



Item 1:

**Seaside Advisory Services, Inc.,
dba Seaside Financial & Insurance Services,
a Registered Investment Advisor**

2032 Corte Del Nogal, Carlsbad, CA 92011

Phone: 760.433.4632

Fax: 760.433.1817

info@seasideadvisory.com

January 2, 2019

**FORM ADV PART 2B
BROCHURE SUPPLEMENT**

This brochure supplement provides information about Seaside Advisory Services, Inc. that supplements the Seaside Advisory Services, Inc., Registered Investment Advisor brochure. You should have received a copy of that brochure. Please contact Seaside if you did not receive the firm's brochure or if you have any questions about the contents of this supplement.

Additional information about SEASIDE is available on the SEC's website at www.adviserinfo.sec.gov. or at <http://www.nasaa.org/wp-content/uploads/2015/03/Part2andSched.02-2015.pdf>.



Material Changes

Seaside Advisory Services, Inc. amends this brochure at least annually. To receive a copy of our most recent brochure at any time during the year, please call Seaside Advisory Services, Inc. at (760) 433-4632 and a copy will be sent to you. You may also obtain a copy of the most current brochure and additional information on our firm from www.adviserinfo.sec.gov under Investment Advisor Search. If applicable, this section will contain a summary of material changes to the information in this brochure since the last annual update of this brochure.

The material changes in this brochure from the last annual updating amendment of Seaside Advisory Services, Inc. on 02/28/2018 are listed below. Material changes relate to Seaside Advisory Services, Inc. policies, practices or conflicts of interests only.

- Seaside Advisory Services, Inc.'s Chief Compliance Officer is now Darlene Maza.

Advisors at Seaside Advisory Services, Inc. dba Seaside Financial & Insurance Services under CRD 289985

- Shawn Orser, President / Investment Advisor 2962642
- Anne-Marie Maxe, Founder / Investment Advisor 2466589
- Ronald Ophetveld, Investment Advisor 5722214
- Hugo Lopez, Investment Advisor 5649058
- Alison Farrin, Investment Advisor 703088



Table of Contents

Cover Page_____	1
Material Changes_____	2
Table of Contents_____	3
Educational Background and Business Experience_____	4-8
Disciplinary Action_____	9
Other Business Activities_____	9
Additional Compensation_____	10
Supervision_____	10

ADV Item 2: Educational Background and Business Experience



SEASIDE

FINANCIAL & INSURANCE SERVICES

IARD/CRD No. 289985

Anne-Marie K. Maxe, CFP® - Founder, Investment Advisor Representative

Born 1953

CRD Number: 2466589

Educational Background:

Djursholms Samskola, Djursholm, Sweden, 1972

Miracosta College, Oceanside, CA, 1973

College for Financial Planning, 2003

FINRA Examinations Taken & Passed:

Series 7 – General Securities Representative

Series 26 - Investment Company/Variable Contracts Limited Principal

Series 51 – Municipal Fund Securities Limited Principal

Series 63 – Uniform Securities Agent State Law

Insurance, Life & Health in California #0B06297 & Washington #750991

Business Experience:

Seaside Advisory Services, Inc. Carlsbad, CA	Registered Investment Advisor 06/2000-Present
---	--

Fortune Financial Services, Inc. Monaca, PA	Registered Representative 07/2014- Present
--	---

Financial Telesis, Inc. San Rafael, CA	Registered Representative 02/2000-01/2014
---	--

Anne-Marie Maxe Oceanside, CA	Registered Investment Advisor 05/1997-06/2000
----------------------------------	--

Transamerica Financial Resources Los Angeles, CA	Registered Representative 04/1994-02/2000
---	--

CERTIFIED FINANCIAL PLANNER TM

This certification currently requires a bachelor's degree or higher, the completion of five mandatory courses in Financial Planning, Investment Planning, Insurance, Estate Planning and Taxation followed by a board exam.

