



First
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Social Investment Forum



NEWS ADVISORY

SRI in the Rockies Conference to Celebrate 20 Years

Premier Responsible Investing Conference to Focus on Opportunities in the Emerging Sustainable Economy

COLORADO SPRINGS, CO—June 1, 2009—SRI in the Rockies, the largest and longest-running sustainable and responsible investing conference in the world, will mark its 20th year and highlight growing opportunities for investors who embrace innovative investment strategies targeted on environmental, social, and governance factors. 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.

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

“Sustainable and responsible investing is moving rapidly to the forefront of investment strategy,” said Steve Schueth, President of First Affirmative. “This year’s conference has a particular responsibility to highlight how we all can play a crucial role in finding real market solutions to the world’s environmental and social problems and make money in the process.”

The 2009 conference list of speakers 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 Andy Serwer, managing editor of FORTUNE magazine. [Click here](#) to access speaker photos and bios.

Lisa Woll, CEO of the Social Investment Forum, said: “The 20th anniversary of SRI in the Rockies occurs in a year in which there already have been significant steps forward in the national commitment to advancing policies that support good governance, transparency, and concerted attention on environmental and social issues within businesses and financial institutions. With national attention on addressing the financial crisis and regulatory frameworks, dealing with climate change and creating a clean, green economy, and looking at broad social and governance issues including executive compensation and mortgage and credit card reform, we believe that more individual and institutional investors will become socially responsible investors.”

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 religious organizations and social change non-profits, and officers from community development banks, credit unions, and related organizations also will be in attendance.

“Given the growing global awareness of investing for a more sustainable future, this year’s conference is all about identifying opportunities that are presenting themselves at this important juncture in the history of investing,” said Schueth.

The 2009 conference will benefit from the support of leaders in the SRI industry including Calvert, a mutual fund company that for 30 years has been offering the nation's largest array of sustainable and responsible mutual funds. Calvert is unique among sponsoring organizations in that it has been a supporter of all 20 SRI in the Rockies conferences. For a full list of sponsoring organizations, [click here](#).

ABOUT FIRST AFFIRMATIVE

First Affirmative Financial Network, LLC (<http://www.FirstAffirmative.com>) is an independent fee-only Registered Investment Advisor (SEC File #801-5687). First Affirmative specializes in socially responsible, sustainable, and transformative investment management and consulting, and supports a nationwide network of investment professionals who specialize in serving 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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