

Firm Brochure

Part 2A of ADV

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Disclaimer:

This brochure provides information about the practices and qualifications of Tingey Advisors, Inc. (TA), a Registered Investment Advisor. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission (SEC) or by any state securities authority. While TA may refer to itself as a "Registered Investment Advisor" or "RIA," clients or potential clients should be aware that the registration itself does not imply any particular level of skill, training or endorsement by regulatory authorities. If you have any questions about the content of this brochure, please contact us at (801) 352-8166.

Additional information about Tingey Advisors, Inc. is available on the SEC's website at www.adviserinfo.sec.gov (the CRD number for Tingey Advisors, Inc. is 107539).

Name of Advisory Firm

Tingey Advisors, Inc. is a DBA of Cannon Tingey Investment Advisors, Inc.

Material Changes from Previous Version:

This brochure contains material changes from the previous ADV submitted to FINRA on March 18, 2016.

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Advisory Business

Tingey Advisors, Inc. (hereafter "Tingey Advisors" or "TA"), operating as a DBA of Cannon Tingey Investment Advisors, Inc., is a fee-based investment advisor founded in 1996 that manages approximately \$155 million of discretionary assets (as of 12/31/16) for 474 accounts representing approximately 190 client relationships. TA provides personalized portfolio management service and investment advice according to specific client objectives. Principal owners include Alan B. Tingey, CFA and Jon D. Tingey, CFA - each owning 50% of the firm. TA may, on occasion, furnish advice to clients on matters not involving publically traded securities; however, such advice does not involve recommendations of private securities offerings and represents less than 5% of total revenues over the past five years. In addition to discretionary assets under management disclosed on this ADV, TA also advises on non-discretionary portfolios that include but are not limited to qualified plans or 401(k) plans.

Initial Consultation

Tingey Advisors generally offers a free consultation service to accomplish the following: 1) introduce the client to TA, its principals and its services, 2) gather information about the client's investment objectives, risk tolerance and other factors critical to the investment decision making process, 3) agree to terms of service and compensation, and 4) execute custodial account-opening, management and investment guideline documents. TA will also offer the firm's Disclosure Brochure describing TA's business process, fees and other information to the client.

Portfolio Management Services

TA provides portfolio management services to individuals, small businesses and institutions. Taking a personal approach to investing, TA evaluates the client's investment objectives along with risk tolerance in order to tailor its investment advice and portfolio management services to meet the client's needs. As part of the analysis of risk and objectives of the client, portfolios are categorized as "Equity," "Fixed Income," or "Balanced." Equity portfolios, by objective, hold primarily common stocks. Fixed Income portfolios primarily hold bonds. Balanced portfolios hold a combination of stocks and bonds. TA uses a low-turnover, prudently diversified strategy wherein generally 25-50 different stocks and/or bonds will exist in the portfolio at any given time. Unless otherwise stipulated, the clients give TA full discretion to manage client portfolios in accordance with mutually agreed upon investment guidelines.

Pension Consulting Services & Selection of Advisors

TA provides financial advisory services to qualified retirement plans, including 401(k) and other defined compensation plans, for a fee calculated as a percentage of assets under management (AUM fee). As such, TA recommends for trustee approval, certain mutual funds to become part of the asset selection list for participants in a given plan. While the ultimate structure of the plan is the responsibility of the trustees (which is not the role of TA), the trustees rely upon the advice of TA in developing an effective and compliant plan.

Educational Seminars

As part of its retirement plan service, TA will from time to time engage in seminars to educate qualified plan participants during enrollment meetings. No additional fee is charged beyond the AUM fee referred to above. TA will also engage from time to time in educational sessions for its traditional portfolio management clients, both individually and collectively, as part of its overall service.

Statements and Newsletters

TA provides quarterly statements of account to TA clients along with the monthly statements they receive from their selected custodian. TA may also deliver a quarterly newsletter containing a summary of the markets and general economic and financial information to the clients with their quarterly statement. TA may, from time to time, provide market commentaries, wherein TA discusses notable issues related to the capital markets.

