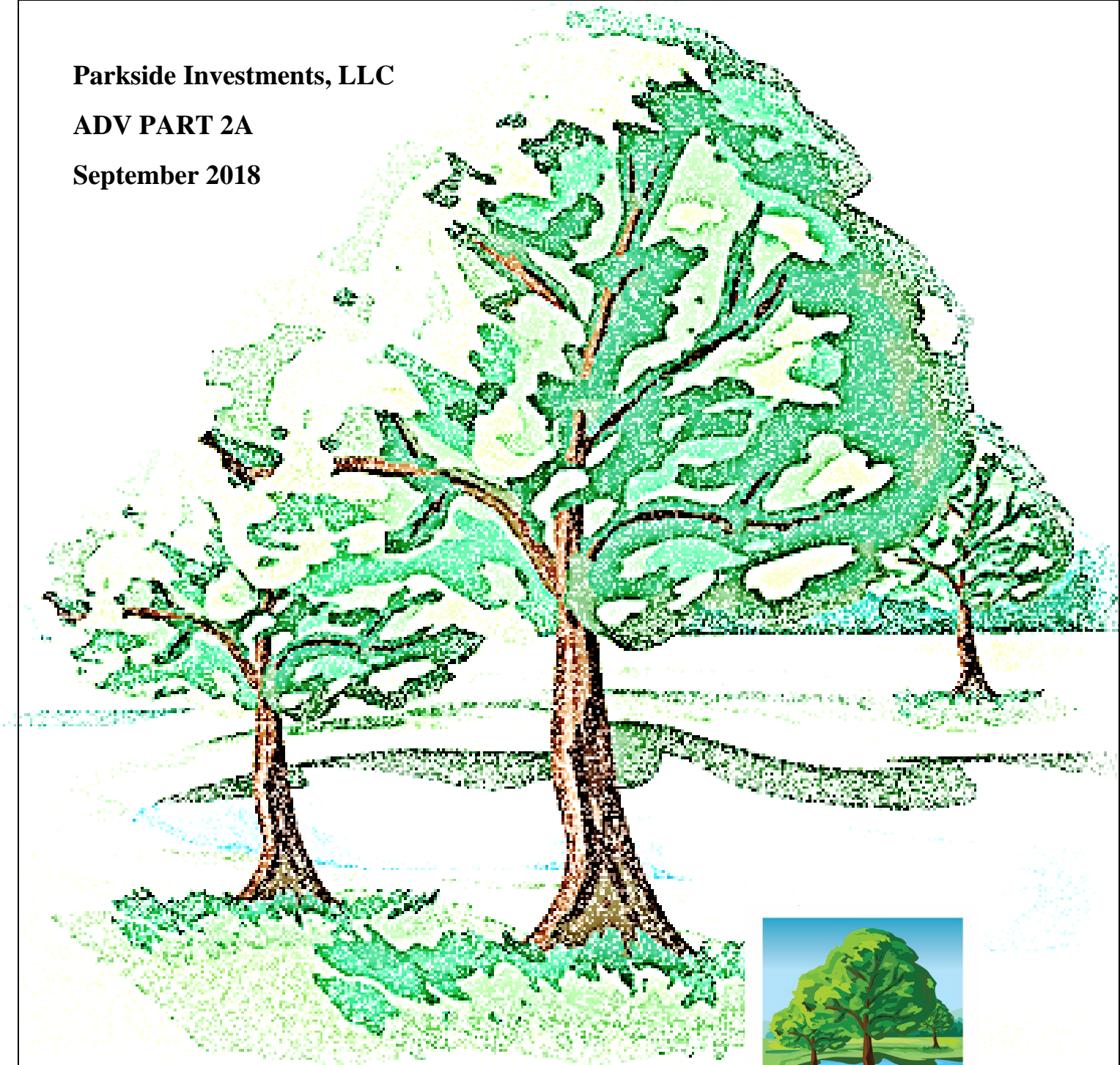


**Parkside Investments, LLC**

**ADV PART 2A**

**September 2018**



**PARKSIDE  
INVESTMENTS**

This brochure provides information about the qualifications and business practices of Parkside Investments, LLC, an Investment Adviser registered with the United States Securities and Exchange Commission ("SEC"). Registration with the SEC does not imply a certain level of skill or training. If you have any questions about the contents of this brochure, please contact us at 312/778-7700. The information in this brochure has not been approved or verified by the SEC or any state securities agency. Additional information about Parkside Investments, LLC is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**312/778-7700**  
**[www.parksideinv.com](http://www.parksideinv.com)**

570 Lake Cook Road, Suite 100  
Deerfield, IL 60015

120 South LaSalle Street, Suite 1440  
Chicago, IL 60603



## **Item 2 – Summary of Material Changes – January 3, 2017 - April 30, 2018**

*This Brochure item is used to provide our clients with a summary of material changes occurring since Parkside Investments, LLC (“Parkside”) opened, from January 3, 2017 through April 30, 2018. We will ensure that you receive a summary of any material changes to this and subsequent Brochures within 120 days of year-end. Furthermore, we will provide you with other interim disclosures about material changes as necessary.*

