



First  
Affirmative  
Financial  
Network, LLC



Social Investment Forum



## News Advisory

# SRI in the Rockies Set to Celebrate Milestone Conference

## *“Early Bird” Registration for 20th Anniversary Conference Expires Sept. 1st*

**Colorado Springs, CO – August 25, 2009** – SRI in the Rockies, the oldest and largest annual event for the sustainable and responsible investment industry in the world, today released the full agenda for its 2009 conference. More than 650 attendees from around the world are expected to gather October 25–28, 2009 at the [JW Marriott Starr Pass Resort & Spa](#) in Tucson, Arizona.

This year’s 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. Conference attendees can benefit from [“early bird” registration](#) discounts through September 1, 2009.

In 2009, [SRI in the Rockies](#) will highlight new opportunities for advisors and investors who embrace innovative investment strategies focused on environmental, social, and governance issues. More than 50 organizations have signed on as sponsors in support of this year’s conference.

### Conference Highlights

The 2009 conference agenda includes some of the industry’s leading business and thought leaders including:

- L. Hunter Lovins, founder and President of Natural Capitalism Solutions and co-founder of the Rocky Mountain Institute
- Andy Serwer, managing editor of *Fortune Magazine*
- James K. Galbraith, Economist; the Lloyd M. Bentsen Chair in Government & Business Relations, LBJ School of Public Affairs, University of Texas at Austin
- Auden Schendler, Executive Director of Sustainability, Aspen Skiing Company; author of *Getting Green Done*
- Raymond Offenheiser, President, Oxfam America
- Mindy Lubber, President, Ceres
- Mark Fulton, Global Head of Climate Change Investment Research and Strategy, Deutsche Bank Climate Change Advisors

The 20th anniversary [Conference Agenda](#) is full of thought leaders and investment professionals who are working to direct the flow of investment capital in transformative ways.

The winner of the 2009 [Moskowitz Prize](#) will also be announced during the conference—the only global

award recognizing outstanding quantitative research pertinent to the field of sustainable and responsible investing. The winning study will be selected by a panel of independent academic [judges](#). The Center for Responsible Business at UC Berkeley's Haas School of Business reported a record number of research entries for this year's prize.

#### **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 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. [Social Investment Forum](#) 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 website.

#### **REGISTRATION AND SPONSORSHIPS**

To register to attend the conference, go to <http://www.sriintherockies.com/register.jsp>. Early registration ends September 1, 2009. For assistance with registration and sponsorships, please contact Krystala Kalil at 888-774-2663 / [Krystala@SRIintheRockies.com](mailto:Krystala@SRIintheRockies.com).

#### **MEDIA QUESTIONS**

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