

**ITEM 1: COVER PAGE FOR  
PART 2B OF FORM ADV:  
BROCHURE SUPPLEMENT  
NOVEMBER 2012**

**NANCY L. CONGDON**

**BLUE WATER WEALTH, INC.  
D/B/A BLUE WATER WEALTH  
9755 SOUTHWEST BARNES ROAD  
PORTLAND, OR 97225**

**FIRM CONTACT:  
GABRIELLA A. COX, CHIEF COMPLIANCE OFFICER**

**This brochure supplement provides information about Ms. Congdon that supplements our brochure. You should have received a copy of that brochure. Please contact the Chief Compliance Officer if you did not receive Blue Water Wealth's brochure or if you have any questions about the contents of this supplement.**

**Additional information about Ms. Congdon is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching CRD #2136551.**

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

We are required to disclose the following information about Ms. Congdon:

### **Nancy Lynn Congdon**

**Year of Birth:**1964

#### **Educational Background:**

- 1987; Wright State University; Bachelor of Science

#### **Business Background:**

- 08/2012 – Present; Blue Water Wealth, Inc.; President
- 08/2007 – 08/2012; Nancy Congdon & Associates of Ameriprise financial Services, Inc.; President
- 12/1998 – 08/2007; Ameriprise Financial; Field Vice President

#### **Licenses and Other Professional Designations:**

- 10/2006 – Series 4
- 02/2005 – Series 51
- 11/1995 – Series 24
- 02/1993 – Series 63
- 05/1991 – Series 7
- CFP®
- Insurance License

### **CFP® - Certified Financial Planner™:**

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the “CFP® marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

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**

A. If there are legal or disciplinary events material to your evaluation of Ms. Congdon, we are required to disclose all material facts regarding those events.

We have nothing to disclose in this regard.

**Note:** Our firm may, under certain circumstances, rebut the presumption that a disciplinary event is material. If an event is immaterial, we are not required to disclose it. When we review a legal or disciplinary event involving Ms. Congdon to determine whether it is appropriate to rebut the presumption of materiality, we consider all of the following factors: (1) the proximity of Ms. Congdon to the advisory function; (2) the nature of the infraction that led to the disciplinary event; (3) the severity of the disciplinary sanction; and (4) the time elapsed since the date of the disciplinary event. If we conclude that the materiality presumption has been overcome, we prepare and maintain a file memorandum of our determination in our records. We follow SEC rule 204-2(a)(14)(iii) and similar state rules.

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

A. If Ms. Congdon is actively engaged in any investment-related business or occupation, including if Ms. Congdon is registered, or has an application pending to register, as a broker-dealer, registered representative of a broker-dealer, futures commission merchant ("FCM"), commodity pool operator ("CPO"), commodity trading advisor ("CTA"), or an associated person of an FCM, CPO, or CTA, we are required to disclose this fact and describe the business relationship, if any, between the advisory business and the other business.

1. If a relationship between the advisory business and Ms. Congdon's other financial industry activities creates a material conflict of interest with you, the SEC requires us to describe the nature of the conflict and generally how we address it.

Representatives of our firm are insurance agents/brokers. They may offer insurance products and receive normal and customary fees as a result of insurance sales. A conflict of interest may arise as these insurance sales may create an incentive to recommend products based on the compensation adviser and/or our supervised persons may earn and may not necessarily be in the best interests of the client.

2. If Ms. Congdon receives commissions, bonuses or other compensation based on the sale of securities or other investment products, including as a broker-dealer or registered representative, and including distribution or service ("trail") fees from the sale of mutual funds, we have to disclose this fact. If this compensation is not cash, we are required to explain what type of compensation Ms. Congdon receives. We must explain that this practice gives Ms. Congdon an incentive to recommend investment products based on the compensation received, rather than on your needs.

Ms. Congdon is a registered representative of Cambridge Investment Research, Inc., member FINRA/SIPC. She may offer securities and receive normal and customary commissions as a result of securities transactions. A conflict of interest may arise as these commissionable securities sales may create an incentive to recommend products based on the compensation Ms. Congdon may earn and may not necessarily be in the best interests of the client.

B. If Ms. Congdon is actively engaged in any business or occupation for compensation not discussed in response to Item 4.A, above, and the other business activity or activities provide a substantial source of Ms. Congdon's income or involve a substantial amount of Ms. Congdon's time, we are required to disclose this fact and must describe the nature of that business. If the other business activities represent less than 10 percent of Ms. Congdon's time and income, we may presume that they are not substantial.

We have nothing to disclose in this regard.

