



## NEWS RELEASE

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### **JOHN CARLSON JOINS INTEGRITY ASSET MANAGEMENT AS PARTNER, INVESTMENT ADVISOR IN FIRM'S SOUTHERN CALIFORNIA OFFICE**

**FORT BRAGG, Calif. – July 10, 2008** – John Carlson has joined Integrity Asset Management (IAM) as a partner/investment advisor in the firm, which is dedicated exclusively to helping foundations and non-profits invest in their values.

"We are extremely pleased that John has joined our team," said IAM president Daniel R. Catone. "His industry expertise and international financial background add impressive breadth and depth to our firm's capabilities." Carlson is located in the firm's Southern California office.

Prior to joining IAM, Carlson was affiliated with Wachovia Securities Financial Network, where he specialized in providing comprehensive wealth management and retirement planning for high net worth individuals and institutions. He also provided investment consulting for fiduciaries, and helped clients create customized portfolios that included inflation-protection strategies. Prior to joining Wachovia Securities Financial Network, he worked at Edward Jones as an investment representative and partner.

Before entering the financial-services industry, John lived in Washington D.C. where his professional experience included serving as an analyst for the International Monetary Fund, as an international Russian affairs specialist for the U.S. Department of Justice and as a senior consultant for Kaiser Associates.

John is an Accredited Asset Management Specialist (AAMS), and holds a bachelors degree in Russian from Georgetown University, Washington D.C.

When he's not in the office, John is an active board member and co-president of the Georgetown Club of Orange County. In his spare time, he enjoys the company of his wife Felicia, daughter Amanda and son Colin. Special interests include exercising, cooking, and collecting wines from various geographies around the world.

## **About IAM**

Integrity Asset Management is an investment advisory firm that specializes in helping foundations and non-profits invest in their values, while aligning their portfolios to meet current and future distribution needs. To learn more about IAM, visit [www.InvestYourValues.com](http://www.InvestYourValues.com)