

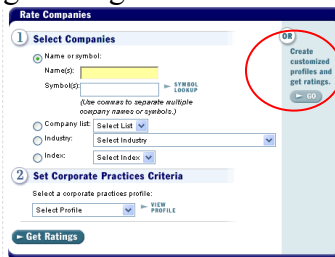
# IWFinancial Advisor Module

## For the SRI Contest

This module walks the user through the IWFinancial Advisor software to create a SRI profile for rating companies in the Large Cap 500. IWF Advisor may be found on 25 of the 27 laptops in the Financial Services Lab (FSL): indicated by a blue dot on the laptop lid.

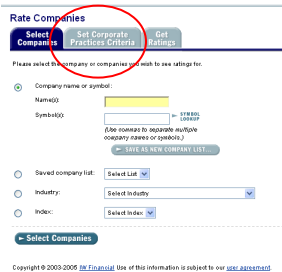
To create a portfolio based on preferred corporate practices:  
Click on the IWF Advisor icon on the desktop (the login information will only show automatically if you are in FIREFOX not InternetExplorer). It will take you to <https://www.iwfinancial.com/iwf>. Click on LOGIN under IWF Advisor. The username and password should be filled in. Click LOGIN.

Create customized profiles and get ratings “Go”



The screenshot shows the 'Rate Companies' interface with two main steps: '1 Select Companies' and '2 Set Corporate Practices Criteria'. The second step is active. It includes fields for 'Name or symbol', 'Company list', 'Industry', and 'Index'. A 'Get Ratings' button is at the bottom. A red circle highlights a 'Go' button in the top right corner, with the text 'Create customized profiles and get ratings.' next to it.

Under “Rate Companies” select “Set Corporate Practices Criteria”



This screenshot shows the 'Rate Companies' interface with three tabs: 'Select Companies', 'Set Corporate Practices Criteria', and 'Get Ratings'. The 'Set Corporate Practices Criteria' tab is selected and highlighted with a red circle. Below the tabs, there are fields for 'Company name or symbol', 'Saved company list', 'Industry', and 'Index'. A 'Select Companies' button is at the bottom. A red circle highlights a 'Go' button in the top right corner.

Select “Create a New Profile”

IWF Advisor has 16 major categories ranging from Nuclear Power to Adult Entertainment. Each major category has between one and nine subsidiary categories which can be ranked higher or lower. For example under Diversity, there are two sub categories; Board percentage of minorities and Board percentage of women. You can indicate a preference for either a greater percentage or lower percentage for each of these sub categories.

For the SRI competition, you must rank at least 3 categories as “High Importance,” 2 categories as “Medium Importance,” and 2 categories as “Low Importance.” Under each of these categories, you must select at least one subcategory to rank as higher or lower. For example, if you ranked Animal Testing as “High Importance” you might give

preference to companies that are not on PETA's "Do Test" list and have an official testing policy.

White operation trend  
 Increasing trend  
 Decreasing trend  
 Animal Testing  
 USDA's "Do Test" list  
 On USDA list  
 Not on USDA list  
 PETA's "Do Test" list  
 Do PETA list  
 Not on PETA list  
 Human rights testing  
 Conduct pharmaceutical testing  
 Doesn't conduct pharmaceutical testing  
 Non-pharmaceutical testing  
 Conduct non-pharmaceutical testing  
 Doesn't conduct non-pharmaceutical testing  
 Official testing policy  
 No official testing policy  
 Implemented official testing policy  
 Human Rights  
 Test to China  
 Has tier to China  
 No tier to China  
 Test to oppressive regimes  
 Operations in

Once you have established your corporate practices criteria select "Save as New Profile."

**Rate Companies** | My Settings | Help | MAIN | LOG OUT | PRIVACY  
 Welcome back, 029fa1. #001e1002161.001101.  
 Quick Search  
 Select Companies  
 Name or symbol:  
 Names:  
 Symbols: AAAA,APL,ABC,ABJ  
 Company List:  
 Select List  
 Industry:  
 Select Industry  
 Index:  
 S&P 500  
 Select a Corporate Practices Profile  
 Select Profile  
 Get Ratings  
**Rate Companies**  
 Select Companies | **Set Corporate Practices Criteria** | Get Ratings  
 Select a corporate practices profile:  
 Change profile: Select Profile | LOAD PROFILE | CREATE A NEW PROFILE  
 To enter new criteria, first select and prioritize issue categories. Then expand each selected category to choose which individual issues you want covered in each category and which orientation to the issue is preferred. Companies aligned with your preferred orientation will receive higher ratings.  
 Use this Profile | Save & Use this Profile | **Save as New Profile...**  
 Name:  
 EXCLUSIONS Exclude from ratings companies with involvement in the following areas (click on exclusion name for details):  
 Gambling |  Alcohol |  Nuclear Power

Next, select the Large Cap 500 as the Index to rate companies. Now click on "Use this Profile" to generate a list of companies that meet your specifications.

