



We'll Get by With a Little Help from Our ReGenFriends™

ReGenFriends™ Invites You to Join in a Customer-Driven Regenerative Business Movement

ReGenFriends™ Customer-Centric Business Summit
March 21, 2019, 8:30am - 6:00pm
Golden Gate Club at The Presidio, San Francisco, CA

ReGenFriends™ Brings Fortune 50 and Emerging Start-Up's Together to Share the Economic Benefits of Regenerative, Customer-Centric Business Practices.

Sausalito, CA (March 1, 2019)

We all share the same risks posed by the changing environmental, social and political climate affecting the globe. So, let's share our economic solutions to regenerate people, planet and prosperity around the world.

“The ReGenFriends™ Customer-Centric Summit is a respectful event that rewards dialogue among people with divergent views from companies of different scale, size, and impact. Founder Emily M. Olson said, “When we created this summit, we had the founding intention of it being an inclusive event. The current culture of business, mainstream or otherwise, largely centers around extraction, separation and conquest, which clearly isn't working. Regenerative Business focuses on interconnected living systems, each being accountable for their contribution to the whole. How could business change if we *all* took this holistic, regenerative approach? Bring a friend or foe and let's find out!”

One of the most exciting aspects of the event is the **ReGenForTheNextGen™** consumer survey. “We'll be capturing food, clothing, personal care, household goods, & technology shoppers. We'll have excellent data with 2,500 respondents and lots of opportunities for cross-tabulations and drill down. We believe that a consumer-led movement to regenerative business practices will lead to rapid change, greater market share, increased profitability and heightened business reputation,” Olson revealed.

Speakers

The ReGenFriends™ Customer-Centric Business Summit features a vibrant lineup of speakers including Fortune 50 thought-leaders and passionate start-up trailblazers in the sustainability, circular economy and regenerative business communities. Presenters include:

- **John Fullerton**, Founder, Capital Institute and Impact Investor
- **Holly Ziegel Ruxin**, CEO & Founder Montcalm TCR

- **Christopher Ategeka**, Founder & Managing Partner, UCOT
- **Shaun Frankson**, Co-Founder & CTO, Plastic Bank

Agenda

ReGenFriends™ Customer-Centric Business Summit program includes two keynotes, nine workshops, multiple networking opportunities, hospitality suites, and a dedicated Thought Leader Conversation Lounge where attendees can meet the presenters for in-depth discussions following their presentations. For a complete schedule please visit: <https://www.regencustomer.com/programregencustomer>

Presentations include:

- ReGenForTheNextGen™ (Opening Plenary)
- Investing in a Regenerative Future (Morning Keynote)
- Shared Risks; Shared Solutions (Afternoon Keynote)

Panels include:

- Nourishing the Planet (FOOD)
- From Well-Being to Well-Doing (PERSONAL CARE)
- Cool Investments for a Hot Planet (FINANCIAL CAPITAL)
- Partners with Purpose (HUMAN CAPITAL)
- Earth is the Only Real Asset (NATURAL CAPITAL)
- What if Mother Earth was in Charge (ENVIRONMENTAL HEALTH)
- “The Enablers” (TECHNOLOGY)

Presenting Companies

Showcasing their economic benefits from their commitment to regenerative business practices, presenting companies include: General Mills, Organic Valley, Patagonia, Applegate, NovoNordisk, Gitterman Wealth Management, Montcalm TCR, Capital Institute, Natural Grocers, Edelman, UCOT, Upside Partners, Everlane, Encore Consumer Capital, Silicon Valley Community Foundation, Indigenous Designs, South Pole Group, Regen Network, As You Sow, Nori, Center For Food Safety, CDP West, Liquid Token, Tony’s Chocolonely, Vitamin Angels, Regrained, Markegard Family Grass-Fed, California Poly - San Luis Obispo, Carbon Lighthouse, Valent, among others.

