



B Corp Update
B Corporations are a new type of company which use the power of business
to solve social and environmental problems.

June 10, 2010

Hello B Corporations -

B Lab is very excited to welcome [New Resource Bank](#), a San Francisco-based company, to the B Corporation family! This marks the first time that B Certification has been adopted by a company whose stock is traded on the OTC Bulletin Board!

About New Resource Bank

New Resource was founded in 2006 with a commitment to achieving environmental and social, as well as financial, returns. Its mission is to advance sustainability in everything it does—in lending, operations, and putting deposits to work for good.

“We see ourselves as a sustainability leader, and being a B Corporation helps ‘bake’ this into the DNA of an organization’s culture,” said Chairman of the Board, Mark A. Finser. “We are proud to have taken this step, and we hope to build on this good work to support our customers in assessing their own best practices for community engagement and environmental stewardship.”

New Resource’s commercial lending programs focus on serving green and sustainability-oriented businesses, and the bank’s staff has exceptional expertise in sustainable business sectors such as renewable energy, green building, and organics. For personal banking customers, New Resource’s offerings include solar and energy efficiency home equity loans, a CD that finances solar installations, and a debit card that generates donations for nonprofit organizations.

“We want to redefine the metrics that people use to measure business success,” said New Resource President and CEO Vince Siciliano. “In becoming a B Corporation, we’re joining a community of business leaders who think the same way. That will help us fulfill our sustainability mission and better serve our customers.”

The bank operates out of LEED Gold–certified offices and works continually to make its own operations more sustainable. In addition to recycling, environmental purchasing, and other sustainability practices, the bank offsets 100 percent of its electricity usage and company travel through the purchase of Green-e certified renewable energy certificates and partners with fellow B Corporation [iReuse](#) to track and reduce waste and consumption.

New Resource is a founding member of the Global Alliance for Banking on Values and is certified as a Green Business by the city of San Francisco. It was named one of America’s greenest banks for IT operations by *Bank Technology News* in 2010.

Please join me in welcoming [New Resource Bank](#) to the B Community. If you would like to be connected to New Resource Bank, please let [me](#) know.

Be the Change,

Chrissy and the B Lab Team
B Lab, Certifying and Supporting B Corporations



B Corporations are a new type of company which uses the power of business to solve social and environmental problems. In just over two years, there are already over 300 Certified B Corporations, from over 55 diverse industries, representing over \$1.4B in collective revenues and \$6B in capital under management. Learn more about how B Corporations benefit all of us at www.bcorporation.net.