



TOP U.S. OFFICIAL FOR COMMUNITY DEVELOPMENT FINANCIAL INSTITUTIONS TO SPEAK AT 2011 “SRI IN THE ROCKIES” CONFERENCE IN NEW ORLEANS

Donna J. Gambrell, Treasury’s Head of Community Development Financial Institutions, Leads Speaker Line-up at Premier Sustainable and Responsible Investment Industry Conference.

Colorado Springs /// April 18, 2011 /// Donna J. Gambrell, director of the U.S. Treasury’s Community Development Financial Institutions (CDFI) initiative, will be a lead presenter at SRI in the Rockies, the world’s largest and longest-running conference for the sustainable and responsible investment (SRI) industry.

SRI in the Rockies is being held this year October 2–5 at the Sheraton New Orleans, in a major departure from the conference’s traditional locations throughout the Western U.S. and in Canada’s Rocky Mountain region. For more information about SRI in the Rockies go to www.SRIintheRockies.com.

Donna J. Gambrell has served as director of Treasury’s CDFI Fund since November, 2007. The CDFI Fund expands the capacity of financial institutions to provide credit, capital, and financial services to underserved populations and communities in the United States. Prior to joining the CDFI Fund, Gambrell served as a Deputy Director at the Federal Deposit Insurance Corporation (FDIC) where she oversaw the FDIC’s national compliance bank examination, community affairs, consumer affairs and deposit insurance outreach programs.

The 2011 SRI in the Rockies conference theme is “The Future of Investing.” Sessions will focus on sustainable finance and investing, ramifications of the credit crisis, business ethics and transparency, new trends in shareholder activism, the latest on community investing, various emerging issues such as the investing risks and opportunities related to energy and water, and a host of other topics.

In addition to Ms. Gambrell, other key speakers at SRI in the Rockies 2011 are scheduled to include:

- Doug Arent, Executive Director, Joint Institute for Strategic Energy Analysis, National Renewable Energy Laboratory (NREL)
- Ellen Brown, Chairman and President, Public Banking Institute
- Rinaldo Brutoco, President, World Business Academy
- Dr. Robert W. Corell, Principal for the Global Environment Technology Foundation and its Center for Energy and Climate Solutions
- Philippe Cousteau, CEO, EarthEcho International
- Jeffrey Fulgham, Chief Sustainability Officer and Ecomagination Leader at GE Power & Water
- Dina Kruger, President, Kruger Environmental Strategies
- Joel Makower, Chairman and Executive Editor, GreenBiz Group, Inc.
- Mel Miller, Executive Vice President and Chief Investment Officer, Heartland Financial USA

- Betsy Sanders, Principal, The Sanders Partnership; Senior Research Advisor for Aletheia Research and Management
- Ian Simm, Chief Executive Officer, Impax Asset Management Group

About the SRI in the Rockies Conference – Registration

The 22nd annual SRI in the Rockies Conference (www.SRIintheRockies.com), the leading forum for the sustainable and responsible investment (SRI) industry in the North America, will be held at the Sheraton New Orleans Hotel, October 2–5, 2011. For assistance with registration and sponsorship information, please contact Krystala Kalil, at 888-774-2663 or 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) offering investment 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, the premier gathering of sustainable and responsible investor and investment professionals in North America.

Medial Contact

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