

**SimonDavis Asset Management, Inc.
Form ADV Part 2B Brochure Supplement**

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SimonDavis Asset Management, Inc.
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Item 2. Educational Background and Experience:

EDUCATION:

Salem State College

B.S. in Business Administration

CFA Institute

Chartered Financial Analyst (CFA)

Information about the CFA designation: The Chartered Financial Analyst (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.

Business Experience:

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| SimonDavis Asset Management, Inc. <i>Vice President, Private Client Services</i> | 12/2008 to Present |
| Leonhardi Investment Management, Inc. <i>President & Principal</i> | 04/1996 to 12/2008 |
| Whitegate Investment Counselors | 01/1995 to 04/1996 |
| Federal Deposit Insurance Corporation (FDIC) <i>Senior Banking Analyst</i> | 07/1990 to 01/1995 |
| Gannett, Welsh & Kotler <i>Portfolio Manager</i> | 05/1986 to 07/1990 |
| Robert Hurst & Company CPA <i>Staff Accountant</i> | 09/1985 to 04/1986 |

Item 3. Disciplinary Information:

None

Item 4. Other Business Activities:

Lois is a part-time yoga instructor and receives compensation from this activity.

Item 5. Additional Compensation:

None

Item 6. Supervision:

SimonDavis Asset Management, Inc. closely monitors the recommendations and planning provided by all of its investment professionals. This is done through monthly and annual compliance meetings, random Associate audits, planned file reviews, clear and concise internal policies and procedures, and strict adherence to all industry laws and regulations. For additional information regarding our internal

quality and control procedures please contact: David A. Simon, President of SimonDavis Asset Management at (800) 466-8376; or, via email at: dsimon@simondavisinc.com.