1. John Kearney joined Parkside Investments, LLC as Portfolio Manager/Principal effective April 1, 2017. John’s primary responsibilities at the firm include identifying new investment opportunities, analyzing those companies’ operating fundamentals and return potential, and monitoring the outlook of existing portfolio holdings.
2. Parkside Covered Call Fund, LP was registered as a Delaware Limited Partnership as of July 6, 2017. The general partner of the fund is Parkside Covered Call Fund GP, LLC, a Delaware Limited Liability Company. Alan Cole is the manager of Parkside Investments, LLC which is the manager and sole owner of the general partner. The fund is open to qualified persons with a minimum investment of \$500,000 requested. Complete details of the fund are contained in the Private Placement Memorandum available to qualified investors.
3. Debbi Frenzel became Vice President/Client Service at Parkside, effective April 1, 2018. Debbi was most recently Principal of Operations at Cedar Hill Associates, LLC and now at Parkside, she will take on similar responsibilities. She will be managing Parkside’s client service, portfolio management systems, and reporting.
4. Dawn Keach became Parkside’s Chief Compliance Officer effective April 30, 2018. Dawn previously held the position of Chief Compliance Officer at Cedar Hill Associates, LLC.



## TABLE OF CONTENTS

Item 1 – Cover Page.....	1
Item 2 – Summary of Material Changes – January 3, 2017 - April 30, 2018 .....	2
Item 3 – Table of Contents .....	3
Item 4 – Advisory Business .....	4
Item 5 – Fees and Compensation .....	6
Item 6 – Performance-Based Fees and Side-By-Side Management.....	7
Item 7 – Types of Clients .....	7
Item 8 – Methods of Analysis, Investment Strategies, and Risk of Loss .....	8
Item 9 – Disciplinary Information.....	9
Item 10 – Other Financial Industry Activities and Affiliations.....	9
Item 11 – Code of Ethics, Participation in Client Transactions, and Personal Trading.....	9
Item 12 – Brokerage Practices.....	10
Item 13 – Review of Accounts .....	11
Item 14 – Client Referrals and Other Compensation .....	11
Item 15 – Custody.....	12
Item 16 – Investment Discretion .....	13
Item 17 – Voting Client Securities .....	13
Item 18 – Financial Information .....	14
ADDITIONAL INFORMATION.....	14



## **Item 4 – Advisory Business**

Parkside Investments, LLC (“Parkside”) was federally registered as an investment adviser in January 2017. The firm is wholly-owned by Alan Cole, who also serves as the manager of Parkside.

### **Wealth Management Services**

We provide discretionary investment management services and specialize in building long-term plans for wealth management. Our comprehensive knowledge of today’s investing climate, along with a unique mix of dedication and experience, helps Parkside serve the investment needs of high net worth individuals and their families, foundations, and endowments, both directly and as a subadviser.

At Parkside, we contemplate our client’s investment objectives as we develop investment strategies and portfolio allocations. We respect a client’s guidelines for risk tolerance and liquidity needs, and we take into consideration time horizons for both taxable accounts and tax-deferred retirement accounts.

**Preserving Capital** – We recognize how difficult it is to accumulate personal wealth. Capital preservation is paramount as we construct client portfolios.

**Customizing Portfolios** – We establish a shared vision of each client’s objectives, constraints, and risk tolerances and note any restrictions a client may impose on certain securities or types of securities. A personalized Investment Policy Statement and asset allocation strategy is then crafted.

**Managing Risk through Diversification** – Asset allocation seeks to lower risk through diversification. We identify a client’s liquidity and income requirements, then build portfolios from a broad base of investments that have different anticipated returns.

**Maximizing Tax Efficiency** – We work with client accountants and estate planning attorneys to maximize after-tax returns and promote efficient intergenerational transfer of wealth.

### **Research and Subadvisory Services**

In addition to directly serving our clients, we also provide certain research and subadvisory services to other investment advisory firms.

When serving as a subadviser, we provide: (i) equity research and model portfolio composition for various strategies, (ii) other research and related services as the primary adviser requests, (iii) written model portfolio allocations for various strategies, and (iv) regular communications and meetings with the primary adviser.



## **Managing Large Cap Core Equity Investments**

Through an evaluation process based upon in-depth analysis, Parkside constructs a diversified portfolio of companies that have attractive growth prospects relative to valuation, or are undervalued relative to their net asset value. Parkside evaluates companies based on quantitative metrics as well as qualitatively assessing corporate management, business strategy and macro factors impacting the industry. Importantly, Parkside analyzes an investment's risk before addressing the potential return opportunity.

We focus on a company's profitability, financial resources, market position, and the track record of the management team. Additionally, we assess the competitive landscape within the industry, identifying key macro trends as well as economic, political, and regulatory risks. We determine valuation by using internally generated earnings and cash flow projections.

Price targets are developed for each company in the portfolio and reassessed based on business and economic trends. Portfolio positions are eliminated when one of three conditions occurs:

1. the company's stock has met our price objective,
2. another position offers better risk/reward characteristics, or
3. deterioration in the business or industry has made the company susceptible to a permanent impairment.

