

**Louis E. Conrad II**  
**COMPASS Wealth Management, LLC**

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***Brochure Supplement***

(Part 2B of Form ADV)

This brochure supplement provides information about Louis E. Conrad II that supplements COMPASS Wealth Management, LLC's firm brochure. You should have received a copy of that brochure. Please contact Louis E. Conrad II if you did not receive COMPASS Wealth Management, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Louis E. Conrad II is available on the SEC's web site at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

March 30, 2011

## **Item 2 Educational Background and Business Experience**

**Full Legal Name:** Louis E. Conrad II

**Born:** 1963

### **Education**

The University of Chicago--MBA, Finance, 1989

Northeastern University--BS magna cum laude, Political Science, 1985

### **Business Experience**

COMPASS Wealth Management, LLC--President, March 2007 - Present

COMPASS Investment Advisors, LLC--President, November 2000 - March 2007

CIGNA--Vice President, Investment Consultant, March 2001 - July 2003

Galileo Advisors, LLC--Chief Investment Officer, June 2000 - March 2001

Mintz Levin Financial Advisors, LLC--Chief Investment Officer, October 1998 - May 2000

TFS Financial Advisors, LLC--Director of Investment Advisory Services, September 1997 - October 1998

Fidelity Investments--Director of Fund Analysis and Research, August 1996 - August 1997

Management Ventures--Director of Research, January 1996 - July 1996

National Life Insurance Company--Mutual Fund Portfolio Manager, January 1992 - January 1996

Shawmut National Bank--Institutional Portfolio Manager and Equity Research Analyst, September 1989 - January 1992

### **Designations**

Louis E. Conrad II earned the Chartered Financial Analyst (CFA) designation in 1993 and is in good standing with the CFA Institute, the designation's granting authority.

The 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.

There are currently more than 90,000 CFA charterholders working in 135 countries. 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 19 countries 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.

To learn more about the CFA charter, visit [www.cfainstitute.org](http://www.cfainstitute.org).

## **Item 3 Disciplinary Information**

Louis E. Conrad II has no disciplinary history.

#### **Item 4 Other Business Activities**

Louis E. Conrad II is not engaged in any other investment-related activities nor is he engaged in noninvestment-related activities that provide substantial compensation or involve a substantial amount of his time. Further, he does not receive commissions, bonuses, or other compensation from the purchase or sale of securities or other investment products.

#### **Item 5 Additional Compensation**

Louis E. Conrad II does not receive any economic benefit from a non-advisory client for the provision of advisory services.

#### **Item 6 Supervision**

Louis E. Conrad II is responsible for his own supervision given COMPASS Wealth Management, LLC's structure.