



First
Affirmative
Financial
Network, LLC



Social Investment Forum



PRESS RELEASE

Premier Gathering of Sustainable Investment Professionals Anticipates a Banner Event

Beyond Borders: Investing & Partnering for a Sustainable World

COLORADO SPRINGS, CO.///The 19th annual *SRI in the Rockies Conference* is expected to draw a record 700 sustainable and responsible investment (SRI) industry practitioners and professionals from related fields in the United States, Canada, and around the world October 26–29, 2008.

This year, SRI in the Rockies is going to the stunning Canadian Rockies in Whistler, British Columbia. George Gay, CEO of First Affirmative Financial Network, conference producer, is enthusiastic about the setting. “As always,” Gay observes, “we have an outstanding venue. [The Fairmont Chateau Whistler](#) naturally supports our focus on personal and professional growth. Nurturing the connections between our profession lives and our natural environment has always been a key characteristic of this conference.”

The 2008 conference theme is *Beyond Borders: Investing & Partnering for a Sustainable World*. Sessions will focus on sustainable finance and investing, business ethics and transparency, new trends in shareholder activism, climate change, various emerging issues and industries like clean tech, the latest on community investing, and a host of other topics.

SRI in the Rockies is a partnership between First Affirmative and the non-profit Social Investment Forum (SIF). “For members of the Social Investment Forum,” said Lisa Woll, SIF CEO, “SRI in the Rockies is an eagerly anticipated event. With \$2.7 trillion in SRI assets just in the U.S., the hunger for knowledge about the relationship between investing and environmental, social, and corporate governance factors is growing daily. SRI in the Rockies provides industry practitioners with the information they need to be more effective.”

The annual Moskowitz Prize for academic excellence on a topic germane to the SRI industry will be awarded during the conference. And 6-8 hours of CE (continuing education) credits will be available for CFPs (certified financial planners).

Confirmed plenary [speakers](#) include:

- **David Brancaccio**, Host, Senior Editor, and Reporter of *NOW on PBS*; author, *Squandering Aimlessly*;
- Sarah Forrest, Executive Director, Goldman Sachs Sustain, London
- Matt Christiansen, European Social Investment Forum (Eurosif)
- **Melissa Brown**, Executive Director, Association of Sustainable and Responsible Investment in Asia (ASrIA);
- **Jennifer James**, Urban Cultural Anthropologist;
- **Barbara J. Krumsiek**, Chair, CEO, and President of Calvert Group, Ltd.

- **Stephen Lewis**, co-Director of AIDS-Free World; Professor, McMaster University; Senior Advisor, Columbia University; author, *Race Against Time*.

WHO PARTICIPATES?

First Affirmative President and conference producer, Steve Schueth, is predicting the largest and most compelling event in the conference's 19-year history. "As always, we expect passionate, creative people from all corners of the SRI industry to join us in Whistler—from North America, Europe, Australia, Asia, and elsewhere," he said. "We are always surprised by how far some people travel to be a part of SRI in the Rockies. We are planning to deliver an inspirational and educational program for new-comers and old friends alike."

Conference participants include:

- Licensed investment professionals serving socially conscious clients;
- Mutual fund companies and asset managers;
- Institutional investors;
- Social research and proxy voting organizations;
- Community development banks, credit unions, loan funds, and related organizations; and
- Religious organizations and social change non-profits.

Space is limited, so Schueth recommends early [registration](#).

VISIBILITY FOR ORGANIZATION

SRI in the Rockies offers a wide array of [sponsorship opportunities](#), so organizations of any size can get involved—and get exposure in this fast-growing industry. A list of [conference sponsors](#) is available on the conference website.

ABOUT FIRST AFFIRMATIVE

Headquartered in Colorado Springs, Colorado, First Affirmative Financial Network is an independent fee-only Registered Investment Advisor (SEC File #801-56587). First Affirmative offers consulting and asset management services to individual and institutional investors nationwide through a network of investment professionals who specialize in serving the unique needs of socially conscious investors. More information at www.firstaffirmative.com.

ABOUT THE SOCIAL INVESTMENT FORUM

The Social Investment Forum (SIF) is the only national 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 500 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 State*, is available at www.socialinvest.org.

EDITOR'S NOTE

For more information or to make arrangements to attend SRI in the Rockies, please contact First Affirmative president Steve Schueth at 303-442-8400 x101 / steveschueth@firstaffirmative.com or Conference Coordinator Krystala Kalil at 303-442-4463 / krystala@SRIintheRockies.com.