By creating a diversified portfolio of attractive companies, and performing thorough analysis throughout the life cycle of each investment, our Core Equity Portfolio is designed to produce sound, risk-adjusted returns.

## **Parkside Covered Call Fund**

We also serve as the investment manager to the Parkside Covered Call Fund, LP (the "Fund"), which commenced operations in 2017. The goal of the Fund is to produce attractive equity investment returns by investing in a diverse selection of securities which individually have attractive appreciation prospects relative to their valuation, as well as by employing a covered call writing strategy.

## **Assets Under Management**

As of June 30, 2018 we managed approximately \$254,015,603, inclusive of the assets held by the Fund. All of our client accounts were managed on a discretionary basis.



## Item 5 – Fees and Compensation

We provide investment management services that encompass equities, fixed income and alternative investments. Our fees for separately managed accounts are based on a percentage of assets under management and our standard fee schedule is produced below. While we generally adhere to our standard fee schedule, at times we may negotiate a different fee schedule for a client.

### Equity and balanced accounts

Amount of Assets	Annual % Fee
First \$5,000,000 *	0.700%
Next \$5,000,000	0.400%
Thereafter	0.300%

\*Subject to a minimum quarterly fee of \$2,500.

\*Fees for fixed income only accounts are negotiable.

Charitable organizations receive a 10% discount off our stated fee schedule.

Our fees are for investment management under an advisory agreement and include investment and reinvestment of funds and periodic reports of assets and security transactions. The annual fee is applied to the total market value of all assets (excluding proprietary funds), including cash under management. Fees are calculated at the end of each calendar quarter and are payable quarterly in advance for the following quarter. Clients may authorize fees to be deducted from their accounts or choose to pay their fees directly to Parkside upon receipt of a quarterly invoice. The fee schedule may be amended by Parkside with 30 days' written notice.

All fees paid to Parkside are in addition to brokerage, transaction, and custody fees and other related costs and expenses which are borne by the client. We do not use funds that impose either initial or deferred sales charges. Parkside does not receive brokerage commissions or any portion of fees and expenses paid to other managers, limited partnerships, or mutual funds.

The client may terminate the advisory agreement within five days of initiating the agreement and, thereafter, with 30 days written notice. Quarterly fees already paid to Parkside will be prorated to the date investment services are terminated and refunded.

A client may incur brokerage and custody fees and other fees and expenses for assets supervised by, but not managed by Parkside. These assets include separate accounts managed by other managers, limited partnerships, ETFs, closed end funds, and no-load mutual funds. Fees and expenses are described in the respective investment management agreements, offering memorandums, subscription agreements, and mutual fund prospectuses. These fees generally include an investment management fee, expense



reimbursement, performance fees (in limited partnerships) and, in the case of mutual funds, may include distribution fees.

We receive a management fee from the Fund that equals 1.0% of each limited partner's account. Assets in the Fund are excluded from the calculation of fees for separately managed accounts in order to avoid "double charging fees" on the same assets.

As a courtesy to certain clients, we will, on occasion, facilitate the processing of securities transactions for "Friends and Family" accounts through broker-dealers. These transactions are nondiscretionary in nature and not subject to continuous and regular supervisory or management services. We do not have ongoing responsibility to select or make recommendations based upon the needs of the client and we process securities transactions of Friends and Family accounts upon request as an accommodation, without charging any investment management fee.

Fees for research services provided to other advisory firms and subadvisory services are individually negotiated and, in the case of subadvisory services, are based on the assets of the primary adviser that are allocated to the investment strategies we provide.

#### **Item 6 – Performance-Based Fees and Side-By-Side Management**

Parkside's fees are based on the value of portfolio assets at the end of each calendar quarter. Parkside does not receive any fees or other compensation based upon the investment performance of separately managed accounts or the Fund.

Parkside Covered Call Fund, LP is managed by Parkside. Even though Parkside does not charge performance-based fees in connection with the Fund, potential conflicts of interest may still arise as a result of Parkside favoring the Fund over separately managed accounts (or vice versa). Parkside has adopted policies and procedures and a Code of Ethics designed to mitigate these conflicts. Parkside employees are required to place clients' interests ahead of their own. These possible conflicts are also addressed in the firm's trade allocation policies and procedures that are designed to prevent disparate treatment among types of accounts. The Fund may or may not trade in the same securities as other accounts of Parkside.

#### **Item 7 – Types of Clients**

Parkside provides separate account investment advice to individuals, pension and profit sharing plans, trusts, estates, charitable organizations, and businesses. In general, Parkside's minimum relationship size is \$2,000,000 for a separately managed account.

Parkside serves as investment adviser to the Parkside Covered Call Fund, LP, a private fund. Parkside also offers research and subadvisory services to other investment advisory firms.



## **Item 8 – Methods of Analysis, Investment Strategies, and Risk of Loss**

Our investment methodology is rooted in fundamental analysis, which involves analyzing a security's past and current financial performance to make assumptions about its future prospects. We complement our quantitative and qualitative analysis of individual securities with a broader assessment of macroeconomic and industry trends that could influence each security's performance. The information is used to generate earnings and cash flow projections for each security to determine its appropriate valuation. A risk associated with this methodology is that our underlying assumptions may be wrong, leading to returns that may not meet client objectives and actual losses in excess of the risks assumed.

