

FORM ADV PART 2B BROCHURE SUPPLEMENT

Tamela J. Sperr

Item 1 – Cover Page

Tamela J. Sperr
Advisors' Pride
Doing Business as Strategence Capital
622 Atlantic Avenue
Morris, MN 56267
320-808-1804

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This brochure supplement provides information about Tamela J. Sperr 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 920-731-9293 or at Paul.Hoffman@advisorspride.com. if you did not receive Strategence Capital's brochure or if you have any questions about the contents of this supplement.

Additional information about Tamela J. Sperr is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Tamela J. Sperr

Born: 1961 CRD: 2485906

Post Secondary Educational Background:

University of Minnesota – Morris Bachelor of Science in Business Economics 1983

Business Background:

Advisors' Pride DBA Strategence Capital; Investment Advisor Representative	8/2019 to Present
Strategic Wealth Group Registered Investment Advisors DBA Valor Financial Partners;	
Investment Advisor Representative;	11/2017 to 8/2019
LPL Financial LLC; Registered Representative;	11/2017 to Present
Valor Financial Partners, LLC; Insurance Agent;	11/2017 to Present
Edward Jones; Investment Advisor Representative;	12/2013 to 11/2017
Edward Jones; Registered Representative;	05/2000 to 11/2017

Item 3 – Disciplinary Information

Tamela J. Sperr has no legal or disciplinary events to report.

Item 4 – Other Business Activities

Registered Representative of a Broker-Dealer

Tamela J. Sperr is separately licensed as a registered representative with LPL Financial Inc., a registered securities broker/dealer, member of the Financial Industry Regulatory Authority (FINRA) and the Securities Investors Protection Corporation (SIPC). When acting in her separate capacity as a registered representative of LPL Financial Inc., Tamela J. Sperr 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, Tamela J. Sperr may suggest that advisory clients implement investment advice by purchasing securities products through a commission-based LPL Financial Inc. account in addition to a Strategence Capital advisory account.

The receipt of commissions creates an incentive for Tamela J. Sperr to recommend those products for which she will receive a commission. Consequently, the objectivity of the advice rendered to clients could be biased. Tamela J. Sperr 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 Inc.. Strategence Capital does not require its advisor representatives to encourage clients to implement investment advice through LPL Financial Inc..

Tamela J. Sperr does not earn commissions in fee-based accounts.

Tamela J. Sperr 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 Tamela J. Sperr to recommend funds with 12b-1 fees over funds that have no fees or lower fees. Typically, Tamela J. Sperr will receive 12b-1 fees only in commission-based brokerage accounts. However, such fees can be earned in fee-based accounts managed by Tamela J. Sperr 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, Tamela J. Sperr discusses with clients the selection of a 12b-1 or other trail paying mutual funds. LPL Financial Inc. maintains records of all 12b-1 fee payments to Tamela J. Sperr which may be viewed by clients upon request.

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

Insurance Agent

Tamela J. Sperr is independently licensed to sell insurance and annuity products through various insurance companies. When acting in this capacity, Tamela J. Sperr will receive commissions for selling insurance and annuity products.

Tamela J. Sperr may also receive other incentive awards for the recommendation/sale of annuities and other insurance products. The receipt of compensation and other incentive benefits may affect the judgment of Tamela J. Sperr when recommending products to its clients. While Tamela J. Sperr endeavors at all times to put the interest of her clients first as a part of Strategence Capital's overall

fiduciary duty to clients, clients should be aware that the receipt of commissions and additional compensation itself creates a conflict of interest, and may affect Tamela J. Sperr's decision making process when making recommendations.

Clients are never obligated or required to purchase insurance products from or through Tamela J. Sperr and may choose any independent insurance agent and insurance company to purchase insurance products. Regardless of the insurance agent selected, the insurance agent or agency will receive normal commissions from the sale.

Item 5 – Additional Compensation

In addition to the description of additional compensation provided in Item 4, Tamela J. Sperr can receive additional benefits.

Certain product sponsors may provide Tamela J. Sperr with other economic benefits as a result of her recommendation or sale of the product sponsors' investments. The economic benefits received by Tamela J. Sperr 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 Tamela J. Sperr in providing various services to clients.

Although Strategence Capital and Tamela J. Sperr 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 Tamela J. Sperr when recommending investment products. These situations present a conflict of interest that may affect the judgment of affiliated persons including Tamela J. Sperr.

In addition, Tamela J. Sperr's other business activities include Sperr Farms (Co-owner) and MNDK Farms (Limited Partner), both farmland ownership and rental companies, and Sperr Rental (Co-Owner), a commercial rental property. These activities do not represent a conflict of interest as clients of Strategence Capital are not solicited for any of these entities.

In November 2017, Tamela J. Sperr received monetary transition assistance in the form of a forgivable loan from LPL Financial. This may create a financial incentive to maintain a relationship with LPL Financial which may include directing clients to LPL Financial for execution of trades. However, to the extent Tamela J Sperr directs clients to LPL Financial for services, it is because she believes that it is in the clients best interest to do so.

Item 6 – Supervision

Paul R. Hoffman is the Chief Compliance Officer of Advisors' Pride. 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 Tamela J. Sperr. Paul R. Hoffman can be contacted at 920-731-9293.

Item 7 – Requirements for State-Registered Advisers

Tamela J. Sperr 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. She has not been involved in any award or found liable in any civil, self-regulatory organization, or administrative proceeding. Additionally, she has not been the subject of a bankruptcy petition.