



B CORPS & BENEFIT COMPANIES

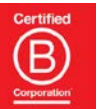
Presentation to



**American
Accounting
Association**

By Tom Kelly

Neil Kelly



NK

70
YEARS OF
BUILDING
INTEGRITY

GOOD PEOPLE CRAFTING GREAT HOMES SINCE 1947



DESIGN-BUILD REMODELING



HANDYMAN SERVICES



HOME IMPROVEMENT



SOLAR ENERGY



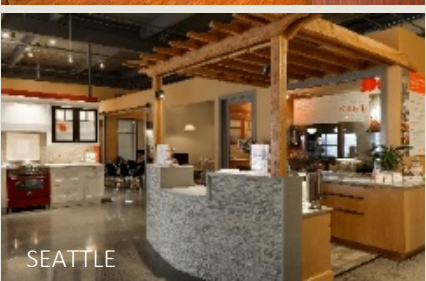
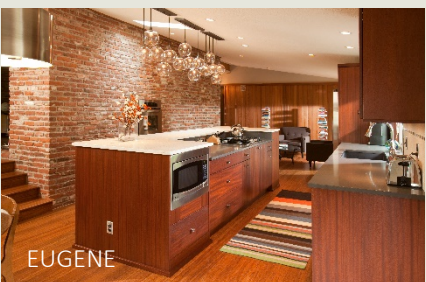
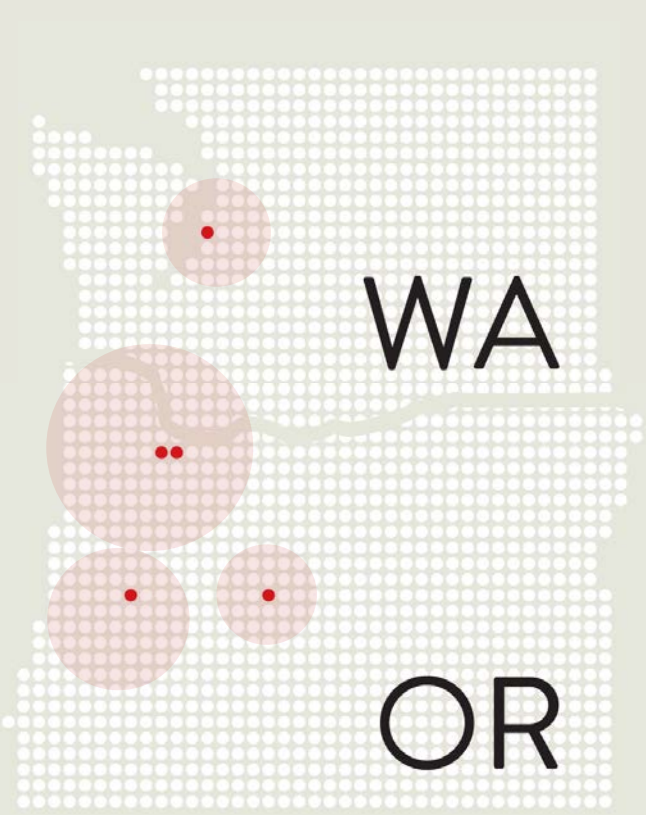
PROPERTY RESTORATION



CUSTOM HOMES



LOCATIONS





1947



Neil B. Kelly starts his company in his basement with a \$100 investment.

1960s



North Portland showroom opens. Neil Kelly Cabinet Company established.

1970s



Neil Kelly pioneers the design/build remodeling process, and promotes women to roles in sales, design, drafting and carpentry.

1980s



Neil B. Kelly becomes first president of NARI. Tom Kelly assumes leadership of Neil Kelly Company. Second design center opens in Beaverton, OR.

1990s



Handyman Services introduced. Company wins National Better Business Bureau Integrity Award.

2000s



Lake Oswego Design Center opens in first LEED-certified commercial building on the West Coast. Eugene and Bend Design Centers open. Home Performance energy services introduced.

2010s



Seattle Design Center opens. Solar energy services introduced.

TODAY



NKC becomes a Certified B Corporation and continues to lead the industry in innovation and award-winning design.

Neil Kelly



NK

WE DIDN'T JUMP ON THE GREEN BANDWAGON. WE DROVE.



