



## **BROCHURE SUPPLEMENT**

**March 2020**

**This brochure supplement provides information about Robert J. Morella that supplements the Apex Capital Management, LLC brochure. You should have received a copy of that brochure. Please contact Robert J. Morella if you did not receive the Apex Capital Management, LLC brochure or if you have any questions about the contents of this supplement.**

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

### **Robert J. Morella**

Apex Capital Management, LLC  
701 Robley Drive, Suite 200  
Lafayette, Louisiana 70503  
Phone: (337) 984-7010

### **Educational Background and Business Experience**

Date of Birth: 1958

Education:

Nichols State University: 1976-1977

University of Southwestern Louisiana: BS/BA, Accounting, 1980

Professional Designations:

Certified Public Accountant: 1983<sup>1</sup>

Personal Financial Specialist: 1991<sup>2</sup>

Business Affiliations:

Apex Capital Management, LLC: Managing Member, 10/99-present; Chief Compliance Officer and Investment Advisor Representative, 8/08-present

Arsement, Redd & Morella, LLC: Member, 1/88-present

### **Disciplinary Information**

Robert J. Morella has no disciplinary history that is required to be disclosed by the U.S. Securities and Exchange Commission or state regulatory authorities.

### **Other Business Activities**

Robert J. Morella is an owner of and a Certified Public Accountant with Arsement, Redd & Morella, LLC (ARM). If he determines that an advisory client is in need of tax or accounting services, the client may be referred to ARM. In addition, if accounting clients of ARM are in need of financial planning or other advisory services, Mr. Morella, in his 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 of an accounting firm recommended by Mr. Morella. If a client of Apex Capital Management, LLC also becomes an accounting client of ARM, the client is charged separately for the accounting services.

The time spent by Mr. Morella on advisory and accounting activities varies depending upon the calendar (i.e., tax season) and the marketplace (i.e., turbulent economic or market conditions). Advisory and accounting services are the only activities that Mr. Morella spends time on during the work week.

### **Additional Compensation**

Certain product sponsors may provide Robert J. Morella with other economic benefits as a result of his recommending or selling the product sponsors' investments. The economic benefits he receives 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 him in providing various services to clients.

Apex Capital Management, LLC and Robert J. Morella endeavor at all times to put the interest of its clients ahead of their own interests or those of the advisor's officers, directors, or representatives ("affiliated persons"). However, these arrangements could affect Mr. Morella's judgment when recommending investment products and present a conflict of interest that may affect his judgment.

### **Supervision**

Robert J. Morella is the Managing Member and the Chief Compliance Officer of Apex Capital Management, LLC. He is responsible for developing, 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 himself. He can be contacted at (337) 984-7010.

### **Professional Designation Disclosure**

<sup>1</sup> 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.

<sup>2</sup> The Personal Financial Specialist (PFS) designation is offered by The American Institute of Certified Public Accountants (AICPA). A candidate must (1) be a member of AICPA, (2) hold an unrevoked CPA certificate issued by a state authority, (3) have at least 2 years of full-time business personal financial planning experience (including up to 1,000 hours of tax compliance) within the 5 year period preceding application for the designation. In addition, the candidate must have a minimum of 80 hours of personal financial education within the 5 year period preceding the date of application and must pass a final certification examination. Designees must complete 60 hours of continuing professional education every 3 years which must be related to the personal financial planning body of knowledge.