



## **Sumnicht & Associates, LLC**

### **Form ADV Part 2B Brochure Supplement**

**Vernon C. Sumnicht, MBA, CFP®**  
**Chief Executive Officer**  
**& Chief Compliance Officer**

**Charles H. Self III, MBA, CFA®**  
**Chief Investment Officer**

**March 16, 2020**

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Appleton, WI 54914-8549  
920-731-4455  
*www.sumnicht.com*

This brochure supplement provides information about the advisors at Sumnicht & Associates, LLC and supplements the Sumnicht & Associates, LLC brochure (Part 2 Brochure). You should have received a copy of that brochure. Please contact us at 920-731-4455 if you did not receive the Sumnicht & Associates, LLC Form ADV Part 2 Brochure, or if you have any questions about the contents of this supplement.

Additional information about the Firm's advisors is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**Vernon C. Sumnicht, MBA, CFP®**  
**Chief Executive Officer**  
**& Chief Compliance Officer**

**A. Educational Background and Business Experience**

**VERNON COFFEY SUMNICHT, MBA, CFP®**

Born: 1956

Educational Background:

- University of Wisconsin, Whitewater, Bachelor Arts in Business Administration; 1979
- University of Wisconsin, Whitewater - Graduate School of Business, MBA in Finance; 1981
- Certified Financial Planner (CFP®), College for Financial Planning, Denver, Colorado; 1988

Business Background:

- Sumnicht & Associates, LLC; Owner/Member/CEO; 1988 to Present
- iSectors, LLC; Managing Member/CEO; 2008-Present
- Commodities Trading Advisor; 1993
- Howe Barnes Investment, Inc.; Stockbroker; 1984-1988

Vern Sumnicht is also an independent insurance agent, licensed in life insurance and annuity products. As such, Vern Sumnicht, in his individual capacity as an insurance agent, may recommend the purchase of life insurance and/or annuity products.

**CFP® Description**

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 86,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must meet the following CFP Board 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 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<sup>®</sup> Certification Examination. The examination 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); and
  - Ethics – Agree to be bound by CFP Board's *Code of Ethics and Standards of Conduct*, a set of documents outlining the ethical and practice standards for CFP<sup>®</sup> professionals.

Individuals who become certified are required to meet the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP<sup>®</sup> marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on ethics to maintain competence and keep up with developments in the financial planning field; and
- Ethics – Renew an agreement to be bound by the *Code of Ethics and Standards of Conduct*. The Standards prominently require that CFP<sup>®</sup> professionals provide financial planning services at a fiduciary standard of care. This means CFP<sup>®</sup> professionals must provide financial planning services in the best interests of their clients.

CFP<sup>®</sup> 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<sup>®</sup> certification.

All individuals that give investment advice on behalf of Sumnicht & Associates must have earned a college degree and/or have substantive investment-related experience. In addition, all such individuals shall have attained and maintain current all required investment-related licenses and/or designations.

## **B. Disciplinary Information**

Not applicable.

## **C. Other Business Activities**

Sumnicht & Associates is affiliated with iSectors, LLC, an SEC registered investment adviser. iSectors does not provide investment supervisory services or financial planning services. Rather, the exclusive service provided by iSectors is to make its proprietary iSectors investment program, consisting of a suite of asset allocation models, available to investment advisers, which may include Sumnicht & Associates, to assist them in managing their respective clients' assets. iSectors and Sumnicht & Associates share certain back-office and administrative resources, as well as certain human capital resources and personnel. Sumnicht & Associates provides services, as well as personnel, to iSectors to provide ongoing assistance to iSectors with the development, structure, maintenance, review and implementation of changes to the iSectors' program.

**D. Additional Compensation**

In the event the client utilizes Vern Sumnicht for the purchase of life insurance and/or annuity products, Vern Sumnicht shall be compensated by commissions for such insurance product purchases. Vern Sumnicht devotes less than 10% of his time to the insurance business.

**E. Supervision**

Vern Sumnicht, the Firm's Chief Executive Officer and Chief Compliance Officer, is responsible for maintaining and enforcing the company's compliance policies and procedures. These policies and procedures address numerous issues from personal securities transactions reporting to compliance with applicable law.

