



## **GREEN BUSINESS GURU JOEL MAKOWER TO SPEAK AT SRI IN THE ROCKIES CONFERENCE IN NEW ORLEANS**

*In a First, Conference “Hits the Road” to New Location Outside of Rockies*

**Colorado Springs – March 7, 2011** – Well-known green business leader Joel Makower will be a plenary speaker at the 22nd annual [SRI in the Rockies Conference](#), the leading edge forum for the sustainable and responsible investment (SRI) industry in the North America. In a departure from the usual setting for the major annual conference, this year’s industry gathering will be held at the [Sheraton New Orleans](#) October 2–5, 2011.

Makower is the chairman and executive editor of GreenBiz Group, host of the annual State of Green Business Forum, and author of *Strategies for the Green Business Economy*.

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.

The 2011 conference, *The Future of Investing*, is being presented by [First Affirmative Financial Network](#) in collaboration with many other organizations within the SRI industry. Interested companies can access an “early bird” [sponsor discount](#) through March 15, 2011.

“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.”

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 post-conference Summit Camp for licensed investment professionals October 5–7, 2011. For more information, contact Danielle Burns at 877-542-8583 or [danielleburns@firstaffirmative.com](mailto:danielleburns@firstaffirmative.com).

For assistance with registration and sponsorships, please contact Conference Coordinator, Krystala Kalil, at 888-774-2663 or [Krystala@SRIintheRockies.com](mailto:Krystala@SRIintheRockies.com).

**ABOUT FIRST AFFIRMATIVE FINANCIAL NETWORK**

First Affirmative Financial Network, LLC ([www.FirstAffirmative.com](http://www.FirstAffirmative.com)) is an independent fee-only Registered Investment Advisor (SEC File #801-56587). The company, which manages about \$700 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.

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