We believe our analytical approach helps us to identify securities with attractive growth prospects relative to valuation or those trading at a significant discount to intrinsic value, allowing us to purchase securities at a cost that provides the potential for substantial price appreciation. However, there is a risk that our analysis process could lead us to overestimate the value of a security and purchase the underlying security at a price above its intrinsic value. In such an instance, the investor would suffer a financial loss equal to the difference between what was originally paid for a security and the price for which it was later sold. If the value of a particular security declined to zero, the investor would lose the entire value of the investment.

Investment strategies used to implement Parkside's investment advice include long- and short-term purchases, but our view is long term and we do not participate in day trading. Certain risks are applicable to all investments in the financial markets, including the risk that the portfolio constructed does not perform as well as benchmarks, the risk of structural market failures and liquidity crises, and the macro-economic effects of government policies, wars, and depressions. Investment results will vary, cannot be guaranteed, and accounts may lose value.

Investments chosen for a client's portfolio may include the following:

- Equity Securities – exchange listed, over the counter, foreign issues,
- Option contracts on securities (no commodity contracts),
- Warrants,
- US Government and international fixed income securities,
- Corporate debt securities and commercial paper,
- Mortgage-backed securities,
- Municipal securities,
- Partnerships – real estate, oil and gas interests, private equity, venture capital, and
- Proprietary partnerships – funds of funds and special purpose vehicles.

In addition, should you desire to invest through the Fund, you should review the Private Placement Memorandum for the Fund and, in particular, the "Investment Objectives and Strategy" section for a more detailed description of the strategy of the Fund and the "Risk Factor" section for risks that are





unique to such fund investments. An investment in the Fund carries with it significant risks due to, among other things, the nature of the Fund's investments, the Fund's investment strategy, the lack of a public market for the limited partnership Interests, and restrictions on redemptions of limited partnership interests.

### **Item 9 – Disciplinary Information**

Neither Parkside nor members of the firm's management have any pending legal or disciplinary events or any history of disciplinary events that would be material to a client's or a prospective client's evaluation of Parkside's business or the integrity of its management.

### **Item 10 – Other Financial Industry Activities and Affiliations**

Parkside Covered Call Fund GP, LLC ("GP") is the general partner for Parkside Covered Call Fund, LP. Parkside Investments, LLC is the sole owner of the GP and serves as the investment manager of the Fund. As a client, the Fund is a recipient of management services without detracting from services provided to other clients of the firm. The Fund may or may not trade in the same securities as other accounts of Parkside.

### **Item 11 – Code of Ethics, Participation in Client Transactions, and Personal Trading**

All personnel of Parkside Investments, LLC have a fiduciary duty to place the interests of clients ahead of their own and ahead of the interests of the firm. Parkside personnel must avoid activities, interests and relationships that might interfere with making decisions in the best interests of the clients and every person at Parkside is required to annually certify their compliance with the firm's Code of Ethics. A copy of the Code is available to clients or prospective clients of the firm upon written request.

Parkside personnel may recommend to clients that they buy or sell securities or investment products in which Parkside or a related person has some financial interest. Our employees also may buy or sell securities that we recommend to clients.

We mitigate the potential conflict of interest by requiring all Parkside personnel to have personal or related persons' transactions approved by Parkside's President or Chief Compliance Officer prior to execution. Employees of Parkside Investments, LLC are not allowed to participate in initial public offerings.

A conflict of interests exists when Parkside portfolio managers recommend an investment in Parkside's proprietary fund because the Fund's fee is 1% versus the lesser stated fee schedule for separately managed accounts. First, Parkside does not have discretion to invest a client in the Fund. A qualified investor is provided complete disclosure in the Fund's Private Placement Memorandum and must subscribe separately to the Fund. Second, the Fund's covered call strategy cannot be replicated in individual, separately managed accounts. Third, Parkside individuals are invested in the Fund together with Parkside clients and bear the same risks. Fourth, the Fund earns no performance fee.



## Item 12 – Brokerage Practices

We maintain a list of approved brokers for both equity (stock) and fixed income (bond) trading. With respect to the Fund, we may, from time to time, designate a single broker for execution of trades. Brokers must meet financial strength requirements and provide basic service capabilities. We rate brokers at least semi-annually on trade execution, broker support, operational accuracy and efficiency, and quality of research. Based on our evaluations, we establish guidelines for allocating trades to brokers. Portfolio managers have discretion to direct trades to a particular broker considering, among other things, their research and trading expertise.

There are three components to determining the broker for a particular trade: (1) Commissions and settlement charges; (2) Market impact (the change in price caused by the trade); (3) Brokerage and research services. All three components are taken into account in choosing the broker for each trade. Minimizing commissions is only one factor in the decision process. Commissions will vary depending on the level of trade support required for the transaction. Higher commissions may also be paid to compensate brokers for brokerage and research services.

