



NEWS ADVISORY

SRI in the Rockies Conference Announces 2009 Sponsors

More Than 50 Organizations Sign Up to Support 20th Anniversary Conference

COLORADO SPRINGS, CO—July 15, 2009—SRI in the Rockies, the largest and longest-running sustainable and responsible investing conference in the world, today announced that it has received strong response from sponsors for its 2009 conference—reflecting resilient support for SRI strategies in spite of the lingering global recession.

More than 50 organizations—from global concerns to local firms—have signed on to support the conference, which celebrates its 20th anniversary in 2009. More than 650 attendees from the U.S. and around the world are expected to gather October 25–28, 2009 at the [JW Marriott Starr Pass Resort & Spa](#) in Tucson, Arizona.

“There is a growing emphasis on environmental and social issues in the business and investing world, and the need to find responsible solutions,” said Steve Schueth, President of First Affirmative Financial Network. “This conference is focused on identifying solutions, and highlighting the growing opportunities for investors who embrace innovative investment strategies targeted on environmental, social, and governance factors.”

Leading sponsors at the 2009 conference include Calvert—a supporter of all 20 SRI in the Rockies conferences—as well as Bloomberg L.P., Dell Corp., Pax World Funds, First Affirmative Financial Network, and the Social Investment Forum. For a full list of sponsoring organizations, please [click here](#).

CONFERENCE DETAILS

The 20th Annual [SRI in the Rockies Conference](#), *From Crisis to Opportunity: Investing for a Sustainable Economy*, is produced by [First Affirmative Financial Network](#) in collaboration with the [Social Investment Forum](#).

Conference speakers for 2009 include: James K. Galbraith, PhD, the Lloyd M. Bentsen chair in Government and Business Relations and professor of Economics at the LBJ School of Public Affairs at the University of Texas at Austin; Mindy S. Lubber, president of Ceres, the leading U.S. coalition of investors and environmental leaders working to improve corporate environmental, social, and governance practices; Auden Schendler, executive director of Sustainability at Aspen Skiing Company, and author of “Getting Green Done;” and Andy Serwer, managing editor of FORTUNE magazine. [Click here](#) to access speaker photos and bios.

As the premier industry event, SRI in the Rockies attracts a wide range of investment professionals—from financial advisors to institutional investors and mutual fund companies, as well as social research and proxy voting organizations. Members of faith-based organizations and social change non-profits, and officers from community development banks, credit unions, and related organizations also will be in attendance.

ABOUT FIRST AFFIRMATIVE

First Affirmative Financial Network, LLC (<http://www.FirstAffirmative.com>) is an independent fee-only Registered Investment Advisor (SEC File #801-56587). First Affirmative specializes in socially responsible, sustainable, and transformative investment management and consulting, and supports a nationwide network of investment professionals who serve socially conscious investors. First Affirmative produces the annual SRI in the Rockies Conference (<http://www.SRIintheRockies.com>), the premier conference for the sustainable and responsible investment industry in North America.

ABOUT THE SOCIAL INVESTMENT FORUM

The Social Investment Forum (<http://www.socialinvest.org>) is the U.S. membership association dedicated to advancing the concept, practice, and growth of [socially and environmentally responsible investing](#). SIF members integrate economic, environmental, social, and governance factors into their investment decisions. SIF membership includes more than 400 social investment practitioners and institutions, including financial professionals, analysts, portfolio managers, banks, mutual funds, researchers, foundations, community development organizations, and public educators. More information about the Forum, including the *2007 Report on Socially Responsible Investing Trends in the United States*, is available on the SIF Web site.

REGISTRATION AND SPONSORSHIPS

To register to attend the conference, go to <http://www.sriintherockies.com/register.jsp>. For assistance with registration and sponsorships, please contact Krystala Kalil at 888-774-2663 / krystala@SRIintheRockies.com.

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