LEED

LEADERSHIP IN ENERGY & ENVIRONMENTAL DESIGN

Declare.

Naturally Northwest™
Neil Kelly Cabinets

Final Assembly: Portland, OR, USA

Life Expectancy: 5 YEARS

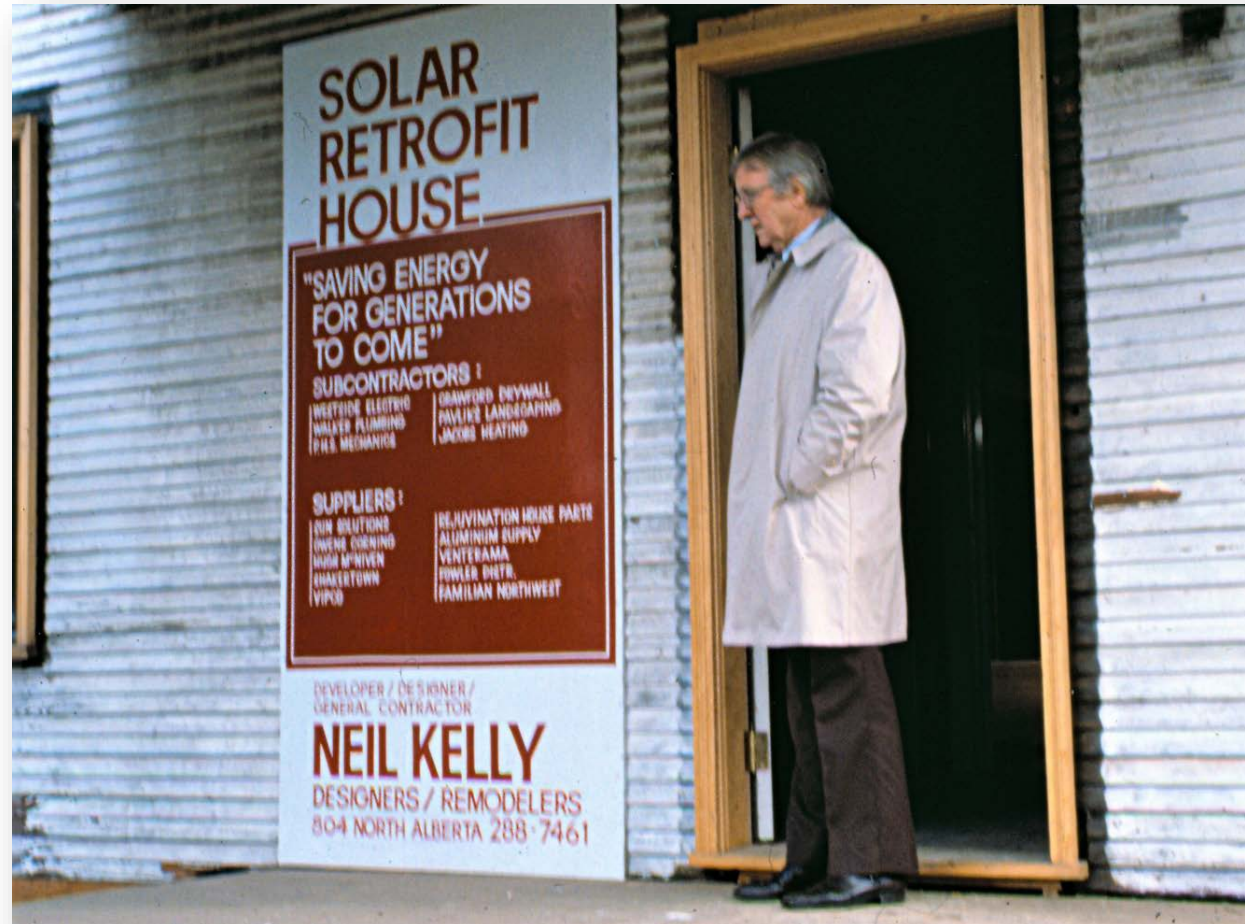
End of Life Options: Recyclable (90%), Landfill (10%)

Ingredients:

