

Cerulean's Co-Founder Named to Board of  
International Trade GroupCerulean Associates LLC  
<http://www.ceruleanllc.com>

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FOR IMMEDIATE RELEASE

March 31, 2008 – Williamsburg, Va. – John Avellanet, co-founder and Managing Director of compliance consulting firm, Cerulean Associates LLC, was elected to the international board of directors of the ICCA, a St. Louis-based information technology consultant trade group.

Before taking the position, Mr. Avellanet served as an IT compliance advisor to the ICCA and was often chosen to be the ICCA's representative in media interviews that dealt with data quality or computer compliance issues.

Mr. Avellanet said he would be "focused on helping advance trusted consultants that companies can count on for unbiased, expert advice" during his time on the board. "There is simply too much noise out in the marketplace from vendors and firms interested in only providing their specific solution," said Mr. Avellanet. "It's hard for any executive to know whom to turn to for impartial advice."

Mr. Avellanet is an internationally recognized expert, syndicated author and public speaker on lean quality systems, cost-effective regulatory compliance, and IT compliance. He is also the publisher of the executive newsletter *SMARTERCOMPLIANCE*<sup>™</sup>, and the compliance columnist for the international *Journal of Commercial Biotechnology*.

Cerulean Associates LLC is a small, private compliance consulting company that helps clients achieve cost-effective lean compliance, quality by design, intellectual property security, IT compliance and faster time to market. On the web at [www.ceruleanllc.com](http://www.ceruleanllc.com).

The Independent Computer Consultants Association (ICCA) is an international not-for-profit trade association that provides professional development opportunities and business support programs for independent computer consultants worldwide. On the web at [www.icca.org](http://www.icca.org).

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For more information, contact:

John Avellanet  
Managing Director  
Cerulean Associates LLC  
PO Box 498  
Williamsburg, VA 23187 USA  
+1.757.645.2864  
[info@ceruleanllc.com](mailto:info@ceruleanllc.com)