When a security is traded for multiple client accounts, the transactions may be combined into one or more trading blocks. This is done to improve execution of the trade and ensure equitable treatment of all the participating clients. Commission and settlement costs will vary depending on the client's agreement with their custodian and the broker selected. Larger share or dollar amount transactions have the potential for greater market impact and may require enhanced trading expertise. This may involve a tradeoff between a higher commission and settlement charges and a higher market impact.

Clients, however, are free to choose the broker-dealer of their choice in connection with their securities transactions. It should be understood that by designating a specific broker, the client may or may not receive best execution and/or the commission discount may or may not be favorable as follows:

- Adviser will not have authority to negotiate commissions among various broker dealers on a trade-by-trade basis, or to necessarily obtain volume discounts, and best execution may not be achieved.
- In addition, a disparity in commission charges may exist between the commissions charged to the client for such trades and those charged to other clients.

The use of client commissions for research and services, termed "soft dollar transactions" is a potential conflict of interest, as it creates an incentive to allocate trades to a particular broker to obtain research services rather than to the broker who would be expected to provide the best combination of commission and price. Please note that we pay cash for the research we use and do not engage in such soft dollar transactions.



### **Item 13 – Review of Accounts**

Parkside management reviews portfolios to insure that we comply with the objectives and guidelines for asset allocation which we have agreed upon with our client. A client's written investment policy statement includes return objectives, risk tolerance, time horizons, income and liquidity needs, tax, estate, and legal considerations, and unique circumstances.

We make ongoing investment decisions in response to changes in the attractiveness of securities in the market and the economic environment. In addition, Parkside reviews separately managed portfolios with clients in periodic meetings to determine if their investment objectives or financial circumstances have changed.

Separate account clients will receive formal printed or electronic quarterly reviews of their accounts. The reports list each portfolio holding under appropriate asset class and provide the following information:

- Portfolio Value Summary including historical additions/withdrawals and performance
- Comparison of Current Investment Allocation to Target Allocation
- Summary of investment segments and yield/projected income
- Security – name, quantity, current value, current market price, percentage holding of portfolio, indicated income and yield
- Time-weighted rates of return compared to appropriate benchmarks.

### **Item 14 – Client Referrals and Other Compensation**

Parkside has entered into an arrangement with Cedar Hill Associates, LLC ("Cedar Hill") pursuant to which Parkside provides research and subadvisory services for certain equity strategies. These services include providing equity research and model portfolio composition for equity strategies, other research and related services, and written model portfolio allocations for various strategies as well as regular communication with Cedar Hill. For these services Parkside receives compensation based on the services it provides.

Parkside provides research and subadvisory services to Cedar Hill without favor as Parkside applies the same research and management to accounts separately managed by Parkside. Cedar Hill may or may not follow Parkside's recommendations for accounts under Cedar Hill's discretion.

In addition, Parkside has revenue sharing arrangements with Cedar Hill with respect to certain previous clients of Cedar Hill who became clients of Parkside and secondly for current Cedar Hill clients choosing to invest in Parkside Covered Call Fund. For client accounts subject to this agreement, Parkside will pay Cedar Hill a percentage of the fees and other revenue received by Parkside for a period of up to five years following the first receipt of fees and other revenue from each such client. The arrangements



with Cedar Hill do not cause additional fees to be assessed to clients of either firm. All costs associated with these arrangements are borne by the firms based on the terms of their agreements.

We do not select or recommend a broker or custodian in exchange for referrals. In some, but not all cases, a client's account may be reimbursed directly by a new custodian for fees incurred by the client while transferring an account to the new custodian. Cedar Hill receives no economic benefit by recommending a particular broker or custodian.

### **Item 15 – Custody**

All of our clients hold their assets at third-party qualified custodians which are not affiliated with Parkside. We typically have limited powers of attorney to accommodate trading, payment of our fees and the transfer of funds directly to a client's designated bank account. We try to avoid situations where we may be deemed to have custody of client assets because we have additional control over the assets.

All our clients receive statements at least quarterly from their qualified custodian. We urge clients to compare information we provide to the information contained in their custodial statement.

Parkside cannot remove or transfer money from client accounts except by written direction of the client to the account's custodian. Parkside directly debits fees for some clients by permission granted through the Wealth Management Agreement between the client and Parkside.

According to the SEC's publication, Investment Adviser Association No Action Letter 2/21/17, clients' standing letters of authorization for transfers to third parties fall under the custody rule and require a surprise custody examination unless the advisor meets the conditions established in the letter. Several of Parkside's clients maintain third-party standing letters of authorization with the custodian and thus Parkside has custody in these circumstances. However, Parkside is not required to have a surprise exam as long as we continue to meet the following conditions set forth by the SEC.