Panel: Ligno-Cellulosic Materials, Soy Flour, Hercules CA1100 Resin* (Klamath Falls, OR); Finish: n-Butyl Acetate, 1-Methoxy-2-Propanol Acetate, Toluene, Xylene, Ethanol, 1-Butanol, Acetone, 2-Methyl-1-Propanol, Methanol, Amorphous Precipitated Silica, Ethylbenzene; Construction Adhesive: Roo Super Bond*; Case Hardware: Steel, Lubrication Grease, Ethylene-Vinyl Acetate Copolymer

NK

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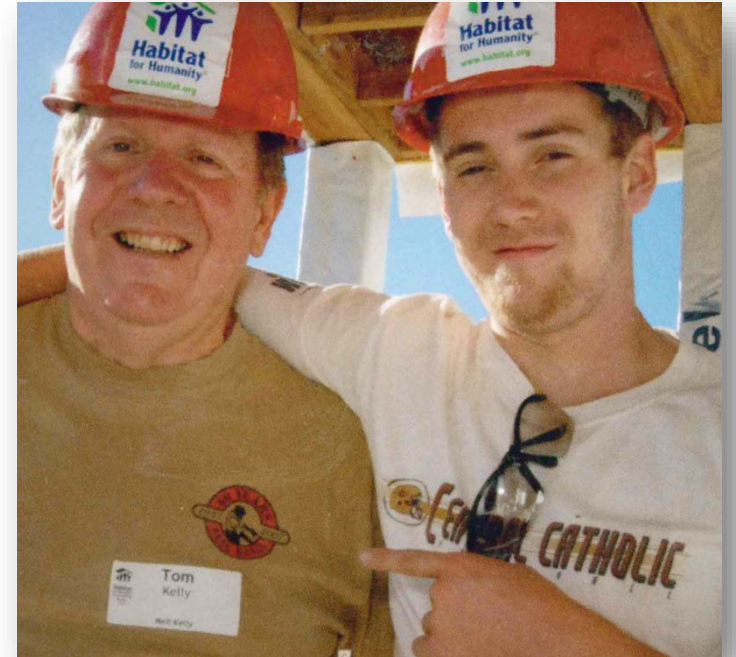
WHAT IS AN OREGON BENEFIT COMPANY?

- Separate from B Corp Certification
- Corporate status for Oregon companies
- Positive social & environmental impact
- Must follow 3rd-party standard



WHAT HAVE WE GAINED FROM BENEFIT COMPANY STATUS?

- Preservation of our values and intent
- Documentation of our commitment
- Promotion of the concept of business as a force for good



OREGON BUSINESS
ALLIANCE
— FOR CLIMATE —

ORBIZCLIMATE.ORG

WHAT IS A B CORP?

“B Corp is to business what Fair Trade certification is to coffee or USDA Organic certification is to milk.”

- B Lab (bcorporation.net)



WHAT IS A B CORP?



PEOPLE **USING**
BUSINESS
..... AS A
FORCE **FOR** **GOOD**

PEOPLE: Employees and community

PLANET: Environmental sustainability

PROFIT: Financial stability, sustainability,
opportunity, and growth

WHAT IS A B CORP?

For-profit company certified by B Lab to meet rigorous standards of:

- SOCIAL PERFORMANCE
- ENVIRONMENTAL PERFORMANCE
- ACCOUNTABILITY
- TRANSPARENCY

WHAT IS A B CORP?



boly:welch



Albina Community Bank



WHAT IS B CERTIFICATION?

- 1** B Impact Assessment
- 2** Meet Legal Requirement
- 3** Biennial Recertification

WHAT'S INCLUDED IN B LAB ASSESSMENT?

GOVERNANCE:

- Corporate Structure
- Board
- Management Team
- Employee Participation
- Policies

What makes us a better company?

B Impact Report

Certified since: December 2013

Summary:	Company Score	Median Score*
Environment	24	7
Workers	30	18
Customers	N/A	N/A
Community	22	17
Governance	16	6
Overall B Score	92	55

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

WHAT'S INCLUDED IN B LAB ASSESSMENT?

WORKERS:

- HR Policies
- Hiring Practices
- Compensation
- Benefits
- Diversity

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WHAT'S INCLUDED IN B LAB ASSESSMENT?

