

**Item 1**

**Lisa A. Yoest**

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847-504-1455

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**This Brochure Supplement provides information about Lisa A. Yoest that supplements the Baker & Yoest Investment Advisers, Inc. Brochure. You should have received a copy of that Brochure. Please contact Glenn A. Baker, if you did not receive Baker & Yoest Investment Advisers, Inc.'s Brochure or if you have any questions about the contents of this supplement.**

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

BORN: 1965

**EDUCATION:**

Graduated from University of Illinois at Urbana-Champaign with a BA in Economics in 1987.

Graduated from University of Illinois at Urbana-Champaign with a MBA in Finance in 1989.

**RECENT EMPLOYMENT HISTORY:**

Investment Adviser Representative, Vice President, Baker & Yoest Investment Advisers, Inc. from 12/2008 to present.

Operations Manager, Hochman & Baker Financial Services, Inc. 8/2004 to 11/2008.

Registered Representative, Genworth Financial Securities Corp., 6/2004 to present.

Operations Manager, GE 1/2004 to 8/2004.

Operations Manager, Prudential Financial, 1/2000 – 6/2004

Registered Representative, Hochman & Baker Securities, Inc. 6/1989 to 6/2004.

Administrative Assistant, Operations Manager, Hochman & Baker, Inc. 6/1989 to 12/1999.

**EXAMINATIONS AND PROFESSIONAL DESIGNATIONS:**

FINRA Series 7, General Securities Representative, 1989

FINRA Series 63, Uniform Securities Agent State Law Exam, 1991

FINRA Series 24, General Securities Principal Exam, 1993

FINRA Series 53, Municipal Securities Principal Exam, 2001

## **Certified Financial Planner (CFP), 1994**

\*(granted by the CFP Board of Standards) Certified Financial Planner Board of Standards Inc. owns the certification marks CFP®, CERTIFIED FINANCIAL PLANNER ™ and federally registered CFP (with flame logo), which it awards to individuals who successfully complete initial and ongoing certification requirements.

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP® certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP® certification in the United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

- Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and

- Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

### **Item 3- Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item.

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

I am a registered representative of Genworth Financial Securities Corp. Genworth Financial Securities Corp. is a registered broker/dealer and a member of FINRA and SIPC. My affiliation with Genworth Financial Securities Corp. creates limited potential material conflicts of interest for advisory clients because my commissions are customary and competitive for the marketplace. However, brokerage services may be available elsewhere at a lower cost. At no time is any client obligated to purchase securities through Genworth Financial Securities Corp.

I am a licensed insurance agent and will, from time to time, offer clients advice or products from those activities. Clients should be aware that insurance services pay a commission and involve a possible conflict of interest, as commission-able products can conflict with the fiduciary duties of a registered investment advisor. Baker & Yost Investment Advisers, Inc. always acts in the best interest of the client; including the sale of commission-able products to advisory clients. Clients are in no way required to implement the plan through any representative of Baker & Yost Investment Advisers, Inc. in their capacity as an insurance agent.

I am not a registered or have an application pending to register as a broker/dealer and I am not a registered or associated person of a futures commission merchant, commodity pool operator, or commodity trading adviser.

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

No one provides me any additional economic benefit for providing advisory services.

### **Item 6 - Supervision**

I am supervised by Glenn A. Baker. Mr. Baker is the owner and an Advisory Representative of Baker & Yoest Investment Advisers and can be reached at (847) 504-1455 or GBaker@BakerYoest.com.

Additionally, my branch office is subject to a periodic independent audit which includes a review of client files and verifies that I am servicing clients in accordance with firm policies.

#### **Item 7 – Requirements for State Registered Advisers**

Lisa Yoest has not been involved in any arbitration cases or civil proceedings where judgement was found against him, nor has Lisa Yoest filed a petition for bankruptcy.