- 1. The client provides an instruction to the qualified custodian, in writing, that includes the client's signature, the third party's name, and either the third party's address or the third party's account number at a custodian to which the transfer should be directed.*
- 2. The client authorizes the investment adviser, in writing, either on the qualified custodian's form or separately, to direct transfers to the third party either on a specified schedule or from time to time.*
- 3. The client's qualified custodian performs appropriate verification of the instruction, such as a signature review or other method to verify the client's authorization, and provides a transfer of funds notice to the client promptly after each transfer.*
- 4. The client has the ability to terminate or change the instruction to the client's qualified custodian.*
- 5. The investment adviser has no authority or ability to designate or change the identity of the third party, the address, or any other information about the third party contained in the client's instruction.*



6. *The investment adviser maintains records showing that the third party is not a related party of the investment adviser or located at the same address as the investment adviser.*
7. *The client's qualified custodian sends the client, in writing, an initial notice confirming the instruction and an annual notice reconfirming the instruction. ..."*

Parkside Covered Call Fund GP, LLC, the Fund's general partner is an affiliate of Parkside Investments, LLC and has custody as general partner for the Fund. Also, as investment adviser to the Fund, Parkside has custody of the Fund's securities and funds through its ability to access and control these assets and withdraw them from accounts of qualified custodians. However, all Fund administration is overseen by a third-party administrator, NAV Consulting. Parkside satisfies its custody obligations by ensuring that the Fund is audited as required by the Investment Advisers Act of 1940, as amended, and that investors in the Fund receive the financial statements resulting from such audits as required. Cash and securities are or will be held with a qualified custodian. Interactive Brokers LLC currently serves as qualified custodian for the Fund.

## **Item 16 – Investment Discretion**

Our traditional equity and fixed income business is on a discretionary basis, i.e., the ability to buy and sell without prior consultation on the transactions. Clients sign a written Wealth Management Agreement to establish an account with Parkside, prior to engaging in any transaction with us. Parkside and each client agree on objectives and guidelines and create a written investment policy statement, including the type of securities to be traded and respective asset mixes, before we begin managing a client's portfolio.

As part of our wealth management process, Parkside:

- identifies client objectives including financial goals and timelines,
- develops an asset allocation plan to match client goals with risk tolerances,
- implements an asset allocation strategy designed specifically for each client, and
- monitors and evaluates performance to validate long-term client goals.

Client objectives and guidelines are reviewed as circumstances warrant. The amounts of securities bought and sold are determined by a client's specific asset allocation policy in effect at the time. We cannot make discretionary investments in limited partnerships.

## **Item 17 – Voting Client Securities**

**Proxy Voting Policy statement:** In general, under terms of our Wealth Management Agreement, we will not vote proxies unless a client specifically requests that Parkside vote proxies. However, voting ERISA client proxies is a fiduciary act of plan asset management that must be performed by Parkside, the adviser, unless the voting right is retained by a named fiduciary of the plan. Additionally, we will vote proxies for the Fund. Thus, Parkside may vote proxies for some, but not all clients.



Any proxies voted by Parkside will be voted at Parkside's discretion. Proxy votes generally will be cast in favor of proposals that maintain or strengthen the shared interests of shareholders and management, increase shareholder value, maintain or increase shareholder influence over the issuer's board of directors and management, and maintain or increase the rights of shareholders; proxy votes generally will be cast against proposals having the opposite effect. Our Chief Investment Officer will be responsible for decisions on proxy voting and will vote in a prudent and diligent fashion and only after a careful evaluation of the issue presented on the ballot. If any proxy to be voted by Parkside creates a conflict of interest between Parkside and the client, the vote will be cast in the client's best interest. When a client requests Parkside to vote their proxies, clients can request information as to how a proxy was voted on their behalf. Parkside will not disclose to third parties how it voted a client's proxy. Clients wishing to direct proxy votes for any solicitations should retain the right to vote proxies for their accounts.

We have adopted and implemented policies and procedures that we believe are reasonably designed to ensure that proxies are voted in the best interest of clients, in accordance with our fiduciary duties, federal securities law, and the Employee Retirement Income Security Act of 1974 ("ERISA").

Parkside will provide a copy of these policies and procedures to clients upon written request. These policies and procedures may be updated from time to time.

## **Item 18 – Financial Information**

It is important to our clients to know that Parkside has the financial resources to meet our contractual obligations to our clients.

Parkside has never been the subject of any bankruptcy petition. Two of the greatest financial challenges facing any business are service interruptions resulting from fraud or disaster. At Parkside, we require all personnel to comply with a written code of ethics and our business continuity plans are subject to periodic review and testing. We believe that regular compliance reviews and disaster planning should help us to mitigate situations potentially detrimental to our ability to provide service to our clients.