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

If someone who is not a client provides an economic benefit to Ms. Congdon for providing advisory services, we are required to generally describe the arrangement. For purposes of this Item, economic benefits include sales awards and other prizes, but do not include Ms. Congdon's regular salary. Any bonus that is based, at least in part, on the number or amount of sales, client referrals, or new accounts should be considered an economic benefit, but other regular bonuses should not.

We have nothing to disclose in this regard.

### **Item 6. Supervision**

We are required to explain how we supervise Ms. Congdon, including how we monitor the advice Ms. Congdon provides to you. Our firm has to provide the name, title and telephone number of the person responsible for supervising Ms. Congdon's advisory activities on behalf of our firm.

Ms. Congdon is the sole principal and Chief Compliance Officer and as such has no internal supervision placed over her. She is however bound by our firm's Code of Ethics.

### **Item 7. Requirements for State-Registered Advisers**

Ms. Congdon has neither disclosable events nor been the subject of a bankruptcy petition.

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**GABRIELLA A. COX**

**BLUE WATER WEALTH, INC.  
D/B/A BLUE WATER WEALTH  
9755 SOUTHWEST BARNES ROAD  
PORTLAND, OR 97225**

**FIRM CONTACT:  
GABRIELLA A. COX, CHIEF COMPLIANCE OFFICER**

**This brochure supplement provides information about Ms. Cox that supplements our brochure. You should have received a copy of that brochure. Please contact Chief Compliance Officer if you did not receive Blue Water Wealth's brochure or if you have any questions about the contents of this supplement.**

**Additional information about Ms. Cox is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching CRD #4837806.**

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

We are required to disclose the following information about Ms. Cox:

### **Gabriella Alana Cox**

**Year of Birth:** 1981

#### **Educational Background:**

- 2004; Portland State University; Bachelors of Science in Economics

#### **Business Background:**

- 08/2012 – Present; Blue Water Wealth, Inc.; Chief Compliance Officer, Director of Portfolio Operations
- 12/2005 – 08/2012; Nancy L. Congdon & Associates, a Financial Advisory firm of Ameriprise Financial Services, Inc.; Associate Financial Advisor
- 07/2004 – 12/2005; IDS Life Insurance Company & American Express; Financial Advisor

#### **Licenses and Other Professional Designations:**

- 12/2004 – Series 7
- 09/2009 – Series 66
- Insurance license

## **Item 3. Disciplinary Information**

A. If there are legal or disciplinary events material to your evaluation of Ms. Cox, we are required to disclose all material facts regarding those events.

We have nothing to disclose in this regard.

**Note:** Our firm may, under certain circumstances, rebut the presumption that a disciplinary event is material. If an event is immaterial, we are not required to disclose it. When we review a legal or disciplinary event involving Ms. Cox to determine whether it is appropriate to rebut the presumption of materiality, we consider all of the following factors: (1) the proximity of Ms. Cox to the advisory function; (2) the nature of the infraction that led to the disciplinary event; (3) the severity of the disciplinary sanction; and (4) the time elapsed since the date of the disciplinary event. If we conclude that the materiality presumption has been overcome, we prepare and maintain a file memorandum of our determination in our records. We follow SEC rule 204-2(a)(14)(iii) and similar state rules.

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

- A. If Ms. Cox is actively engaged in any investment-related business or occupation, including if Ms. Cox is registered, or has an application pending to register, as a broker-dealer, registered representative of a broker-dealer, futures commission merchant ("FCM"), commodity pool operator ("CPO"), commodity trading advisor ("CTA"), or an associated person of an FCM, CPO, or CTA, we are required to disclose this fact and describe the business relationship, if any, between the advisory business and the other business.

1. If a relationship between the advisory business and Ms. Cox's other financial industry activities creates a material conflict of interest with you, the SEC requires us to describe the nature of the conflict and generally how we address it.

Ms. Cox is an insurance agent. She may offer insurance products and receive normal and customary fees as a result of insurance sales. A conflict of interest may arise as these insurance sales may create an incentive to recommend products based on the compensation adviser may earn and may not necessarily be in the best interests of the client.

2. If Ms. Cox receives commissions, bonuses or other compensation based on the sale of securities or other investment products, including as a broker-dealer or registered representative, and including distribution or service ("trail") fees from the sale of mutual funds, we have to disclose this fact. If this compensation is not cash, we are required to explain what type of compensation Ms. Cox receives. We must explain that this practice gives Ms. Cox an incentive to recommend investment products based on the compensation received, rather than on your needs.