**F. Requirements for State-Registered Advisers**

Not applicable; SEC registered.

**Charles H. Self III, MBA, CFA®**  
**Chief Investment Officer**

**A. Educational Background and Business Experience**

**CHARLES H. SELF III, MBA, CFA®**

Born: 1957

Educational Background:

- University of Minnesota, Bachelor of Science in Business-Accounting; 1979
- University of Chicago, Master of Business Administration (MBA)-Finance and Statistics; 1981
- Chartered Financial Analyst (CFA), The CFA Institute; 1984

Business Background:

- Sumnicht & Associates, LLC, Chief Investment Officer; March 2014 to Present
- iSectors, LLC, Chief Operating Officer, Chief Investment Officer, Chief Compliance Officer; March 2014 to Present
- Pension Consultants, Inc, Senior Investment Consultant, Springfield, Missouri; 2013-2014
- Parasol Investment Management, Product Manager, Westmont, Illinois; 2011-2012
- Ziegler Companies, Managing Director, Chicago, Illinois; 2009-2010
- Deerfield Capital Management, Senior Vice President, Chicago, Illinois; 2004-2009
- Teachers Retirement System of Illinois, Chief Investment Officer, Springfield, Illinois; 2001-2002
- ABN AMRO North America, Chicago, Illinois; 1995-2001
  - Senior Vice President, Director, Investment Portfolio Department; 1998-2001
  - Senior Vice President, Director, Fixed Income, ABN AMRO Asset Management; 1997-1998
  - Senior Vice President, Chief Investment Officer, Manager of Fixed Income and Board Member, LaSalle Street Capital Management (predecessor firm); 1995-1997
- CSI Asset Management, Vice President, Fixed Income Portfolio Manager, Chicago, Illinois; 1988-1995
- Meridian Asset Advisors, Vice President, Portfolio Manager, Indianapolis, Indiana; 1984-1988
- Northern Trust Company, Investment Officer, Portfolio Manager, Chicago, Illinois; 1981-1984

### **CFA® Designation**

The Chartered Financial Analyst (CFA) charter is a globally used, graduate-level investment credential established in 1962 and awarded by the CFA Institute – the largest global association of investment professionals.

There are currently more than 107,000 CFA charterholders working in 135 countries. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join the CFA Institute as a member; and 4) agree to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

### **Required Professional Conduct**

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, include requirements that CFA charterholders:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose various conflicts of interest and legal matters

Passing the three CFA exams requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates knowledge of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry.

Additionally, regulatory bodies in 23 countries/territories recognize the CFA charter as a proxy for meeting certain licensing requirements, and more than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

All individuals that give investment advice on behalf of Sumnicht & Associates must have earned a college degree and/or have substantive investment-related experience. In addition, all such individuals shall have attained and maintain current all required investment-related licenses and/or designations.

### **B. Disciplinary Information**

Nothing to disclose.

### **C. Other Business Activities**

Sumnicht & Associates is affiliated with iSectors, LLC, an SEC registered investment adviser. iSectors does not provide investment supervisory services or financial planning services. Rather, the exclusive service provided by iSectors is to make its proprietary iSectors investment program, consisting of a suite of asset allocation models, available to investment advisers, which may include Sumnicht & Associates, to assist them in managing their respective clients' assets. iSectors and Sumnicht & Associates share certain back-office and administrative resources, as well as certain human capital resources and personnel. Sumnicht & Associates provides services,

as well as personnel, to iSectors to provide ongoing assistance to iSectors with the development, structure, maintenance, review and implementation of changes to the iSectors' program.

**D. Additional Compensation**

Not applicable.

**E. Supervision**

Vern Sumnicht, Chief Executive Officer and Chief Compliance Officer, supervises and oversees the professional activities of Charles Self in his capacity as Chief Investment Officer for the Firm, which includes his investment advisory activities. The Firm's business practice and philosophy is to, on an ongoing basis, have informal discussions prior to client meetings and informal discussions on market conditions.

**F. Requirements for State-Registered Advisers**

Not applicable; SEC registered.