



First  
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Social Investment Forum



## NEWS ADVISORY

# SRI in the Rockies Conference Launches Podcast Series

*All 2008 Conference Presentations Available at [www.SRIintheRockies.com](http://www.SRIintheRockies.com)*

**COLORADO SPRINGS, CO—December 18, 2008--**SRI in the Rockies, the premier annual gathering of the sustainable and responsible investment (SRI) industry in North America, has made the entire portfolio of presentations from its 19th annual conference available to the general public—and is rolling out a podcast series of some of the conference’s top sessions.

The 2008 SRI in the Rockies Conference (October 26–28 in Whistler, British Columbia, Canada) featured over 50 speakers covering a wide range of topics related to socially and environmentally responsible investing. Nearly 700 SRI professionals, including financial advisors, analysts, portfolio managers, banks, mutual funds, researchers, foundations, community development organizations, and public educators, participated.

Audio files for all SRI in the Rockies Conference sessions can be accessed via the 2008 Agenda on the website (<http://www.sriintherockies.com/2008/agenda.jsp>). Click on any “Audio” button to listen to the presentation. SRI in the Rockies is produced by First Affirmative Financial Network in collaboration with the non-profit Social Investment Forum.

“The 2008 SRI in the Rockies conference presented compelling speakers and a breadth of topics all directed at allowing SRI practitioners to learn about new ways to maximize the impact of socially responsible investing. We were particularly delighted this year to have our SRI colleagues from Europe, Asia, Canada and Australia join us and speak during several sessions,” said Lisa Woll, Chief Executive Officer of the Social Investment Forum.

“With the financial crisis continuing to cast its shadow over Wall Street, this year’s conference provided a stark contrast to investing as usual,” added First Affirmative CEO, George R. Gay. “This was our largest and most successful conference and the SRI industry took a significant step forward in mapping out how to direct investment capital for the betterment of all.”

Five podcasts are now available for download. Additional podcasts will be available in 2009.

### **Where in the World is the World Headed?**

A provocative and moving opening night speech by Stephen Lewis, former Canadian Ambassador to the UN; former UN Special Envoy for HIV/AIDS in Africa; former Deputy Executive Director of UNICEF; co-Director of AIDS-Free World. Mr. Lewis reminded conference participants of the importance of their work in directing investment capital toward solutions to global problems. Download podcast at <http://eskcsg.podbean.com/2008/12/16/where-in-the-world-is-the-world-headed/>

### **The Mortgage Crisis: Industry Responses and Next Steps for Responsible Investors**

A panel discussion focused on the mortgage crisis and its impact on communities, particularly low-income people in urban areas, as well as the use of the shareholder resolution process to address the crisis; and responses by leaders in the Community Investing field. Download podcast at <http://eskcsg.podbean.com/2008/12/16/the-mortgage-crisis-industry-responses-and-next-steps-for-responsible-investors/>

### **Clean Energy & Clean Tech from an Investor Perspective**

An expert panel discussing investment trends and opportunities in the clean energy and clean technology space, with a special focus on the solar energy market. Download podcast at <http://eskcsg.podbean.com/2008/12/16/clean-energy-clean-tech-from-an-investor-perspective/>

### **CEO Roundtable: Views from the Top on Industry Trends**

Industry leaders Sarah Forrest PhD, Executive Director, GS Sustain, Goldman Sachs International; Barbara Krumsiek CEO, Calvert; and Jack Robinson Founder and President, Winslow Green Mutual Funds discuss emerging trends and strategic opportunities for traditional SRI firms, green investors, and mainstream firms. David Brancaccio, senior editor and host of NOW on PBS facilitated this conversation among industry experts and competitors. Download podcast at <http://eskcsg.podbean.com/2008/12/16/ceo-roundtable-views-from-the-top-on-industry-trends/>

### **SRI vs. Sustainability: Bridging the Gap Between the Fundamentals and SRI**

A panel discussion sustainability-driven investing, which emerged out of the growth in socially responsible investing, addressing concerns over fiduciary responsibility and potential value of corporate leadership on ESG (environment, social governance issues). Download podcast at <http://eskcsg.podbean.com/2008/12/16/sri-vs-sustainability-bridging-the-gap-between-the-fundamentals-and-sri/>

### **ABOUT FIRST AFFIRMATIVE**

First Affirmative Financial Network, LLC ([www.FirstAffirmative.com](http://www.FirstAffirmative.com)) is an independent fee-only Registered Investment Advisor (SEC File #801-5687). The company, which manages about \$530 million in client portfolios, offers consulting and asset management services through a nationwide network of investment professionals who specialize in serving socially conscious investors. First Affirmative produces the annual SRI in the Rockies Conference ([www.SRIintheRockies.com](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 (SIF) is the non-profit membership association dedicated to advancing the concept, practice, and growth of socially and environmentally responsible investing in the U.S. 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 States*, is available at [www.socialinvest.org](http://www.socialinvest.org).

### **LOOKING AHEAD**

The 20th Anniversary SRI in the Rockies Conference will be October 25-28, 2009 at the JW Marriott Starr Pass in Tucson, Arizona. For more information or to make arrangements to attend the 2009 SRI in the Rockies Conference, please contact Conference Coordinator Krystala Kalil at 303-442-4463 / [krystala@SRIintheRockies.com](mailto:krystala@SRIintheRockies.com).

### **MEDIA QUESTIONS**

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