Shawn C. Orser - Owner, President

2032 Corte del Nogal
Suite 100
Carlsbad, CA 92011
(760) 433-4632



SEASIDE

FINANCIAL & INSURANCE SERVICES

IARD/CRD No. 289985

Born 1975
CRD Number 2962642

Educational Background:

Syracuse University, Syracuse, NY, 1997 - BS Finance

FINRA Examinations Taken & Passed:

Series 7 – General Securities Representative
Series 63 – Uniform Securities Agent State Law
Series 55 – Equity Trader Examination
Series 66 – NASAA Uniform Combined State Law Exam
Insurance, Life & Health in California #0F85885 & New York #LA-1054248

Business Experience:

Seaside Advisory Services, Inc. Carlsbad, CA	Registered Investment Advisor 12/2009-Present
Fortune Financial Services, Inc. Monaca, PA	Registered Representative 07/2014- Present
Financial Telesis, Inc. San Rafael, CA	Registered Representative 12/2009-07/2014
Northwestern Mutual San Diego, CA	Registered Investment Advisor 05/2007-04/2009
Remsenberg Capital New York, NY	Proprietary Trader, Equity Derivatives 09/2005-10/2006
Titan Capital Group New York, NY	Trader, Equity Derivatives 02/2001-09/2005
Merrill Lynch New York, NY	Trading Assistant, Global Equity Linked Products 03/1999-02/2001
RBC Dominion Securities New York, NY	Jr. Funding Analyst, Global Equity Derivatives 09/1997-03/1999



SEASIDE

FINANCIAL & INSURANCE SERVICES

IARD/CRD No. 289985

Alison Farrin, QKA, QPA – Investment Advisor Representative

Born 1956

CRD Number: 703088

Educational Background:

California State Polytechnic University, 1976 – BS Degree

FINRA Examinations Taken & Passed:

Series 6 – Investment Company/Variable Contracts Representative

Series 7 – General Securities Representative

Series 63 – Uniform Securities Agent State Law

Series 65 – NASAA Uniform Investment Adviser Law Exam

Insurance, Life & Health in California #0A63592

ASPPA Certifications

Qualified 401(k) Administrator

Qualified Pensions Administrator

Business Experience:

Seaside Advisory Services, Inc. Carlsbad, CA	Registered Investment Advisor 11/2011-Present
---	--

Fortune Financial Services, Inc. Monaca, PA	Registered Representative 08/2014- Present
--	---

Innovative Pensions Strategies Inc. Poway, CA	Pension Specialist 09/1991- Present
--	--

Financial Telesis, Inc. San Rafael, CA	Registered Representative 11/2011-08/2014
---	--

WFP Securities San Diego, CA	Registered Representative 12/2002-07/2011
---------------------------------	--

LifeMark Securities Corp. Encino, CA	Registered Representative 05/1995-11/2002
---	--

Forth Financial Securities, Corp. Richmond, VA	Registered Representative 09/1992-05/1995
---	--

Forth Financial Network Encino, CA	Agent 05/1992-05/1995
---------------------------------------	--------------------------

Alison Farrin/ Farr-In Farms / C. Bears Poway, CA	Self Employed Business 10/1986-10/1991
--	---

Affiliations:

Afortunado Partners	Building Owner
Scripps Poway Office Park West	Property Manager



SEASIDE

FINANCIAL & INSURANCE SERVICES

IARD/CRD No. 289985

Hugo Lopez, QKA – Investment Adviser Representative

Born 1971

CRD Number: 5649058

Educational Background:

San Diego State University, 2001 BS Economics

FINRA Examinations Taken & Passed:

Series 6 – Investment Company/Variable Contracts Representative

Series 63 – Uniform Securities Agent State Law

Series 65 – NASAA Uniform Investment Adviser Law Exam

Insurance, Life & Health in California #0H31646

ASPPA Certifications

Qualified 401(k) Administrator

Business Experience:

Seaside Advisory Services, Inc. Carlsbad, CA	Registered Investment Advisor 03/2012-Present
---	--

Fortune Financial Services, Inc. Monaca, PA	Registered Representative 07/2014- Present
--	---

Financial Telesis, Inc. San Rafael, CA	Registered Representative 11/2011-07/2014
---	--

NFP Securities, Inc. Ramona, CA	Registered Representative 08/2011-11/2011
------------------------------------	--

ING Financial Partners Des Moines, IA	Registered Representative 07/2009-08/2010
--	--

Innovative Pensions Strategies Inc. Poway, CA	Qualified 401(k) Administrator & Consultant 08/2002-06/2010
--	--

Ronald Ophetveld- Investment Adviser Representative

Born 1965

CRD Number: 5722214

Educational Background

University of Tilburg, Netherlands, 1988, Doctorate in Finance and Economics

FINRA Examinations Taken & Passed:

Series 65 – NASAA Uniform Investment Adviser Law Exam

Business Experience:

Seaside Advisory Services, Inc. Carlsbad, CA	Investment Advisor Representative 08/2015- Present
---	---

Veld Advisors Carlsbad, CA	Financial Advisor 06/2015- 08/2015
-------------------------------	---------------------------------------

HK Financial Carlsbad, CA	Investment Advisor 02/2012-08/2015
------------------------------	---------------------------------------