## **ADDITIONAL INFORMATION**

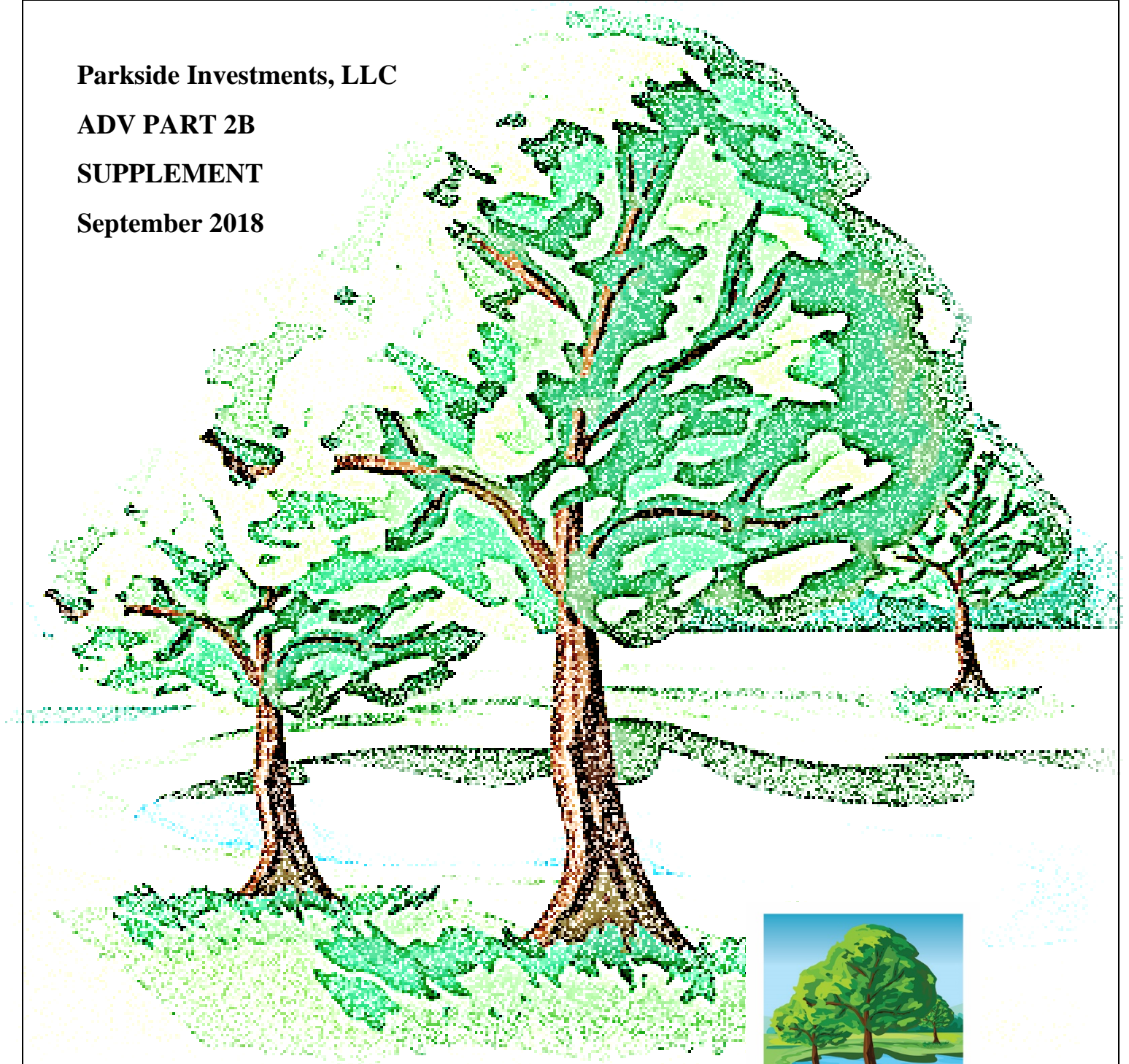
**Privacy Policy statement:** Parkside Investments, LLC has an ongoing commitment to safeguard the unauthorized disclosure of, or access to, nonpublic personal information the Firm acquires about its current clients and potential or former clients. In accordance with laws and regulations, we limit access to personal information about our clients to those employees or service providers who need to know. In compliance with privacy regulations, Parkside is required to provide an annual notice informing clients of their rights and our obligations as it relates to privacy laws to protect information provided to us. Although we reserve the right to change our privacy policy, we will inform our clients of any relevant changes.

**Parkside Investments, LLC**

**ADV PART 2B**

**SUPPLEMENT**

**September 2018**



This brochure supplement provides information about Parkside Investments' advisory personnel as an addendum to our ADV Part 2A firm disclosure brochure. You should have received a copy of that brochure. Please call if you did not receive a copy of the brochure or if you have any questions about the content of this supplement.



**PARKSIDE  
INVESTMENTS**

**312/778-7700**

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## ***Alan Cole, CFA<sup>1</sup>, CIC<sup>2</sup>, President/Chief Investment Officer/Chief Compliance Officer***

### **Item 2 – Education, Background, and Business Experience**

21 Years Investment Experience

Born 1965

President/Chief Investment Officer	2016-Present	Parkside Investments, LLC
President/Chief Investment Officer	2012-2016	Cedar Hill Associates, LLC
President/Portfolio Manager	2008-2012	
Chief Compliance Officer	2008-2010	Cedar Hill Associates, LLC
Chief Compliance Officer	2007-2008	Cedar Hill Associates, Inc.
President	2003-2008	
Chief Operating Officer	2000-2003	
Portfolio Manager	1998-2008	

Alan is responsible for the firm's overall investment strategies and supervising portfolio management activities. Alan's prior experience includes profitability, competitive and acquisition analysis at U.S. Bancorp and Ford Motor Credit Company.