**Rate Companies** | My Settings | Help | MAIN | LOG OUT | PRIVACY  
 Welcome back, 029fa1. #001e1002161.001101.  
 Quick Search  
 Select Companies  
 Name or symbol:  
 Names:  
 Symbols: AAAA,APL,ABC,ABJ  
 Company List:  
 Select List  
 Industry:  
 Select Industry  
 Index:  
 S&P 500  
 Select a Corporate Practices Profile  
 Select Profile  
 Get Ratings  
**Rate Companies**  
 Select Companies | **Set Corporate Practices Criteria** | Get Ratings  
 Select a corporate practices profile:  
 Change profile: Select Profile | LOAD PROFILE | CREATE A NEW PROFILE  
 To enter new criteria, first select and prioritize issue categories. Then expand each selected category to choose which individual issues you want covered in each category and which orientation to the issue is preferred. Companies aligned with your preferred orientation will receive higher ratings.  
 Use this Profile | **Save & Use this Profile** | Save as New Profile...  
 Name:  
 EXCLUSIONS Exclude from ratings companies with involvement in the following areas (click on exclusion name for details):  
 Gambling |  Alcohol |  Nuclear Power  
 Cosmetics/Parf |  Tobacco |  Weapons  
 Abortion |  Pornography |  Animal Testing  
 PROVIDED BY: IW Financial  
 ISSUE: IMPORTANCE: HIGH | MEDIUM | LOW | NONE | PREFERENCE

The website will now generate a list of the companies in the Large Cap 500 in order of compliance with your stated criteria.

Quick Search

**Select Companies**

Name or symbol:

Names:

Symbols:

Company List:

Select List

Industry:

Select Industry

Index:

S&P 500

**Select a Corporate Practices Profile**

Test

POWERED BY

**IW Financial**

**Rate Companies**

Select Companies    Set Corporate Practices Criteria    **Get Ratings**

Index: S&P 500

Corporate Practices Profile: Test

Compare companies to: All companies

RATINGS KEY

100  — BEST    1  — WORST

COMPANY	SYMBOL	RATING
<a href="#">PG&amp;E Corp</a>	PCO	100 <input type="checkbox"/>
<a href="#">Exelon Corp</a>	EXC	99 <input type="checkbox"/>
<a href="#">Pinnacle West Capital</a>	PNW	99 <input type="checkbox"/>
<a href="#">Consolidated Edison Inc</a>	ED	98 <input type="checkbox"/>
<a href="#">Constellation Energy Group Inc</a>	CEG	98 <input type="checkbox"/>
<a href="#">FPL Group Inc</a>	FPL	98 <input type="checkbox"/>
<a href="#">Progress Energy Inc</a>	PGN	98 <input type="checkbox"/>
<a href="#">Sempra Energy</a>	SRE	98 <input type="checkbox"/>
<a href="#">Xcel Energy Inc</a>	XEL	98 <input type="checkbox"/>
<a href="#">CenterPoint Energy Inc</a>	CNP	97 <input type="checkbox"/>
<a href="#">Dominion Resources Inc</a>	D	97 <input type="checkbox"/>
<a href="#">Southern Co</a>	SO	97 <input type="checkbox"/>
<a href="#">TXU Corp</a>	TXU	97 <input type="checkbox"/>

Click on “Printer Friendly Page.” Now click on Edit – Select All. Open Microsoft Word and Paste the image. Save your document to the H:\ drive for inclusion in your report and email a copy to [dhm2@lehigh.edu](mailto:dhm2@lehigh.edu).

Using the rating scores from 100 down, pick the top 20 companies for your SRI Contest portfolio.

- In the event of ties on the rating, you will need to choose only 20 companies. You will need to explain why you selected the final 20 companies from your overall top 20 rated companies.