Other investment advisory services

TA offers other investment advisory services providing general, non-discretionary financial advice. For example, trustees may hire TA to advise them on defining appropriate mutual funds or other investment options for the participants of a 401(k) plan. In such cases, fees are paid as a percentage of assets under management; however, this type of consulting service does not include investment discretion since the plan participants are responsible to select their own mutual funds or other assets according to their own risk tolerance and objectives.

Other General Consulting

TA will periodically engage in general consulting services for various firms or individuals in areas including, but not limited to, providing expert witness services, general financial consulting, general management consulting, personal and corporate consulting, or a project requested by a client which may or may not involve investment advice.

Fees and Compensation

Tingey Advisors is a fee-based investment advisor. Services are rendered for a fee calculated as a percentage of assets under management, billed quarterly. At present, TA does not charge a minimum fee. The general fee schedule, as quoted on an annual basis, is shown below:

Portfolio Management Fees

1.10% on the first \$1,000,000.00
0.95% on the next \$2,000,000.00
0.85% on the next \$2,000,000.00
0.75% on the next \$5,000,000.00
0.50% on assets > \$10,000,000.00

Fees for assets under management are assessed at the beginning of each quarter by applying the quarterly fee percentage ($1/4^{\text{th}}$ of the annual fee percentage) to the account's fair market value as of the last day of

the previous quarter. Such fees are generally deducted directly from client accounts if the client has so stipulated in writing; otherwise, an invoice would be sent to the client requesting payment. Investment management services may be terminated by either party with a 2 day written notice. Management fees may be charged mid-quarter when a material amount of new assets is received in an active account, subject to an executed management agreement. Conversely, fees may not be refunded for money taken out of an active account mid quarter. Should investment management services be terminated, fees assessed at the beginning of the quarter may be refunded on a prorated basis. Fees for investment management services may under certain circumstances be negotiable, and the actual fee of each client is disclosed to the client in writing.

TA does not charge fees based on performance. Management fees are negotiable. Client requests to negotiate fees can be made in writing or by verbal communication. Such request, reviewed by the management committee (which is also the investment committee), will be accepted or denied by the committee based on the nature of the assets to be managed and the potential for additional assets to be managed. A decision to use a negotiated fee (rather than the standard fee) will be affirmed in writing.

Fees for Other General Consulting

The fee schedule for services listed above under Other General Consulting is a non-negotiable \$275.00 per hour. For such services, the project is defined and agreed to up front and the client is billed by written invoice at the conclusion of the work performed or during the project. Payment is generally made by check; however, payment can also be made by direct deduction from the client's account upon request and authorization by the client.

Performance Based Fees and Side-by-Side Management

TA does not charge fees based on performance. Therefore, none of its clients' accounts will be managed side-by-side with any performance-based clients.

Types of Clients

Tingey Advisors generally provides investment advice to the following types of entities: Individuals, Trusts & Estates, Foundations, Charitable Organizations, Corporations, Unions, Pension and Profit Sharing Plans, 401(k) and other retirement plans.

Methods of Analysis and Investment Strategies

Tingey Advisors provides investment management services for organizations and individuals. The investment management services are predicated on the following philosophies and investment disciplines

for the equity and fixed income markets. TA may offer advice regarding the following types of securities: Equity securities; Warrants; Corporate debt securities; Commercial paper; Municipal securities; Investment company securities including mutual fund shares; United States government securities; mortgages; structured products; exchange traded funds; real estate investments trusts; and option contracts.

Equity Investment Philosophy and Discipline:

Tingey Advisors employs a fundamental approach to investing. Fundamental analysis seeks to determine the intrinsic value of a security based upon analysis of business factors such as: revenues, earnings, cash flows, strength of balance sheets, dividends, price, management focus and competitive positions in the market place. In addition to the use of fundamental analysis, TA may employ technical analysis, which seeks to determine the future direction of security prices through the study of past market data such as price and trading volume. TA may also use charting (the graphing of the interaction between a company's price, earnings, dividends and performance relative to the general market) or cyclical analysis (the study of the nature of individual securities and the general market's sensitivities to cyclical movements such as the fluctuation of the local or global economies) to augment its basic fundamental approach in making investment decisions. Despite the fundamental, technical or any other type of analysis performed by TA, any investment in securities carries risk and uncertainty and investors may lose all or a portion of their principal investment.

