



Apex Capital Management, LLC

Part 2B Form ADV Brochure Supplement

2/3/2025

Jo Ellen Kearny, CPA/PFS
910 S. Acadian Thruway
Baton Rouge, LA 70806
225-231-8618

Supervised from:

Apex Capital Management, LLC (Main office)
2901 Johnston Street, Suite 401
Lafayette, LA 70503
337-895-0800
www.apexcapitalmanagement.com

This Form ADV 2B ("Brochure Supplement") provides information about the background and qualifications of Jo Ellen Kearny (CRD# 4081284) that supplements the Apex Capital Management, LLC ("Apex" or the "Advisor", CRD#117059) ADV Part 2 - Disclosure Brochure. You should have received a copy. If you have not received a copy of the Disclosure Brochure or if you have any questions about the contents of the ADV Part 2 Disclosure Brochure for Apex Capital Management, LLC, or this ADV Part 2B Brochure Supplement, please contact us at (337) 895-0800.

Additional information about Jo Ellen Kearny is available on the SEC's website at www.adviserinfo.sec.gov by searching with her full name or her Individual CRD# 4081284.



Jo Ellen Kearny, CPA/PFS

Year of Birth 1949
CRD# 4081284

ITEM 2: EDUCATIONAL BACKGROUND AND BUSINESS EXPERIENCE

Educational Background:

Louisiana State University: BS, 1971

Business Experience:

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

Professional Designations:

Certified Public Accountant (CPA)

Certified Public Accountants (CPA) are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college education (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting), minimum experience levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination. In order to maintain a CPA license, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two-year period, or 120 hours over a 3-year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous Code of Professional Conduct which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a

conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services.

In addition to the Code of Professional Conduct, AICPA members who provide personal financial planning services are required to follow the Statement on Standards in Personal Financial Planning Services (the Statement). Most state boards of accountancy define financial planning as the practice of public accounting and therefore have jurisdiction over CPAs practicing in this discipline; state boards would likely look to the Statement as the authoritative guidance in this practice area regardless of specific or blanket adoption of AICPA standards.

The Personal Financial Specialist (PFS®)

The Personal Financial Specialist credential demonstrates that an individual has met the minimum education, experience, and testing required of a CPA in addition to a minimum level of expertise in personal financial planning. To attain the PFS® credential, a candidate must hold an unrevoked CPA license, certificate or permit, none of which are in inactive status; fulfill 3,000 hours of personal financial planning business experience; complete 75 hours of personal financial planning CPE credits; pass a comprehensive financial planning exam and be an active member of the AICPA. A PFS® credential holder is required to adhere to AICPA's Code of Professional Conduct and the Statement on Standards in Personal Financial Planning Services, when providing personal financial planning services. To maintain their PFS® credential, the recipient must complete 60 hours of financial planning CPE credits every three years. The PFS® credential is administered through the AICPA.

ITEM 3: DISCIPLINARY INFORMATION

Jo Ellen Kearny has no legal, civil or disciplinary events to disclose. Jo Ellen Kearny has never been involved in any regulatory, civil or criminal action. Additional Information about Jo Ellen Kearny is available on the SEC's website at www.adviserinfo.sec.gov by searching with her full name or Individual CRD# 4081284.

ITEM 4: OTHER BUSINESS ACTIVITIES

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



recommended by Jo Ellen Kearny. If a client of Apex Capital Management, LLC also becomes an accounting client of D&B, the client is charged separately for the accounting services.

ITEM 5: ADDITIONAL COMPENSATION

Jo Ellen Kearny has additional business activities where compensation is received that are detailed in item 4 above.

Certain product sponsors may provide Jo Ellen Kearny with other economic benefits as a result of her recommending or selling the product sponsors' investments. The economic benefits she may receive from product sponsors can include, but are not limited to, financial assistance or the sponsorship of conferences and educational sessions, marketing support, inventive awards, payment of travel expenses, and tools to assist her in providing various services to clients.

Apex Capital Management, LLC and Jo Ellen Kearny endeavor at all times to put the interest of the clients ahead of their own interests or those of the advisor's officers, directors, or representatives. However, these arrangements could affect Jo Ellen Kearney's judgment when recommending investment products and present a conflict of interest that may affect her judgment.

ITEM 6: SUPERVISION

Jo Ellen Kearny is supervised by Robert J. Morella, the Chief Compliance Officer of Apex. Our investment adviser representatives and employees are required to adhere to our compliance policies and procedures in the performance of their daily activities and responsibilities. Our compliance policies and procedures include an overview of the various statutes and regulations governing investment advisory activities and are designed to comply with applicable regulations and to facilitate the timeliness and quality of our compliance activities.

Robert J. Morella, Apex Capital Management, LLC's Chief Compliance Officer, is responsible for supervising all activities provided by the firm and its representatives, including Jo Ellen Kearny. Robert Morella can be contacted at 337-895-0800.