Ms. Cox is a registered representative of Cambridge Investment Research, Inc., member FINRA/SIPC. She may offer securities and receive normal and customary commissions as a result of securities transactions. A conflict of interest may arise as these commissionable securities sales may create an incentive to recommend products based on the compensation Ms. Cox may earn and may not necessarily be in the best interests of the client.

- B. If Ms. Cox is actively engaged in any business or occupation for compensation not discussed in response to Item 4.A, above, and the other business activity or activities provide a substantial source of Ms. Cox's income or involve a substantial amount of Ms. Cox's time, we are required to disclose this fact and must describe the nature of that business. If the other business activities represent less than 10 percent of Ms. Cox's time and income, we may presume that they are not substantial.

We have nothing to disclose in this regard.



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

If someone who is not a client provides an economic benefit to Ms. Cox for providing advisory services, we are required to generally describe the arrangement. For purposes of this Item, economic benefits include sales awards and other prizes, but do not include Ms. Cox's regular salary. Any bonus that is based, at least in part, on the number or amount of sales, client referrals, or new accounts should be considered an economic benefit, but other regular bonuses should not.

We have nothing to disclose in this regard.

### **Item 6. Supervision**

We are required to explain how we supervise Ms. Cox, including how we monitor the advice Ms. Cox provides to you. Our firm has to provide the name, title and telephone number of the person responsible for supervising Ms. Cox's advisory activities on behalf of our firm.

Nancy L. Congdon, President of Blue Water Wealth, supervises and monitors Ms. Cox's activities on a regular basis. Ms. Congdon reviews all outgoing correspondence for written financial advice that Ms. Cox provides to her clients. Please contact Ms. Congdon if you have any questions about Ms. Cox's brochure supplement at (503) 296-8700.

### **Item 7. Requirements for State-Registered Advisers**

Ms. Cox has neither disclosable events nor been the subject of a bankruptcy petition.

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**SIMON N. RUPARD**

**BLUE WATER WEALTH, INC.  
D/B/A BLUE WATER WEALTH  
9755 SOUTHWEST BARNES ROAD  
PORTLAND, OR 97225**

**FIRM CONTACT:  
GABRIELLA A. COX, CHIEF COMPLIANCE OFFICER**

**This brochure supplement provides information about Mr. Rupard that supplements our brochure. You should have received a copy of that brochure. Please contact the Chief Compliance Officer if you did not receive Blue Water Wealth, Inc.'s brochure or if you have any questions about the contents of this supplement.**

**Additional information about Mr. Rupard is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov) by searching CRD #4219760.**

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

We are required to disclose the following information about Mr. Rupard:

### **Simon Nikolas Rupard**

**Year of Birth:** 1973

#### **Educational Background:**

- 1999; University of Vermont; Bachelors of Arts & Bachelors of Science

#### **Business Background:**

- 08/2012 – Present; Blue Water Wealth, Inc.; Director of Financial Planner
- 11/2007 – 08/2012; Nancy L. Congdon & Associates, a Financial Advisory firm of Ameriprise Financial Inc.; Advisor
- 08/2005 – 10/2007; Ameriprise Financial Services; Advisor
- 05/2004 – 08/2005; The Home Depot; Associate (not investment related)
- 03/2004 – 05/2004; Windells' Camp; Support (not investment related)
- 04/2001 – 03/2004; Rupard Studios; CEO/Owner (not investment related)

#### **Licenses and Other Professional Designations:**

- 09/2005 – Series 7
- 07/2000 – Series 63
- 10/2005 – Series 66
- 08/2006 – CRPC

### **CRPC - Chartered Retirement Planning Counselor :**

Mr. Rupard has a professional designation, Chartered Retirement Planning Counselor (CRPC). The CRPC is offered by The College for Financial Planning®. The CRPC Program focuses on the pre- and post-retirement needs of individuals, allowing you to transform the retirement planning process into a positive experience. Enrollment in the program allows you to study a variety of principles in the retirement planning field. The program guides you through the retirement process from start to finish, addressing issues such as estate planning and asset management. The College for Financial Planning® awards the Chartered Retirement Planning Counselor<sup>SM</sup> and CRPC® designation to students who:

- successfully complete the program;
- pass the final examination; and
- comply with the Code of Ethics, which includes agreeing to abide by the Standards of

Applicants must also disclose of any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct. Conferment of the designation is contingent upon the College for Financial Planning's review of matters either self-disclosed or which are discovered by the College that are required to be disclosed.