TA maintains an investment philosophy and practices a discipline that is centered on long-term growth opportunities that we believe are currently undervalued. We recognize that on a short term basis the stock market is often influenced by fads and emotion. However, over a longer period of time, consistent, quality earnings growth and a company's ability to increase its underlying value are the critical ingredients to increasing a company's value. Our investment philosophy and discipline incorporates time as an ally providing the necessary foundation to support successful investment portfolios.

The equity (stock) portion of the asset allocation will be invested in individual equity securities that can be easily converted to cash and exhibit a strong potential for growth of principal and income. Companies which do not currently pay a dividend may be considered for investment. Cash will be invested in highly liquid money market funds, high quality commercial paper and US Treasury Bills or repurchase agreements.

TA buys companies that are "value priced" based on their future prospects, and we attempt to minimize transaction costs in the way we execute trades. We incorporate principles of diversification to mitigate risk, and do not typically use margin, although some of the underlying securities that are purchased for client accounts will utilize internal leverage.

Fixed Income Philosophy and Discipline

TA generally incorporates a buy-and-hold strategy with fixed income securities, with specific focus on credit quality and average maturity of the portfolio. Our philosophy incorporates a discipline that emphasizes liquidity, credit quality, after-tax yield and undervalued situations relative to "normal" yield spread relationships and inflation expectations. Through implementation of our philosophy, we believe we can successfully reduce risk and enhance total return from fixed income securities. Low portfolio

turnover leads to lower transaction costs which enhances portfolio returns. Investment decisions in fixed income involve fundamental analysis of the issuer (see above) and a focus on general market risk, interest rate risk, re-investment risk, ill-liquidity risk and the risk of capital loss inherent in the individual security. Third-party rating agency reports are a source of research support.

The fixed income portion of the portfolio asset allocation will be invested in highly liquid, investment-grade individual securities. These securities may include any or all of the following: US Treasury securities, US Government Agency securities, corporate and municipal bonds, mortgage backed securities or preferred stock. Cash will be invested in highly liquid money market funds, high quality commercial paper and US Treasury Bills or repurchase agreements. Many fixed income securities are held for multiple years and from time to time the credit strength of the issuer may change and the credit rating may drop below investment grade standards. TA may continue to hold the security if it is determined, after analyzing applicable variables, that it is in the best interest of the client.

Despite the analysis performed by TA, any investment in securities carries risk and uncertainty and investors may lose all or a portion of their principal investment.

Disciplinary Information

Neither TA nor its principals have been subject to any lawsuits or professional disciplinary action.

Other Financial Industry Activities and Affiliations

Neither TA nor its management persons is engaged in business as a broker-dealer, registered representative of a broker-dealer, futures commission merchant (FCM), commodity pool operator (CPO), a commodity trading advisor (CTA) or associated person of a FCM, CPO or CTA. Moreover, neither TA nor its management persons has any relationship or arrangement with a broker-dealer, municipal securities dealer, government securities dealer, investment company, other pooled investment banking or thrift institution, accountant, accounting firm, lawyer, law firm, insurance company, insurance agency, pension consultant, real estate broker, real estate dealer, or a sponsor or syndicator of limited partnerships.

TA does not have any arrangements whereby it receives compensation for recommending third-party advisers to clients.

Additional affiliations of Alan Tingey and Jon Tingey are as follows:

Alan B. Tingey, CFA

- Shareholder and former director of ISYS Technologies - a privately held computer manufacturer headquartered in Salt Lake City, Utah. Resigned as director January 31, 2013. Alan has not recommended securities issued by ISYS to advisory clients.

- Shareholder of Rich Broadcasting ó a privately held media company with radio stations in the state of Idaho.
- CFA Society of Salt Lake ó the local society of CFA Institute, a global nonprofit member organization of financial analysts, portfolio managers and other investment professionals.
- Member, 2101 Partners, LLC ó owns office building serving as residence for Tingey Advisors.