COMMUNITY:

- Volunteer efforts
- Civic & industry leadership
- Local community support & business partnership
- Diversity in clientele & business partners

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WHAT'S INCLUDED IN B LAB ASSESSMENT?

ENVIRONMENT:

- Sustainability efforts
- Supply chain
- Waste management
- Energy & water conservation
- Trade partner & client education

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WHAT'S THE INVESTMENT?

- Annual Fee
 - \$500 – 50,000
 - Based upon annual sales
- Staff Time
 - Program Integration & Coordination
 - Recertification Process
 - Approx. 400 hours/year
- Total Annual Investment: \$25,000

HOW HAVE WE BENEFITTED FROM B CORP CERTIFICATION?

- Clear & focused self-evaluation
- Renewed energy & creativity
- Community of like-valued companies
- Collaboration & learning opportunities
- Recruitment & retention
- Recognition from clients & partners

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PORTLAND BUSINESS JOURNAL

SPONSORED CONTENT

THOUGHT LEADER FORUM: B CORPORATIONS



ANDREW WELCH
PRESIDENT, BOLY:WELCH

Andrew leads Boly:Welch's staff of 40 recruiters, administrative, and operations staff specializing in executive search, recruiting, staffing, and HR consulting.

Andrew began his career with the firm in the '90s, but left to pursue education and experience internationally. Training with a world-class search industry leader rekindled his interest in rejoining Boly:Welch. In 2011 he returned as a contributor in the executive search division and in 2013 was named to the company's board of directors.

His transition to president of Boly:Welch in July 2015 was the culmination of an extensive succession planning process designed to align the agency's vision to maintain local ownership, a unique culture, and reputation for excellence with a sustainable organizational structure.



DAVID KAHL
FOUNDER AND CEO, FULLY

In 2000, David Kahl was a M&A executive in New York City working long hours at a static desk with an old school task chair. Still in his 30's, he started noticing stiffness, an aching back and bad posture. That's when he first sat in the HAG Capisco chair. Making that simple change in his life, David noticed he felt better, became more focused and was sleeping better.

After 9/11 and growing disillusioned with Wall Street, David set out to build a socially-conscious business around active seating and healthy workspaces.

Now 15 years later, and Portland-based Fully continues to disrupt the furniture industry by designing innovative, movement-inspired products like the Jarvis Standing Desk and Tic Toc stool, and selling directly to businesses and consumers without a dealer network.



TOM KELLY
OWNER AND PRESIDENT, NEIL KELLY COMPANY

Tom Kelly is president of Neil Kelly Company, a design-build remodeling and home improvement firm founded by his father in 1947.

A former chair of the Portland Development Commission and current chair of the recently established Oregon Business Alliance for Climate, Tom has been active in trade and civic organizations throughout his career.

Neil Kelly employs 200 people in Bend, Eugene, Lake Oswego, Portland and Seattle, and has a long tradition of environmental leadership and community involvement.

The company earned B-Corp certification in 2013, and was registered as an Oregon Benefit Corporation on January 1, 2014 — the first day for such recognition.



FRED PAYNE
FOUNDER AND CEO, NORTHWEST CAPITAL MANAGEMENT INC.

Fred Payne has been in the financial services industry for over 30 years. In 1988, Fred founded Northwest Capital Management Inc., a firm that today provides wealth management and retirement plan consulting services to portfolios whose values exceed \$3 billion. NWCMI became a B Corp in July 2016.

In 1995, Fred founded an actuarial and third party administration business, but sold it last year to concentrate NWCMI's energies and resources on its advisory services. In 1996, he earned the Certified Financial Planner® designation to better advise his wealth management clients. Fred is a graduate of the University of Notre Dame.

WHAT DOES THIS MEAN FOR OUR FUTURE?