Alan received his Bachelor of Science in mathematics from Vanderbilt University and an MBA in finance and accounting from Indiana University. He is a CFA charter holder, a chartered investment counselor and member of the CFA Society of Chicago.

### **Item 3 – Disciplinary Events**

Mr. Cole has never been the subject of any disciplinary event or proceeding.

### **Item 4 – Other Business Activities**

Alan does not engage in outside business activities that involve substantial income or time, except on behalf of Parkside Investments.

### **Item 5 – Additional Compensation**

Alan does not receive material economic benefit for advisory services other than those provided to Parkside's clients or through referral arrangements with Cedar Hill Associates, LLC.

### **Item 6 – Supervision**

Alan Cole is the manager and sole owner of Parkside Investments, LLC and is self-supervising. All Parkside personnel report directly to Alan. He can be reached at (312) 778-7700.

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<sup>1</sup> The **Chartered Financial Analyst** (CFA) designation is an international professional certification offered by the CFA Institute (formerly AIMR) to financial analysts who complete a series of three examinations. To become a **CFA charterholder** candidates must pass each of three six-hour exams, possess a bachelor's degree from an accredited institution (or have equivalent education or work experience) and have 48 months of qualified, professional work experience. CFA charterholders are also obligated to adhere to a strict Code of Ethics and Standards governing their professional conduct.

<sup>2</sup> **Chartered Investment Counselor** is a professional designation for CFAs who work as investment advisers. In order to qualify as a CIC, one must first become a chartered financial analyst, have at least five years of work experience as an investment adviser or a similar field, and work at a member firm of the Investment Adviser Association.





## ***John Kearney, CFA<sup>1</sup>, Portfolio Manager/Principal***

### **Item 2 – Education, Background, and Business Experience**

17 Years Investment Experience	Born 1978	
Portfolio Manager/Principal	2017-Present	Parkside Investments, LLC
Senior Research Analyst	2009-2017	Cedar Hill Associates, LLC
Senior Equity Analyst	2004-2009	Morningstar, Inc.
Associate	2003-2004	Banc One Capital Markets
Investment Analyst	2001-2003	State Farm Insurance

John's primary responsibilities at the firm include identifying new investment opportunities, analyzing those companies' operating fundamentals and return potential, and monitoring the outlook of existing portfolio holdings. He composes detailed research reports on current and prospective investments and also assists in trading activity at Parkside. Additionally, John is responsible for writing Parkside's quarterly letters and other investor communications.

John received his Bachelor of Science in Finance from the University of Illinois at Urbana-Champaign. He is a CFA charterholder and a member of the CFA Society of Chicago.

### **Item 3 – Disciplinary Events**

Mr. Kearney has never been the subject of any disciplinary event or proceeding.

### **Item 4 – Other Business Activities**

John does not engage in outside business activities that involve substantial income or time, except on behalf of Parkside Investments.

### **Item 5 – Additional Compensation**

John does not receive material economic benefit for advisory services other than those provided to Parkside's client or through referral arrangements with Cedar Hill Associates, LLC.

### **Item 6 – Supervision**

John Kearney reports directly to Alan Cole, President and Manager of Parkside Investments, LLC. Alan Cole can be reached at (312) 778-7700.

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<sup>1</sup> The **Chartered Financial Analyst** (CFA) designation is an international professional certification offered by the CFA Institute (formerly AIMR) to financial analysts who complete a series of three examinations. To become a **CFA charterholder** candidates must pass each of three six-hour exams, possess a bachelor's degree from an accredited institution (or have equivalent education or work experience) and have 48 months of qualified, professional work experience. CFA charterholders are also obligated to adhere to a strict Code of Ethics and Standards governing their professional conduct.



### ***Debbi Frenzel, Vice President/Client Service***

#### **Item 2 – Education, Background, and Business Experience**

39 Years Financial Services Experience    Born 1959

Vice President/Client Service	2018-Present	Parkside Investments, LLC
Principal/Operations	2008-2018	Cedar Hill Associates, LLC
Principal/Operations	1998-2008	Cedar Hill Associates, Inc.
Manager/Portfolio Administration	1981-1998	Gofen and Glossberg, LLC
Portfolio Administration	1979-1981	Stein Roe and Farnham

Debbi became Vice President/Client Service at Parkside, effective April 1, 2018. She has a talent for communicating with clients and deep experience in operations and managing portfolio systems. Debbi was most recently Principal of Operations at Cedar Hill Associates, LLC and now at Parkside, she will take on similar responsibilities. She manages all aspects of Parkside's client service.

#### **Item 3 – Disciplinary Events**

Ms. Frenzel has never been the subject of any disciplinary event or proceeding.

#### **Item 4 – Other Business Activities**

Debbi does not engage in outside business activities that involve substantial income or time, except on behalf of Parkside Investments.

#### **Item 5 – Additional Compensation**

Debbi does not receive material economic benefit for advisory services other than those provided to Parkside's client or through referral arrangements with Cedar Hill Associates, LLC.

#### **Item 6 – Supervision**

Debbi Frenzel reports directly to Alan Cole, President and Manager of Parkside Investments, LLC. Alan Cole can be reached at (312) 778-7700.