Jon D. Tingey, CFA

- Shareholder and former director of ISYS Technologies - a privately held computer manufacturer headquartered in Salt Lake City, Utah. Resigned as director January 31, 2013. Jon has not recommended securities issued by ISYS Technologies to advisory clients.
- Shareholder and former director of Amendment II - a privately held manufacturer of body armor for the military, law enforcement and commercial industries. Resigned as director January 24, 2013. Jon has not recommended securities issued by Amendment II to advisory clients.
- Shareholder and former director of Rich Broadcasting ó a privately held media company with radio stations in the state of Idaho. Resigned as Director February 11, 2015. Jon has not recommended securities issued by Rich Broadcasting to advisory clients.
- CFA Society of Salt Lake ó the local society of CFA Institute, a global nonprofit member organization of financial analysts, portfolio managers and other investment professionals.
- Director of Granite Education Foundation ó a private foundation whose mission is to further the education of children and success of teachers in the Granite School District.
- Member, Mount Olympus Volleyball Club, LLC, dba JDTGWT Properties, LLC ó condo rental.
- Member, 2101 Partners, LLC ó owns office building serving as residence for Tingey Advisors.

Time spent on the other affiliations noted above represents less than 5% of the principals' total time.

Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Tingey Advisors has a Code of Ethics that promotes the fiduciary duty of TA, its owners, employees and representatives, holding them accountable to all applicable laws and regulations. It also promotes confidentiality of information, suitability of investments, personal trading and disclosure of conflicts of interest. A copy of TA's entire Code of Ethics is available upon request for any client or prospective client.

Tingey Advisors or its owners and employees may buy or sell securities which the firm has recommended to or purchased for its clients. Purchases and sells of assets in the Tingey Advisors profit sharing account, other TA qualified plan accounts, or other family relationship accounts that are not employees or principals, are done at the same time as purchases and sells for other managed accounts; however, we attempt to treat all participants in a trade equally with respect to the outcome of the transaction.

Individual transactions initiated by owners and employees of Tingey Advisors must be cleared by the Chief Compliance Officer of the firm or one of the principals of the firm prior to the execution of that transaction. . As it pertains to personal, individual trades (other than those for the Tingey Advisors Profit Sharing portfolio or other TA qualified plans; or other family relationship accounts that are not employees or principals which are included in trades simultaneously with other clients), after receiving approval to perform the transaction, the individual signs a "Personal Trading Authorization Form" stating the following: "I confirm that: (a) to my knowledge and belief, there presently is no outstanding order to purchase or sell the above-listed security for TA-managed account or portfolio; (b) there is no outstanding oral or written communication with respect to that security that has not been acted upon or rejected; (c) I have no present intention to purchase or sell that security for a TA client and am not aware that such security is "being considered" by anyone with discretionary authority over trading of behalf of a TA client and (d) I am not in possession of material non-public information with respect to the security described above nor am I making the transaction described above on the basis of inside information. I further confirm that the above conditions have existed during this entire business day."

Because TA, its owners and employees buy and sell some of the same securities recommended to advisory clients from time to time, it may create a conflict of interest; however, TA attempts to minimize that conflict of interest by giving clients priority over personal transactions of TA, its owners and employees.

Brokerage Practices

Tingey Advisors will affect trades through the custodian selected by the client if the custodian is also a broker-dealer. When discretion is given to TA to make trades away from the client-designated custodian that settle at said custodian, TA will select established brokers who can execute trades in a timely, effective and fair manner. Commission rates paid to brokers are believed to be reasonable for the services provided. Tingey Advisors may enter into "soft dollar" arrangements in order to receive certain investment products, investment research or investment services. Currently, the only soft-dollar products being purchased are described below along with the associated broker for accounts currently using Wells Fargo Bank or U.S. Bank as custodians.

Product

Indata (historical market performance data)

Broker

Gordon Haskett & Co.

All clients are benefited from the products, research and services obtained from soft dollar commissions regardless of whether they pay for them through commissioned-based transactions. Commissions generated to pay for soft dollar items are done at a commission rate no greater than \$0.05 per share, as negotiated between TA and Gordon Haskett & Co on a trade-by-trade basis (the higher the number of

shares to be traded the lower the agreed upon per share commission). TingeY Advisors believes that no clients are materially disadvantaged for trades done through a soft dollar arrangement. However, clients who use the custodial services of a brokerage firm, i.e. Charles Schwab, will not have trades which are executed through a "soft dollar" broker.

