



*Transformative Investing for Socially Conscious Investors*



## NEWS ADVISORY

# First Affirmative Announces “BaseCamp SRI” Conference Series for Financial Advisors Who Work with Socially Conscious Investors

## Series to Provide Strategies for Advisors Eager to Tap Growing Interest in SRI

**COLORADO SPRINGS, CO—March 11, 2009**—First Affirmative Financial Network, a leading provider of investment management and consulting services to financial advisors and their socially conscious clients, is rolling out a new regional conference series designed to help investment advisors and financial planners accelerate the move to socially responsible investing (SRI).

Each BaseCamp SRI is a one-day event specifically designed for investment professionals seeking to help their clients direct investment capital in ways that are positive, healthy, and transformative.

The five-city series starts in Denver on March 26, 2009 with subsequent stops in Portland (April 28), New York, (May 18), San Francisco (June 4), and Seattle (July 9). There is no charge for qualified advisors to attend a BaseCamp and lunch will be served. For more information and to register, go to <http://basecampsri.firstaffirmative.com>.

“Like a mountaineering base camp, BaseCamp SRI is designed to help an advisor make it to the top,” said First Affirmative President Steve Schueth. “The sustainable and responsible investing landscape is an exciting one, and each BaseCamp will be packed with good, timely information presented by experts and peers.”

As the producer of the annual SRI in the Rockies Conference, First Affirmative is uniquely positioned to assist with the professional growth of investment advisors who work with investor clients interested in green investing or integrating social responsibility or sustainability into the investment process. Each BaseCamp SRI will provide valuable skills and strategies investment advisors can implement immediately—practical information and tools to better serve the unique needs of socially conscious investor clients, including:

- Creating an environment of trust conducive to meaningful conversations on issues about which clients and prospects care deeply.
- Developing the confidence necessary to initiate conversations about combining social responsibility with investment performance.

- Understanding the available resources, including investment products, social networks, discussion forums, Q&A listings, a network of local experts, and a community of peers.
- Learning about critical and controversial global issues to help clients make informed choices.

First Affirmative has focused on quality portfolio management for socially conscious investors since 1988. Says Schueth, “Whether you call it green, values-based, socially responsible, or sustainable investing, portfolio management should be prudent and rewarding for both investors and advisors. When it comes to investing, there’s no longer any reason to separate good fortune from good will.”

#### **MORE 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 #801-56587). The company manages over \$500 million in client portfolios and 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 in collaboration with the non-profit Social Investment Forum. The 20th annual SRI in the Rockies Conference ([www.SRIintheRockies.com](http://www.SRIintheRockies.com)) will be October 25–28, 2009 at the JW Marriott Starr Pass Resort & Spa, Tucson, Arizona.

For more information about BaseCamp SRI, go to <http://basecampsri.firstaffirmative.com> or contact Danielle Burns at 877-542-8583 / [danielleburns@firstaffirmative.com](mailto:danielleburns@firstaffirmative.com).

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