Sponsors

Premier sponsors include: Organic Valley, Montcalm TCR, Natural Grocers, Gitterman Wealth Management, Compass Natural Marketing, Foerstel Design, Tony’s Chocolonely, among others. Sponsorship places a company and brand in the ReGenFriends™ spotlight and demonstrates a leadership commitment to Customer-Centric Regenerative Business Practices. Sponsorships begin at \$1,000 to provide the opportunity for business of all sizes to participate. For sponsorship details, please visit: <https://www.regencustomer.com/events/sponsor-regen-friends-customer-centric-summit>.

Thought Leader Conversation Lounge

A highlight of the conference is the unique Thought Leader Conversation Lounge. Rather than crowding the front of the room, the Conversation Lounge provides presenters and attendees with the opportunity to engage

in deep conversations with their newly formed #ReGenFriends while enjoying spectacular views of the Golden Gate Bridge, Alcatraz island, Monterey pines, hawks, and peregrine falcons.

Registration

Registration is still open for practitioners, educators, and thought leaders in the areas of sustainability, circular economy, finance and regenerative business as well as those working in mainstream business. The ReGenFriends™ platform is a rich and diverse community so they are offering a generously discounted Friend & Foe ticket for attendees to invite a guest who doesn't share their views. Ticket prices include keynotes, workshops, breakfast, lunch and hosted reception. Regular registration costs \$250, while the Friend & Foe ticket costs \$295. Registration details can be found here: <https://www.regencustomer.com/events/attend-regen-friends-customer-centric-summit>

Social Media

Twitter: @ReGenFriends; <https://twitter.com/ReGenFriends>

Tweet and follow these hashtags: #ReGenFriends #ReGenForTheNextGen #ReGenCustomer #ReGenLeaders #ReGenEarth

Instagram: <https://www.instagram.com/regenfriends/>

Golden Gate Club at The Presidio

Built in 1949, the iconic Golden Gate Club was once the enlisted men's service club and the site of several historic treaty signings. The graceful Spanish Colonial building features views of San Francisco Bay, the Golden Gate Bridge, Alcatraz, and the Presidio forest. The Presidio is where San Francisco began. Today it is a regenerative national park site and a National Historic Landmark District located at the center of the Golden



Gate National Recreation Area. All proceeds go back to the Presidio Trust to restore, renew and grow landscapes, buildings, educational programs and community outreach.
source: © Presidio Trust 2019

About ReGenFriends™

Launched in 2018, ReGenFriends™ was founded by Emily M. Olson in partnership with Whole Health Marketing. The ReGenFriends™ Customer-Centric Summit is a respectful event that rewards dialogue among people with competing views from companies of different scale, size, and impact. We can disagree without being disagreeable. Our global community brings their unique perspectives to solving business risks and willingly share their solutions across the broad landscape of business through restoration, renewal, and growth strategies. Visit www.regenfriends.com

About Emily M. Olson

Emily M. Olson is the Founder of ReGenFriends™ and also holds the position of Chief Creative & Strategy Officer at Whole Health Marketing. With over 20 years advancing organizational initiatives that address social, environmental and economic challenges, Emily has worked in both for-profit and non-profit sectors, with local and global brands and organizations like Stanford University, Heinz, Nutiva, the Pablo Picasso Estate, and Girl Ventures. She has an unwavering passion for building and growing brands and organizations that prosper while making the world a better place. Her expertise lies in design, marketing, sales, branding, strategy and innovation. Visit www.regenfriends.com for more information.

About Nils-Michael Langenborg

Nils-Michael is the Co-Founder of ReGenFriends™ as well as President CEO of Whole Health Marketing. Nils-Michael has over 30 years of marketing and brand-building experience with some of the best companies in America, with the last 20 years focusing exclusively on the natural and organic products industry. Faculty positions include Dominican University of California where he taught entrepreneurial finance in the Green MBA program, and at the University of California at Berkeley Extension program where he taught a course in green leadership based on the work of Adam Smith. He is a Keiretsu member and regularly serves as a judge, mentor and advisor to Stanford's BASES Challenge, UC Berkeley's BIG IDEAs competition, Duke Start-Up Challenge, CleanTech Open and regularly mentors students and entrepreneurs. Visit www.wholehealthmarketing.com for more information.

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