TingeY Advisors may refer brokers or trust companies to serve as custodians for the client's assets; however, the actual selection of a custodian rests with the client. From time to time, TA may use its discretionary authority over broker-dealers to purchase or sell an asset (generally a bond) for the client outside of the client-selected custodian's inventory with the directive that such trade will settle in the client's account of the client-selected custodian. TingeY Advisors may also explain that should the client choose to use a broker as a custodian for their assets that the broker/custodian will generally serve as the broker of choice for transactions within their portfolio. Should a client choose to select his own broker, the commission charged by the client's broker may be more or less than that which TingeY Advisors' chosen brokers would charge. TA does not receive client referrals from broker-dealers. On occasion, a client may contact his broker directly to place a trade or ask TA to place a trade on his behalf through his own custodian; however, no other client-directed brokerage transactions occur. As stated above, the client chooses his custodian which may have a bearing on which broker-dealer is used to affect trades.

On occasion, TA may engage in "block trading" which involves aggregating multiple accounts to participate in the purchase or sale of a security at one time. Such action allows multiple clients to receive the same price for a similar transaction and allows the portfolio manager to act in a timely manner. Block trades of sufficiently large quantity may have a slightly detrimental effect on the transaction price realized by the individual client.

Review of Accounts

Management of client portfolios by the portfolio managers are ongoing as part of the normal course of business to ensure that clients' investment guidelines are being honored. Formal client reviews, including performance summaries, are held on a time schedule mutually agreed to by the client and TingeY Advisors, but may be held quarterly, semi-annually or annually based on the client's desires. Informal reviews and client updates may also be done from time to time, in person or by telephone, at the request of the client. TA promotes an "open-door policy" with its clients and is committed to the principle of client communication.

Each client is assigned a "lead" portfolio manager that is responsible to implement a strategy consistent with the client's investment objective and to be the direct interface with the client, including performance reviews. The portfolio manager that is not assigned as the "lead" portfolio manager provides support for the lead manager in his absence.

Internal Reviews

Client portfolios are reviewed on an ongoing basis as a normal course of business. Internal audits are conducted to ensure that the position of the client's portfolios match the client's stated investment guidelines. Additionally, portfolio managers may use investment committee meetings to discuss specific

client-related investment matters along with the analysis of general market conditions and investment strategy.

Client Reports and reviews

Clients receive a statement of account from Tingey Advisors at the end of each quarter in addition to monthly statements from their custodian. Additionally, TA may deliver a quarterly newsletter containing a summary of the markets and general economic and financial information to the clients with their quarterly statement. Topical market commentaries are provided to clients from time to time. Formal reviews are conducted on a frequency and time which is mutually agreed to by the client and Tingey Advisors, but may be on a quarterly, semi-annual or annual basis.

Client Referrals and Other Compensation

Tingey Advisors does not compensate anyone for client referrals, nor does it receive compensation from any third party for advisory services it provides clients.

Custody

Tingey Advisors is deemed to have custody of client assets since it deducts fees directly from client accounts as authorized by the client. TA may refer brokers or trust companies to serve as custodians for the client's assets, but the actual selection of a custodian to hold assets rests with the client.

In addition to the custodian's monthly account statement sent directly to the client, TA sends a statement on a quarterly basis. Clients should carefully review and compare the statements from the broker-dealer/custodian with those from Tingey Advisors.

Investment Discretion

Tingey Advisors will honor any parameters established by the client at the time investment management services are agreed upon. Clients may place limitations on TA's discretionary authority in the purchase of individual securities, participating in specific industry sectors, asset allocations or other factors deemed important by the client. Such limitations will be in writing and should appear on the investment objective statement signed by TA and the client.

As an investment advisor, Tingey Advisors will buy and sell securities in keeping with the client's investment guidelines and also prudent industry practices. Once a client gives investment discretion to TA, portfolio managers at TA do not seek prior approval from the client when making investment decisions. Regular communication and reporting will occur which will allow clients to refine investment guidelines over time.

