the late, great Carl Sagan), we became the first Colorado law firm to become a Certified B Corp. And, we have been [active participants](#) in the Public Benefit Corporation Act since its inception in [April 1, 2014](#). This year we've qualified yet again, and in our fifth year we keep increasing our firm's positive impact. See more on this below, and Happy B Corp Month!

BLUE DOT WELCOMES SHERYL WINARICK, OUR MIGRATION CATALYST



We have also solidified a professional relationship with Bruce's long-time friend Sheryl Winarick, a U.S. Immigration and Naturalization attorney who in six short months has already inspired us each in immeasurable ways to live our collective purpose and passion. [It's what she does.](#) Her vision for the firm is truly that we be the change we want to see in the world, modeling possibilities, and planting seeds that say YES - it IS possible to do business and earn a good living in a way that values the planet and people around us everywhere.

Especially lately, given our difficult political climate, her well-established [immigration law practice](#) (click on Immigration from [this link to all of our practice areas](#)) fits nicely into what we already do. In [“Impact, Meet Immigration,”](#)

Sheryl points out that immigrants ARE the New World Economy, and we have already found synergies in our work. For example, Sheryl secured a visa for this talented women entrepreneur, [exceptional trail blazer](#) and founder of [Vovaj](#), and our corporate team is now engaged to assist her with establishing her business as a benefit corporation and handling other corporate matters. Stay tuned as we highlight more of Sheryl's inspiring clients from all over the world.

We the Members of Blue Dot Advocates, a Public Benefit Cooperative as of this first day of July in the year 2017, and each of us, hereby commit to use our skills, humanity, and humility to address legal, business, and economic undertakings in a manner that values well-being, community, socioeconomic equity, and living systems forever more, on this pale blue dot on which we all live.

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Sheryl Winarick

“Imagine being surrounded by hopeful, solutions-oriented people all the time. Right, that's my life. My clients inspire me on a daily basis and challenge me to reach my own full potential.”

~ Sheryl Winarick, Immigration Attorney & Migration

WE ALSO WELCOME SOO JUNG CHOI, OUR VALUE SYNERGIZER



In keeping with our international tradition, we also welcome [Soo Jung Choi](#), an exceptional funds lawyer. Soo is licensed in New York, lives in Hong Kong, and wanted to better align her career, values, and family with a legal practice concentrating on impact. Bringing high-level, international private equity experience from Sidley Austin and Jones Day, Soo is excited to help maximize the firm's world-wide potential. We are pleased and excited to provide her space to help us serve social enterprises, family offices, emerging impact fund managers, and NGOs.

HAPPY #BCORPMONTH!! BLUE DOT'S B CORP ACTIVITIES

It's February - so many things happen this month! Black History, Valentine's Day, the Super Bowl, Chinese New Year, Mardi Gras, Groundhog Day, and more. It's also #BCorpMonth, a time to recognize and celebrate companies using business as a force for good in the world. Like us.

What makes us a better company?

B Impact Report

Certified since: 2013

Summary:	Median Score	Blue Dot 2013	Blue Dot 2015	Blue Dot 2018
Environment	7	6	8	8
Workers	18	24	29	25
Customers	n/a	17	19	21
Community	17	17	18	26
Governance	6	16	13	21
Overall B Score	55	81	87	101

80 out of 200 is eligible for certification
*Of all businesses that have completed the **B Impact Assessment**
*Median scores will not add up to overall

We're not shy about sharing that we've been a Certified B Corp since 2013, but what is great is that since our benchmark year we can see exactly what we need to work on and access tools and advice to improve. And it's working! From 2013 to 2015 we improved by about 7%, and we easily doubled this round! Why? Here are a few exciting B Corp-related updates:

- Blue Dot participated in B Lab's first [Inclusive Economy Challenge](#), and has elected to participate again this year. On our first pledge to increase women on our team, we succeeded by welcoming [Sheryl](#) and [Soo](#). The second and third self-challenges helped us get us to the place where we could organize as a PBC, by first creating very real ways to evaluate the positive impact we have on the world; and secondly by creating measurable and quantifiable internal impact metrics that show impact performance from quarter to quarter. We also look forward to sharing with the world our first [Impact Report](#) this April.
- The second exciting project is that [Julie Kronenberger](#), our Coordinator in Chief and also our "Glue," is on the board of the local offshoot of B Lab, [B Local Colorado](#), a newly created nonprofit corporation comprised of a team of hand-picked business leaders engaging Certified B Corporations in our state. In addition to taking on the challenges of putting on "[BLD, a day-long B Corp Leadership Development conference](#)" in 2018, its mission is to be a local resource to help organizations be Best for Colorado and Best for the World. Blue

Dot is also providing pro bono services to the new nonprofit, with the intention to share the process for incorporation and seeking 501(c)(3) status and create a path for other B Local offshoots across the U.S.

ARE YOU BEST FOR THE WORLD?

If you live in Colorado and already have sustainability, social and environmental goals woven into your business model, or if you *want* to, of course please contact us to help you create or convert your company to a PBC (public benefit corporation or cooperative). But also, take 30 minutes and see if you too qualify for [Best for Colorado](#), or have what it takes to become a Certified B Corp. Blue Dot Advocates, PBC is a Best for finalist, and we love seeing all of the cool things other folks are doing -- using Business as a Force for Good -- to protect this [pale blue dot on which we all live](#).



Blue Dot Advocates a Public Benefit Cooperative, is a network of sophisticated business, nonprofit and international lawyers driven by a desire to facilitate commercial and investment activity that improves the state of our world. We represent investors, companies, immigrants, and social enterprises operating in more than 40 countries that are motivated by a similar belief in the positive potential of business.

Our investor clients range from angels and angel groups to family offices, foundations, and small funds. In aggregate, Blue Dot's investor clients have investable assets exceeding \$1 billion. On the company side, our lawyers have collectively represented thousands of companies in industries ranging from housing and renewable energy to healthcare and mobile technology.

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