



NEWS ADVISORY

Call for Papers: 2010 Moskowitz Prize

Annual Award Recognizes Outstanding Research in the Field of Responsible Investing Award to Be Announced at 21st Annual SRI in the Rockies Conference

Colorado Springs, CO—May 18, 2010—The Center for Responsible Business at UC Berkeley's Haas School of Business has announced a call for papers for the 2010 Moskowitz Prize for Socially Responsible Investing. To be considered for the Prize, studies will need to be submitted by June 30, 2010.

The \$5,000 prize competition is open to authors of studies relevant to responsible investing. Studies may be published or unpublished, but unpublished studies should be of a quality appropriate for publication in a peer-reviewed academic journal.

Entries are reviewed by an independent jury of scholars and investment professionals. The prize winner is determined based on practical significance to practitioners of socially responsible investing, appropriateness and rigor of quantitative methods, and novelty of results.

Details can be found at: <http://responsiblebusiness.haas.berkeley.edu/2010MoskowitzPrizeCall.html>.

Since its inception 15 years ago, the Moskowitz Prize has been awarded annually at the SRI in the Rockies Conference, the largest and longest running conference serving investors and investment professionals in the sustainable and responsible investment industry in North America.

"The growing body of knowledge in the SRI arena has created an opportunity for researchers to have a deeper and higher quality of involvement in the field," said Lloyd Kurtz, CFA, Moskowitz Prize administrator and senior portfolio manager at Nelson Capital Management, an investment advisory affiliate of Wells Fargo. "As a result, we are seeing steadily improving quality and density in the studies submitted for the award."

Last year's prize (2009) was awarded to David Baron of the Stanford Graduate School of Business, Maretno Harjoto of Pepperdine University's Graziadio School of Business and Management, and Hoje Jo of Santa Clara University's Leavey School of Business for their paper titled "The Economics and Politics of Corporate Social Performance."

The Moskowitz Prize has been awarded since 1996 to encourage and recognize outstanding academic research on matters germane to the field of responsible investing. Named for Milton Moskowitz, one of the first investigators to publish comparisons of the financial performance of screened and unscreened portfolios, the Prize was originally created as a project of the Social Investment Forum; it moved came under the administrative umbrella of the Center for Responsible Business in 2005. It remains the only global award recognizing outstanding research on socially responsible investing.

The 2010 winning study will be announced at the 21st Annual SRI in the Rockies Conference in San Antonio, Texas on November 19, 2010. More than 650 participants from the U.S. and around the world are expected to gather in San Antonio. The annual SRI in the Rockies Conference is produced by First Affirmative Financial Network in collaboration with other organizations within the SRI industry.

SRI in the Rockies is a gathering place for industry innovators and thought leaders,” said Steve Schueth, President of First Affirmative Financial Network and producer of the SRI in the Rockies Conference. “We are pleased that the annual Moskowitz Prize is awarded and brought into the public eye first at SRI in the Rockies. A broad spectrum of industry players highly values the academic research that the Prize both encourages and rewards.”

Moskowitz Prize sponsors include [Calvert Group](#), [First Affirmative Financial Network](#), [Nelson Capital Management](#), [Rockefeller and Co.](#), and [Trillium Asset Management](#).

ABOUT THE HAAS SCHOOL OF BUSINESS

As the second-oldest business school in the United States, the [Haas School of Business](#) at the University of California Berkeley is one of the world’s leading producers of new ideas and knowledge. The school offers management education to about 2,200 undergraduate and graduate students each year who come from around the world to study in one of its six degree-granting programs. With 36,000 alumni, the Haas School’s mission is to develop innovative business leaders—individuals who redefine how we do business by putting new ideas into action in all areas of their organizations, and who do so responsibly. The school’s distinctive culture is defined by four key principles: question the status quo, confidence without attitude, students always, and beyond yourself.

ABOUT SRI IN THE ROCKIES

The [SRI in the Rockies Conference](#) is the premier annual gathering of the sustainable and responsible investment industry in North America. The 21st annual SRI in the Rockies Conference will be November 18–21, 2010 in San Antonio, Texas. SRI in the Rockies is owned by First Affirmative Financial Network and produced in collaboration with many other organizations actively involved in the SRI space. For more information on the 2010 SRI in the Rockies conference, including assistance with registration and sponsorships, please contact Krystala Kalil at 888-774-2663 / Krystala@SRIintheRockies.com or info@SRIintheRockies.com.

ABOUT FIRST AFFIRMATIVE

First Affirmative Financial Network, LLC 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, the premier gathering of the sustainable and responsible investment industry in North America.

MEDIA QUESTIONS

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