

PRESS RELEASE

SRI in the Rockies Conference Announces 2010 Agenda

21st Annual Gathering to Feature Extensive List of Industry Thought Leaders

Colorado Springs – September 1, 2010 – [SRI in the Rockies](#), the largest and longest-running conference for the sustainable and responsible investment (SRI) industry in the world, has announced the [agenda](#) for its 21st annual event.

SRI in the Rockies is a meeting place for industry leaders and businesses striving to be good corporate citizens, along with investors, investment professionals, and organizations working to direct the flow of investment capital in transformative ways. This year's conference will be held at the [JW Marriott Hill Country Resort & Spa](#) in San Antonio, November 18–21, 2010.

The 2010 conference, *Responsible Investing in a Changing Financial Landscape* will be presented and produced by [First Affirmative Financial Network](#) in collaboration with many other organizations within the SRI industry. Conference attendees can access an “early bird” [registration discount](#) through September 28, 2010.

“SRI in the Rockies offers a unique opportunity to meet and learn from passionate, creative people from all corners of the SRI industry around the world,” said Steve Schueth, President of First Affirmative. “There is simply no better place than SRI in the Rockies to gain a rich appreciation of the issues socially conscious investors care about. I conservatively estimate that well over \$1 trillion will be represented at this year's conference.”

Global thought leaders will be presenting at SRI in the Rockies, including:

- **Geeta Aiyer**, President and Founder of Boston Common Asset Management
- **Maude Barlow**, National Chairperson of the Council of Canadians; executive member of the International Forum on Globalization; Councilor with the World Future Council
- **David Brancaccio**, a specialist in telling stories important to our democracy and our economy through the eyes of the people who live in the cross-hairs of crucial issues
- **Amy Domini**, Founder and CEO of Domini Social Investments; member of the Time 100 list of the world's most influential people, *Time* magazine, 2005
- **Riane Eisler**, social scientist, attorney, and author of *The Real Wealth of Nations: Creating a Caring Economics*, and *The Chalice and The Blade: Our History, Our Future*
- **Jed Emerson**, internationally recognized Thought Leader in sustainability, sustainable finance, impact investing, social entrepreneurship, and strategic philanthropy

- **Christopher Flavin**, President of the Worldwatch Institute
- **Christopher Hoenig**, President and CEO of The State of the USA
- **Michael Jantzi**, CEO of Sustainalytics, a global platform for ESG analysis
- **Joe Keefe, JD**, President and CEO, Pax World Management and Pax World Funds
- **Peter Knight**, President of Generation Investment Management in the U.S.
- **Nicholas Parker**, Co-Founder and Executive Chairman of the Cleantech group
- **Heike Reichelt**, head of Investor Relations and New Products, Capital Markets Department, The World Bank
- **Simran Sethi**, Emmy award-winning journalist; associate professor, University of Kansas School of Journalism and Mass Communications
- **Laurie J. Spengler, JD**, President and CEO, ShoreBank International Ltd.

SRI in the Rockies will showcase innovative investment strategies that incorporate in-depth analysis of environmental, social, and governance issues. The 650 expected conference attendees will include licensed investment professionals, asset managers, analysts, community development banks and credit unions, religious organizations, and other non-profit organizations that work with investor advocates on various social change initiatives.

First Affirmative will host a pre-conference Summit Camp for brokers, financial planners, and investment advisors November 16–18, 2010. Investment professionals who are interested in connecting with the nationwide First Affirmative Financial Network are invited to contact Danielle Burns at 877-542-8583 / danielleburns@firstaffirmative.com for more information.

To register to attend the SRI in the Rockies Conference, please go to <http://www.sriintherockies.com/register.jsp>. Early registration ends September 28th.

For assistance with registration and sponsorships, please contact Conference Coordinator, Krystala Kalil, at 888-774-2663 / Krystala@SRIintheRockies.com.

ABOUT FIRST AFFIRMATIVE FINANCIAL NETWORK

First Affirmative Financial Network, LLC (www.FirstAffirmative.com) is an independent fee-only Registered Investment Advisor (SEC File #801-56587). The company, which manages about \$635 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), the premier conference for the sustainable and responsible investment industry in North America.

MEDIA QUESTIONS

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