Voting Client Securities

Tingey Advisors may, using its own discretion, perform proxy voting on behalf of the client unless the client desires to retain that responsibility. The policies and voting records of TA are available upon request of the client.

By policy, TA will generally vote in accordance with the suggestion(s) of the Board of Directors of the respective companies for which TA is exercising its authority to vote the proxy. TA will generally sell its investment position in a company should TA disagree with the capability of existing management. Following the suggestion(s) of the Board of Directors will include, but is not limited to, such items as changes in corporate governance structures, adoption of amendments to compensation plans (including stock options), and matters involving social issues or corporate responsibility. Should TA feel the need to vote against the Board of Directors' suggestion(s), TA will note the exception and file a memo explaining the reasoning behind a vote against the Board of Directors' suggestion(s). TA does not feel that there are any material conflicts of interests between its interests and those of its clients.

Procedurally, TA has instructed the respective custodians to deliver all proxy voting information to TA. TA then reviews the proxy information and unless noted will vote in favor of the Board of Directors' suggestion(s). Specific information concerning the date of the meeting, issues presented for vote by shareholders as well as the Board of Directors' suggestion(s) can be accessed via the internet at www.sec.gov. Information can also generally be accessed by going directly to a company's web site.

Financial Information

As stated in the Fees and Compensation section, TA bills its fees on a quarterly basis in advance. TA has no financial condition that would not allow it to meet all contractual commitments to its clients, nor has TA ever filed for bankruptcy.

Requirements for State-Registered Advisors

Tingey Advisors is owned by two equal shareholders, Alan B. Tingey (age 63) and Jon D. Tingey (age 54). Both serve as officers and directors and both take an active role in research and the management of client portfolios. Alan and Jon are the members of the investment committee that determines general investment strategies and both work in harmony to set general direction and strategy. Each client is assigned a "lead portfolio manager" for the purpose of specific strategy implementation and communication. Both managers, when not acting as the "lead manager," provide support to the other manager as needed.

Other Business of TA.

Whereas providing investment advice is TA's primary business, from time to time it provides services that do not include direct investment advice. For example, TA will periodically engage in general consulting services for various firms or individuals in areas including, but not limited to, providing expert witness services, general financial consulting, general management consulting, personal and corporate consulting, or a project requested by a client which may or may not involve investment advice.

Additionally, as disclosed above, Jon Tingey is currently a director of the Granite Education Foundation (a private foundation associated with the Granite School District) and is affiliated with, and is the original founder and former owner of, the Mount Olympus Volleyball Club, LLC. As noted above, time spent on affiliations other than TA represents less than 5% of the principals' total time.

Fees Based on Performance

TA does not charge fees based on performance.

Other Legal and Disciplinary Events

TA and/or its principals have not been involved in any legal or disciplinary events that would be material to the evaluation of the advisory business or the integrity of Alan Tingey or Jon Tingey. Neither TA nor its principals have been the subject of a bankruptcy petition.

Affiliation with Issuer of Securities

As disclosed in the section entitled "Other Financial Industry Activities and Affiliations," Alan Tingey and Jon Tingey are shareholders and former directors of ISYS Technologies, Inc. a private company located in Salt Lake City, Utah that raises capital. Jon and Alan have not recommended securities in ISYS Technologies to their advisory clients; however, they have heretofore introduced, but do not currently introduce, certain TA clients to ISYS Technologies as a private investment opportunity. Certain TA clients have chosen, through their own discretion and without a specific recommendation from Alan Tingey or Jon Tingey, to purchase securities in ISYS Technologies, for which Alan Tingey and Jon Tingey received no commission or any other compensation. Nevertheless, the principals of TA acknowledge and disclose that a conflict of interest may exist by virtue of their joint interests.

Jon Tingey is a shareholder of Amendment II - a local, private company engaged in the production of body armor that raises capital. Jon was formerly a director of Amendment II but resigned his position on January 24, 2013. Jon was formerly a director of Rich Broadcasting but resigned his position on February 11, 2015. Neither Jon Tingey nor Alan Tingey has introduced or recommended investment in Amendment II or Rich Broadcasting to advisory clients.