



News Advisory

SRI in the Rockies Podcast Series Celebrates 20th Anniversary Conference

Complete List of Podcasts and Speakers Available at
<http://www.sriintherockies.com/blogpages/posts.php>

COLORADO SPRINGS, CO—October 6, 2009—SRI in the Rockies, the largest and longest-running sustainable and responsible investing conference in the world, has released a special “SRI in the Rockies Podcast Series” — 10-12 minute stimulating conversations with leading thinkers on sustainable business and responsible investing. The Podcast Series features experts scheduled to speak during the 20th annual [SRI in the Rockies Conference](#).

“These podcasts give insight into some of the most important issues of the day from the leaders who are helping to shape a more positive, more sustainable future for us all,” said Steve Schueth, President of First Affirmative Financial Network. “They reflect the high caliber of SRI in the Rockies Conference speakers—a remarkable gathering of individuals, activists, investors, and investment professionals collectively seeking market solutions to the world’s environmental and social problems.”

Lisa Woll, CEO of the Social Investment Forum, said “The 20th anniversary of SRI in the Rockies occurs in a year in which there is national attention on addressing the financial crisis, dealing with climate change, creating a clean, green economy, and looking at broad social and governance issues including executive compensation and mortgage and credit card reform. Our speakers and attendees are part of the solution to these important issues.”

The 2009 conference theme is *From Crisis to Opportunity: Investing for a Sustainable Economy*. SRI in the Rockies is produced by [First Affirmative Financial Network](#) in collaboration with the [Social Investment Forum](#). Some 550 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 for this 20th Anniversary Conference.

There is room for a few more. In honor of the 20th anniversary, conference registration fees have been rolled back [by 20 percent](#). All meals are included in the registration fee, and the food is great!

The podcasts, posted at <http://www.sriintherockies.com/blogpages/posts.php>, include interviews with:

Gil Friend, President, Natural Logic; author, *The Truth About Green Business*

Mark Fulton, Global Head of Climate Change Investment Research and Strategy, Deutsche Bank
Climate Change Advisors

Auden Schendler, Executive Director of Sustainability, Aspen Skiing Company; author, *Getting Green Done: Hard Truths from the Front Lines of the Sustainability Revolution*

L. Hunter Lovins, Founder and President, Natural Capitalism Solutions

Mindy Lubber, President, Ceres; Director, Investor Network on Climate Risk

Ray Offenheiser, President, Oxfam America

Tensie Whelan, President, Rainforest Alliance

Photos and professional bios for each of these leaders, and many other SRI in the Rockies Conference speakers, can be viewed here: <http://www.sriintherockies.com/> and here: <http://www.sriintherockies.com/2009/agenda.jsp>.

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 work to 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 website.

Registration and Sponsorships

To register to attend the conference and enjoy a 20% savings, go to <http://www.sriintherockies.com/register.jsp>. For assistance with registration and sponsorships, please contact Conference Coordinator, Krystala Kalil, at 888-774-2663 / krystala@SRIintheRockies.com.

MEDIA QUESTIONS

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