



BROCHURE SUPPLEMENT

March 2023

This brochure supplement provides information about Jo Ellen Kearny that supplements the Apex Capital Management, LLC (“Apex Capital Management”) disclosure brochure. You should have received a copy of that brochure. Please contact Robert J. Morella at 337-984-7010 if you did not receive Apex Capital Management’s brochure or if you have any questions about the contents of this supplement.

Additional information about Jo Ellen Kearny is available on the SEC’s website at www.adviserinfo.sec.gov.

Jo Ellen Kearny

Apex Capital Management, LLC
910 S. Acadian Thruway
Baton Rouge, LA 70806
337-231-8618

www.apexcapitalmanagement.com

Educational Background and Business Experience

Date of Birth: 1949
CRD # 4081284

Education: Louisiana State University, BS, 1971

Professional Designations:
Certified Public Accountant¹ 1979
Personal Financial Specialist² 1996

Business Background:

Apex Capital Management, Investment Adviser Representative, 11/2021 to Present;
Daigrepoint & Brian, APAC, CPA/Partner, 09/2001 to Present;
Kearny Financial Services, President, 05/2001 to Present;
Cetera Advisors, LLC, Registered Rep/IAR, 12/2013 to 12/2021;
ProEquities, Inc, Reg. Rep, 01/2002 to 12/2013;
VSR Financial Services, Reg. Rep., 02/2000 to 12/2001;
EA Financial Group, LLC, Partner, 01/2000 to 04/2001;
Ellis Apple & Co. LLC, Independent Contractor, 01/2000 to 04/2001

Disciplinary Information

Jo Ellen Kearny has no legal or disciplinary events to report.

Other Business Activities

Certified Public Accountant

Jo Ellen Kearny is a Certified Public Accountant with Daigrepont & Brian, APAC CPA Firm. If she determines that an advisory client is in need of tax or accounting services, the client may be referred to Daigrepont & Brian, APAC. In addition, if accounting clients of Daigrepont & Brian, APAC are in need of financial planning or other advisory services, Jo Ellen Kearny acting in her separate capacity as a Certified Public Accountant, may refer those clients to Apex Capital Management, LLC for advisory services. Clients are not obligated in any manner to use the services or an accounting firm recommended by Jo Ellen Kearny. If a client of Apex Capital Management, LLC also becomes an accounting client of Daigrepont & Brian, APAC, the client is charged separately for the accounting services.

Additional Compensation

In addition to the description of additional compensation provided in Item 4, Jo Ellen Kearny can receive additional benefits.

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

Although Apex Capital Management and Jo Ellen Kearny 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 Jo Ellen Kearny when recommending investment products. These situations present a conflict of interest that may affect the judgment of affiliated persons including Jo Ellen Kearny.

Supervision

Robert J. Morella is the Chief Compliance Officer of Apex Capital Management. 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 Jo Ellen Kearny. Robert J. Morella can be contacted at 337-984-7010.

Professional Designation Disclosure

¹ A Certified Public Accountant (CPA) primarily provides financial audit services, including attesting to the reasonableness of disclosures, freedom from material misstatements and adherence to applicable generally accepted accounting principles. To become a CPA, a candidate must pass the Uniform Certified Public Accountant Examination set by the American Institute of Certified Public Accountants and administered by the National Association of State Boards of Accountancy. Typically, eligibility to sit for the examination requires a candidate to have a Bachelor's Degree that includes a minimum number of qualifying credit hours in accounting and business administration plus an additional one year study. Candidates are also required to have public accounting work experience, with minimum requirements varying from state to state. Applicants for CPA status must also complete a special examination on ethics, including a review of state specific rules for professional practice. All CPAs are required to take continuing education courses. The requirements vary by state but usually require 120 hours of continuing education every three years with at least 20 hours taken every year. Many states require CPAs to take an ethics course during every renewal period, with courses ranging from 2-8 hours.

² A Personal Financial Specialist (PFS): designation is awarded by the American Institute of Certified Public Accountants (AICPA). Candidates for this designation must meet the following pre-requisites: (1) be a member of AICPA, (2) hold an unrevoked Certified Public Accountant certificate issued by a state authority and (3) have at least two years of full-time business personal financial planning experience or 3,000 hours of equivalent experience (including up to 1,000 hours of tax compliance) within the five year period preceding the date of applying for designation. Candidates are required to have a minimum of 80 hours of continuing education within the five year period preceding their application for the designation and must pass a Final Certification Exam. Every three years, designees must complete 60 hours of continuing education related to the personal financial planning body of knowledge.