- Firm foundation for advancing our mission and values
- Growing community of like-minded companies
- Opportunities for learning and growth
- Clearer path for industry leadership
- Stronger communities, economy & environment



OUR B CORP 5-YEAR PLAN

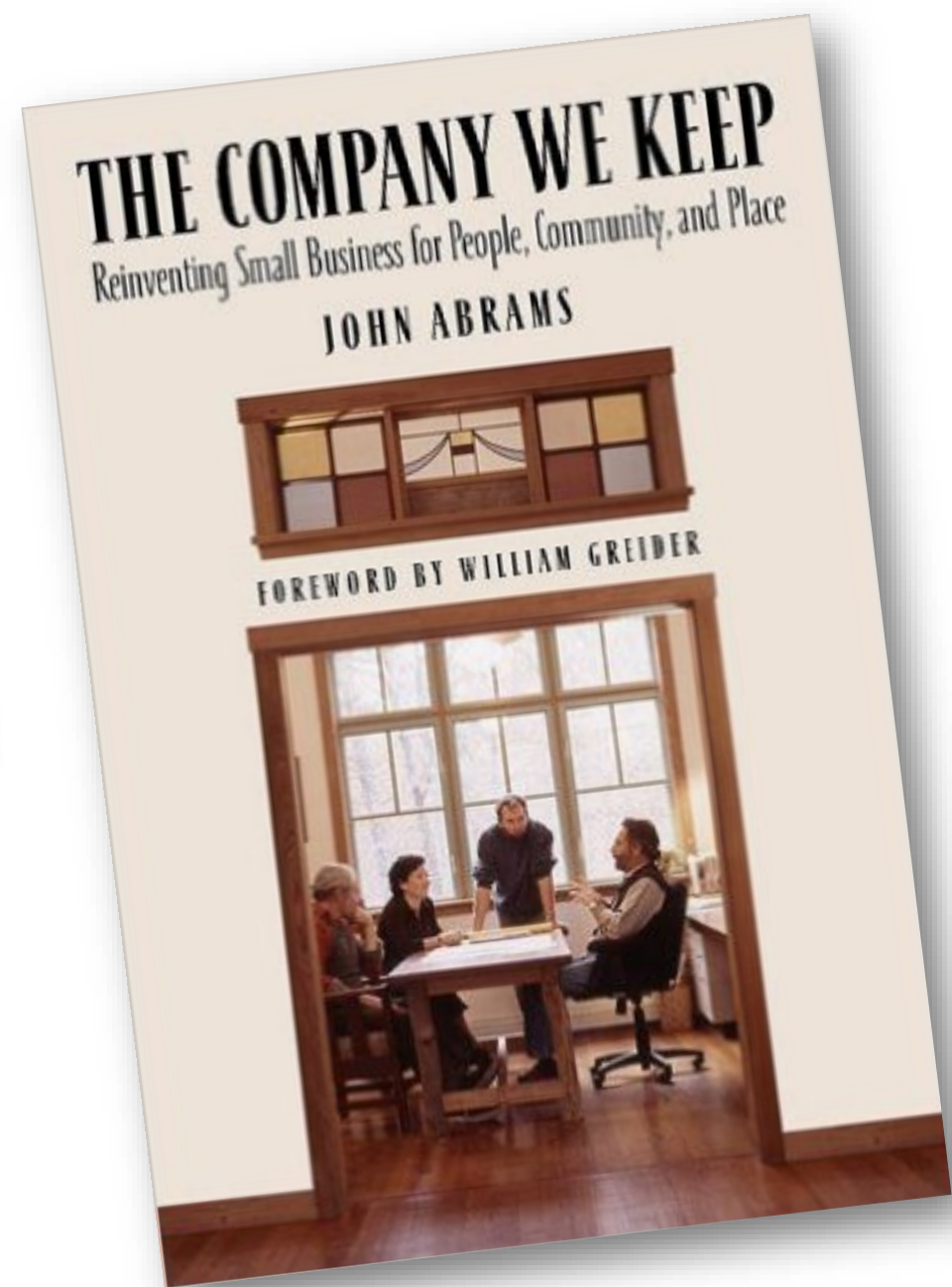
COMPANY: Fully integrate B Corp into Neil Kelly brand and day-to-day operations

PEOPLE: Be among top 20 of “100 Best Green Companies” list

COMMUNITY: Be known for our commitment to community in every local market

ENVIRONMENT: Make every facility an example of sustainable infrastructure.

GOVERNANCE: Engage business and community partners in our B Corp goals





**As a Certified B Corp,
we strive to make meaningful
contributions to the people
and communities we serve, and
the environment we all share.**



**“We work for people, planet
and profit – in that order.”**

Tom Kelly, President

NK

