

***Item 1 - Cover Page***

SCHEDULE 2.B – BROCHURE SUPPLEMENT

**William Morse**

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This brochure supplement provides information about William Morse that supplements the B.C. Ziegler and Company (“BCZ”) brochure. You should have received a copy of that brochure. Please contact James M. Bushman if you did not receive BCZ’s brochure or if you have any questions about the contents of this supplement.

Additional information about William Morse is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

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

Mr. Morse was born in 1960. He serves as a Financial Advisor and Branch Manager for Ziegler Wealth Management's (ZWM) Mequon, Wisconsin location. Mr. Morse earned a Bachelor of Arts in Political Science from the University of Wisconsin in Milwaukee, Wisconsin. Mr. Morse also earned his Certified Financial Planner (CFP®) designation from the College of Financial Planning in Denver, Colorado. Mr. Morse joined ZWM in 1986 and holds the position of Senior Vice President, Branch Manager/Financial Advisor.

## **Item 3 - Disciplinary Information**

In 2010, Mr. Morse was the subject of an investment-related, consumer-initiated, written complaint, which the client's son questioned the authorizations provided for certain transactions in his mother's accounts. The matter was closed with no action taken.

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

Mr. Morse is not actively engaged in any other business activities.

## **Item 5 - Additional Compensation**

Mr. Morse may receive compensation in the form of commissions from the sale of investments in his capacity as a registered representative. Mr. Morse may also receive compensation from insurance sales. Mr. Morse does not receive any additional economic benefit from third parties for providing advisory services other than noted above.

## **Item 6 - Supervision**

Mr. Morse is supervised by Christopher Zelesnick, Head of Ziegler Wealth Management located in Chicago, Illinois. Mr. Zelesnick's contact information is [czelesnick@ziegler.com](mailto:czelesnick@ziegler.com) or 312-596-1681. Additionally, centralized oversight of Mr. Morse's activities is performed by supervisory staff personnel who are independent of the sales team.

Mr. Morse regularly reviews the accounts for which he provides investment advisory services to monitor suitability of recommendations and compliance with regulatory and internal procedures.