

LOREN I. DESHON, CFP®

This brochure provides supplemental information about Loren I. Deshon (“Investment Advisor Representative”, “IAR”, “Employee”) that supplements the NWAM, LLC dba Northwest Asset Management brochure, which should have also been provided to you. Please contact Loren I. Deshon at Northwest Asset Management if you need the Northwest Asset Management brochure or if you have any questions.

Additional information about Northwest Asset Management is also available at the SEC’s website www.adviserinfo.sec.gov (under “investment adviser firm” and type in our firm name).

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TABLE OF CONTENTS

Item 2 - Educational Background and Business Experience.....	3
Item 3 - Disciplinary Information	4
Item 4 - Other Business Activities.....	4
Item 5 - Additional Compensation.....	5
Item 6 – Supervision.....	5

ITEM 2 - EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Loren I. Deshon

Year Born: 1946

Educational Background:

B. S., Aeronautical Operations – San Jose State University (1968)

CFP, Certified Financial Planner – College for Financial Planning (1987)

M. S., Personal Financial Planning – College for Financial Planning (1996)

Business Background:

01/2012 – Present: *Investment Advisor Representative*, NWAM, LLC dba Northwest Asset Management

02/1987 – Present: *Agent*, Self-Employed Independent Insurance Agent

02/1987 – 01/2012: *Partner*, Morton Clarke FU & Metcalf, Inc.

Professional Qualifications:

Series 63, Uniform Securities Agent Laws (1981)

Series 65, Uniform Investment Adviser Law Examination (1997)

Professional Designation:

Certified Financial Planner (CFP®)

Explanation of Designation:

CFP®: (Certified Financial Planner)

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold a CFP® certification.

To attain the right to use the CFP® designation, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and as of January 2007, attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk

management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;

- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and Client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year);
- Ethics – Agree to be bound by CFP Board's Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks. This requires 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and renewal of an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their Clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

ITEM 3 - DISCIPLINARY INFORMATION

Loren I. Deshon has no legal or disciplinary events that are material to a Client's or prospective Client's evaluation of this advisory business.

ITEM 4 - OTHER BUSINESS ACTIVITIES

The principal business of Northwest Asset Management is that of a registered investment advisor and provider of financial planning services. Mr. Deshon is also an insurance agent. Employees who are insurance agents are paid fees and/or commissions for their services. In cases where we receive fees and/or commissions, there may be a conflict of interest. At all times, you are free to choose outside agents to avoid the possibility of there being a conflict of interest.

Additionally, Mr. DeShon engages in the following business activities:

- Westwind Aviation, Inc. (privately held) as a 33% owner. It is an air charter/flight training business where he is a consultant re: FAA regulatory matters and aircraft acquisition.
- Grand Aero, LLC (privately held) as a 47% owner. Owns hangar space and administers hanger rent.

ITEM 5 - ADDITIONAL COMPENSATION

Other than work with Northwest Asset Management and disclosures made in Item 4 above, Loren I. Deshon receives no additional compensation related to outside business activities.

ITEM 6 – SUPERVISION

Loren I. Deshon is not a supervising authority at Northwest Asset Management and works closely with and is supervised by Gregory A. Headrick, Managing Member and Chief Compliance Officer. Mr. Headrick may be contacted at the address or phone number on the cover page of this document.