

FORM ADV PART 2B BROCHURE SUPPLEMENT

Graig Stettner

Item 1 – Cover Page

Graig Stettner
Advisors' Pride
Doing Business As Strategence Capital
6330 Constitution Dr.
Fort Wayne, IN 46804
260-450-5490

Date of Supplement: October 2014

This brochure supplement provides information about Graig Stettner that supplements the Advisors' Pride (dba Strategence Capital) disclosure brochure. You should have received a copy of that brochure. Please contact Paul R. Hoffman at 920-882-1362 if you did not receive the brochure for Advisors' Pride or if you have any questions about the contents of this supplement.

Additional information about Graig Stettner is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Graig Stettner

Born: 1969, CRD # 6289452

Post-Secondary Educational Background:

Indiana University - Fort Wayne, Bachelors of Science, 1994

Business Background:

Advisors' Pride, Investment Advisor Representative, 10/2014 to Present;
LPL Financial, LLC, Financial Advisor, 01/2014 to Present
Strategence Capital, Advisor, 01/2014 to Present
Tower Trust Company, Portfolio Manager, 01/2003 to 01/2014

Professional Designations

Chartered Financial Analyst (CFA)

The Chartered Financial Analyst (CFA) designation is issued by the CFA Institute, formerly known as the Association for Investment Management and Research (AIMR). The CFA Program is a graduate-level program for investment specialists such as securities analysts, money manager, and investment advisers. To become a CFA charterholder, an individual must have at least four years of acceptable professional experience in the investment decision-making process, must pass three sequential, six-hour examinations. Each of the 3 course level exams must be passed and each course level is a self-study program involving approximately 250 hours of study time. There are no continuing education

requirements to maintain the CFA designation. CFA charterholders must commit to abide by and annually reaffirm adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

CFA Institute Financial Adviser Statement for SEC Form ADV

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

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 CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

High Ethical Standards

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

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

Global Recognition

Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charterholders—often making the charter a prerequisite for employment.

Additionally, regulatory bodies in 22 countries and 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.

Comprehensive and Current Knowledge

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning.

The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession.

Chartered Market Technician (CMT)

Designation: Chartered Market Technician (CMT). Issuing Organization: Market Technicians Association, Inc. Prerequisites/Experience Required: Three years of professional analytical or investment management experience; Member of Market Technicians Association. Educational Requirement: Successful completion of all three levels of the CMT exam process. Continuing Education: None.

Item 3 – Disciplinary Information

Graig Stettner has no legal or disciplinary events to report.

Item 4 – Other Business Activities

Registered Representative of a Broker-Dealer

Graig Stettner is separately licensed as a registered representative with LPL Financial, a registered securities broker/dealer, member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investors Protection Corporation (SIPC). When acting in his separate capacity as a registered representative of LPL Financial, Graig Stettner may sell, for commissions, general securities products such as stocks, bonds, mutual funds, exchange-traded funds, and variable annuity and variable life products to advisory clients. As such, Graig Stettner may suggest that advisory clients implement investment advice by purchasing securities products through a commission-based LPL Financial account in addition to a Strategence Capital advisory account.

The receipt of commissions creates an incentive for Graig Stettner to recommend those products for which he will receive a commission. Consequently, the objectivity of the advice rendered to clients could be biased. Graig Stettner controls for this potential conflict of interest by discussing with clients the advantages and disadvantages of establishing a fee-based account through Strategence Capital versus establishing a commission-based account through LPL Financial. Strategence Capital does not require its advisor representatives to encourage clients to implement investment advice through LPL Financial.

Graig Stettner does not earn commissions in fee-based accounts.

Graig Stettner will receive 12b-1 fees from certain mutual fund companies as outlined in the fund's prospectus. 12b-1 fees come from fund assets, therefore, indirectly from client assets. The receipt of such fees could represent an incentive for Graig Stettner to recommend funds with 12b-1 fees over funds that have no fees or lower fees. Typically, Graig Stettner will receive 12b-1 fees only in commission-based brokerage accounts. However, such fees can be earned in fee-based accounts managed by Graig Stettner if 12b-1 fee paying mutual funds are held in the managed account. For ERISA accounts, there is an offset for any amount of 12b-1 fees. In such a situation, Graig Stettner discusses with clients the selection of a 12b-1 or other trail paying mutual funds. LPL Financial maintains records of all 12b-1 fee payments to Graig Stettner which may be viewed by clients upon request.

Clients are never obligated or required to establish accounts through Strategence Capital or LPL Financial. However, if a client does not choose to accept Graig Stettner's advice or decides not to establish an account through LPL Financial, Graig Stettner may not be able to provide management and advisory services to the client. Clients should understand that, due to certain regulatory constraints, Graig Stettner, in his capacity as a LPL Financial. Graig Stettner must place all purchases and sales of securities products in commission-based brokerage accounts through LPL Financial or its other approved institutions.

Item 5 – Additional Compensation

In addition to the description of additional compensation provided in Item 4, Graig Stettner can receive additional benefits.

Certain product sponsors may provide Graig Stettner with other economic benefits as a result of his recommendation or sale of the product sponsors' investments. The economic benefits received by Graig Stettner from product sponsors can include but are not limited to, financial assistance or the sponsorship of conferences and educational sessions, marketing support, incentive awards, payment of travel expenses, and tools to assist Graig Stettner in providing various services to clients.

Although Strategence Capital and Graig Stettner endeavor at all times to put the interest of its clients ahead of its own or those of its officers, directors, or representatives ("affiliated persons"), these arrangements could affect the judgment of Graig Stettner when recommending investment products. These situations present a conflict of interest that may affect the judgment of affiliated persons including Graig Stettner.

Item 6 – Supervision

Paul R. Hoffman is the Chief Compliance Officer of Strategence Capital . He is responsible for overseeing and enforcing the firm's compliance programs that have been established to monitor and supervise the activities and services provided by the firm and its representatives, including Graig Stettner. Paul R. Hoffman can be contacted at 920-882-1362.

Item 7 – Requirements for State-Registered Advisers

Graig Stettner has not been involved in an arbitration award and has not been found liable in an arbitration claim alleging damages in excess of \$2,500. He has not been involved in any award or found liable in any civil, self-regulatory organization, or administrative proceeding. Additionally, he has not been the subject of a bankruptcy petition.