



SRI in the Rockies

The Premier North American Conference for Socially Conscious Investors and Investment Professionals

The 23rd annual SRI in the Rockies Conference will be held October 2–4, 2011 at the Mohegan Sun Conference Center in southern Connecticut. [SRI in the Rockies](#) is an annual gathering of the sustainable and responsible investment industry (SRI) designed to stimulate, inspire, and serve the needs of investment professionals, as well as institutional and high net worth investors who seek to direct investment capital in more positive, healthy, and transformative ways.

As the premier North American conference for the sustainable, responsible, impact investing industry, SRI in the Rockies offers attendees many opportunities to meet and learn from passionate, creative people from all corners of the SRI community in the United States and around the world. SRI in the Rockies is owned and produced by [First Affirmative Financial Network](#) in collaboration with a number of organizations in the SRI industry. First Affirmative has been providing leadership within the SRI community since 1988, and has produced SRI in the Rockies since 1990.

A Gathering of Experts

Hundreds of financial professionals and industry practitioners will attend SRI in the Rockies in New Orleans—with somewhat equal representation of the following groups: licensed investment professionals serving investor clients; SRI mutual fund companies, asset managers, social research organizations, and other product/service providers to the industry; and investors, nonprofit organizations including community development banks and credit unions, faith based organizations, and other groups that work investors on various social change initiatives. With its broad-based presentations from a variety of professional perspectives, the conference has become the place for professionals interested in responsible investing to learn and network with colleagues, and grow and deepen their understanding of how money can be used to help create a truly sustainable future. You can view the agenda here: <http://www.sriintherockies.com/2011/agenda.jsp>.

A Growing Trend: Making Money and Making a Difference

Sustainable, responsible, impact investing (SRI) is the process of integrating personal values, societal concerns, and/or institutional mission into investment decision-making. SRI is an investment process that considers the social and environmental consequences of investments, both positive and negative, within the context of rigorous financial analysis. SRI portfolios seek to invest in companies with the strongest demonstrated performance in the areas of environmental, social, and corporate governance issues (commonly referred to as “ESG”).

SRI is thriving in the United States, growing at a faster pace than the broader universe of all investment assets under professional management. According to the US SIF [2010 Report on Socially Responsible Investing Trends in the United States](#), approximately \$3.07 trillion in total assets under management are invested using one of the three core SRI strategies—ESG integration, shareowner advocacy, and community investing—up from \$2.29 trillion in 2005.