



FOR IMMEDIATE RELEASE:

Santa Rosa Financial Consulting Firm featured in 'Natural Health' magazine in *Spirituality & Money* article

Santa Rosa, August 7, 2004 - When Mark Zaifman opened Spiritus, a Santa Rosa-based financial planning firm last August, he never imagined he would be interviewed for an article on Spirituality and Money in a national magazine just one year later. He is in good company as the article in the September issue of *Natural Health* magazine features the work of Windsor author and financial coach Deborah Price and San Francisco human rights advocate and author Lynne Twist.

"My work is a combination of a 'nuts and bolts' approach to money management where I guide people through the oftentimes confusing maze of finance and an 'integrative' approach blending money, spirit and education."

Zaifman began his life in the world of finance twenty years ago as a tax accountant. From there he established a successful financial executive search firm in New Jersey that grew to four offices and more than \$1 million in annual revenue before he sold it and moved to California in 1992. Zaifman then served a senior corporate recruiter for Fair, Issac; Advanced Fibre Communications; Mahi Networks; and Texas Instruments before establishing Spiritus.

"I am continually shocked at the lack of financial knowledge many people have and how powerless they feel in regards to money. In this world of information overload and of tax laws become more and more confusing, people have got to assume responsibility for their own financial future. There is also a huge amount of fear around money issues. I attempt to bring my clients, education, a sense of control, and help in dissolving some of those fears. My goal is to assist people in understanding their relationship with money and why it is important to 'level the playing field' so everyone has a fair shot at a successful financial future."

Zaifman currently serves as treasurer and board member of C.O.T.S. (Committee on the Shelterless) based in Petaluma. He holds memberships with the National Tax Association, Financial Integrity Associates and the Financial Planning Association (FPA). In addition, Mark is an active volunteer with The New Road Map Foundation.

As a result of their appearing together in the Spirituality and article, Spiritus will be hosting Lynne Twist, author of current best seller *The Soul of Money*, at The Integrative Medical Center, on November 4 at 6:30 p.m. as she discuss the book's relevance in our world today.

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