Students must sign and return the Code of Ethics forms within six months of passing the final exam. Failure to complete and submit the forms within this time frame may result in termination of the individual's candidacy. If an individual wishes to apply for authorization to use the Marks in the future, he or she may be required to fulfill the initial designation requirements in place at the time of passing the exam.

Successful students receive a certificate and are granted the right to use the designation on correspondence and business cards for a two-year period.

Continued use of the CRPC® designation is subject to ongoing renewal requirements. Every two years individuals must renew their right to continue using the CRPC® designation by:

- completing 16 hours of continuing education;
- reaffirming to abide by the Standards of Professional Conduct, Terms and Conditions, and self disclose any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct; and
- paying a biennial renewal fee of \$75.
- Detailed renewal requirements for the College for Financial Planning's professional designation programs can be found on [www.cffpalum.org/renewal](http://www.cffpalum.org/renewal).

The following topics were covered under the program:

- The Retirement Planning Process & Meeting Multiple Financial Objectives
- Sources of Retirement Income
- Personal Savings: Investing for Retirement
- Employer-Sponsored Plans
- Individual Deferred Compensation
- Planning for Incapacity, Disability & Long-Term Care
- When to Retire
- Retirement Plan Distributions
- Asset Management & Investment Strategy During Retirement
- Income Taxes & the Retiree
- Estate Planning

### **Item 3. Disciplinary Information**

If there are legal or disciplinary events material to your evaluation of Mr. Rupard, we are required to disclose all material facts regarding those events.

We have nothing to disclose in this regard.

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

A. If Mr. Rupard is actively engaged in any investment-related business or occupation, including if Mr. Rupard is registered, or has an application pending to register, as a broker-dealer, registered representative of a broker-dealer, futures commission merchant ("FCM"), commodity pool operator ("CPO"), commodity trading advisor ("CTA"), or an associated person of an FCM, CPO, or CTA, we are required to disclose this fact and describe the business relationship, if any, between the advisory business and the other business.

1. If a relationship between the advisory business and Mr. Rupard's other financial industry activities creates a material conflict of interest with you, the SEC requires us to describe the nature of the conflict and generally how we address it.

Representatives of our firm are insurance agents/brokers. They may offer insurance products and receive normal and customary fees as a result of insurance sales. A conflict of interest may arise as these insurance sales may create an incentive to recommend products based on the compensation adviser and/or our supervised persons may earn and may not necessarily be in the best interests of the client.

2. If Mr. Rupard receives commissions, bonuses or other compensation based on the sale of securities or other investment products, including as a broker-dealer or registered representative, and including distribution or service ("trail") fees from the sale of mutual funds, we have to disclose this fact. If this compensation is not cash, we are required to explain what type of compensation Mr. Rupard receives. We must explain that this practice gives Mr. Rupard an incentive to recommend investment products based on the compensation received, rather than on your needs.

Mr. Rupard is a registered representative of Cambridge Investment Research, Inc., member FINRA/SIPC. He may offer securities and receive normal and customary commissions as a result of securities transactions. A conflict of interest may arise as these commissionable securities sales may create an incentive to recommend products based on the compensation Mr. Rupard may earn and may not necessarily be in the best interests of the client.

B. If Mr. Rupard is actively engaged in any business or occupation for compensation not discussed in response to Item 4.A, above, and the other business activity or activities provide a substantial source of Mr. Rupard's income or involve a substantial amount of Mr. Rupard's time, we are required to disclose this fact and must describe the nature of that business. If the other business activities represent less than 10 percent of Mr. Rupard's time and income, we may presume that they are not substantial.

We have nothing to disclose in this regard.

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

If someone who is not a client provides an economic benefit to Mr. Rupard for providing advisory services, we are required to generally describe the arrangement. For purposes of this Item, economic benefits include sales awards and other prizes, but do not include Mr. Rupard's regular salary. Any bonus that is based, at least in part, on the number or amount of sales, client referrals, or new accounts should be considered an economic benefit, but other regular bonuses should not.

We have nothing to disclose in this regard.

### **Item 6. Supervision**

We are required to explain how we supervise Mr. Rupard, including how we monitor the advice Mr. Rupard provides to you. Our firm has to provide the name, title and telephone number of the person responsible for supervising Mr. Rupard's advisory activities on behalf of our firm.

Nancy L. Congdon is a principal of Blue Water Wealth and as such supervises and monitors Mr. Rupard's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Ms. Congdon if you have any questions about Mr. Rupard's brochure supplement at (503) 296-8700.

### **Item 7. Requirements for State-Registered Advisers**

Mr. Rupard has neither disclosable events nor been the subject of a bankruptcy petition.