Veld Advisors Carlsbad, CA	Investment Advisor 11/2009-03/2012
-------------------------------	---------------------------------------

UBS Asset Management New York, New York	Portfolio Manager 02/2004-10/2009
--	--------------------------------------

JP Morgan New York, New York	Senior Investment Analyst 10/2001- 02/2004
---------------------------------	---

Friends Ivory & Sime New York, New York	Portfolio Manager 01/1997-09/2001
--	--------------------------------------

Achmea Insurance Apeldoorn, Netherlands	Investment Advisor 02/1990-12/1996
--	---------------------------------------

ADV Item 3: Disciplinary Information



Seaside Financial & Insurance Services and its advisory personnel value your trust that you place with us. As we advise all clients, we encourage you to perform the requisite due diligence on anyone providing services to you.

There are no legal or disciplinary events to disclose regarding:

Anne Marie Maxe	2466589
Shawn Orser	2962642
Alison Farrin	703088
Hugo Lopez	5649058
Ronald Ophetveld	5722214

However, we do encourage you to independently view the background of any of the advisors listed above on the Investment Advisor Public Disclosure website at www.adviserinfo.sec.gov. Select the option for the Investment Advisor Representative and enter the CRD number next to their name above. This is their individual CRD Number.

ADV Item 4: Other Business Activity

Insurance Agency Affiliations:

Anne Marie Maxe, Shawn Orser, Hugo Lopez Investment Advisors, may serve as a sales agent for various insurance companies. This activity is done separate and apart from his role as an advisor. As an agent, they may receive customary commissions and other related revenues from the various insurance companies whose products they sell. Some compensation may be in the form of sales incentives. Commissions generated by insurance sales do not offset regular advisory fees. This may cause a conflict of interest in recommending certain products of the insurance companies which clients should be aware. Clients are under no obligation to purchase any products recommended by the advisors listed above. They are licensed to sell insurance products in the states of California, Arizona, New York, New Jersey, Florida, Washington, and Illinois.

Broker Dealer Affiliations:

Anne Marie Maxe, Shawn Orser and Hugo Lopez are Registered Investment Advisors with Fortune Financial that is the Broker Dealer for accounts that deal with just Mutual Funds. They will receive commissions for mutual fund sales and in addition may receive compensation for 12(b)1 fees. "trail fees". There is an inherent conflict of interest when receiving commissions in conjunction with performing duties as an Investment Advisor Representative. In any such circumstances the fees and commissions are fully disclosed to the Client.

In any circumstance where multiple lines of compensation are received the nature of such compensation is disclosed to the Client.

Owner of Seaside Financial:

Shawn Orser who is the owner of Seaside Advisory Services, Inc. receives a salary and net profit from the business.

Independent Business Affiliations:

Alison Farrin receives income from her independent business affiliations as outlined under her employment. These businesses are not in any way related to her duties as an Investment Advisor Representative.

Pension Advisor:

Alison Farrin is a full-time pension advisor for Innovative Pension Strategies and Design. She is compensated by an annual income amount from the firm.

Business Consultant:

Anne Marie Max who is a co-owner of Seawind Strategies receives the net profit from the business. Seawind Strategies is a consulting firm for business owners to gather advise on exit strategies.

ADV Item 5: Additional Compensation



SEASIDE

FINANCIAL & INSURANCE SERVICES

IARD/CRD No. 289985

Except as noted above, Anne Marie Maxe, Shawn Orser, Allison Farrin, Hugo Lopez and Ronald Ophetveld are compensated solely by Seaside Financial and Insurance Services for the services provided to clients. They do not receive any additional compensation or economic benefit from any unaffiliated person, company or organization in connection with the services provided to clients of Seaside Financial and Insurance Services.

ADV Item 6: Supervision

Darlene Maza serves as the Chief Compliance Officer of Seaside Financial and Insurance Services. Those that she supervises are:

Investment Advisors:

Anne Marie Maxe, Hugo Lopez, Alison Farrin, and Ronald Ophetveld.

All advice provided to clients is reviewed by Darlene Maza prior to implementation. Further, the activities as a Registered Representative with Fortune Financial Services is supervised by Fortune Financial Services.

As the Owner and President of Seaside Financial and Insurance Services, Shawn Orser works closely with the Chief Compliance Officer, Darlene Maza, and all advice provided to clients is reviewed by the supervisor prior to implementation. Shawn Orser adheres to applicable regulations regarding the activities of an Investment Adviser Representative, together with all policies and procedures outlined in the firm's code of ethics and compliance manual. Darlene Maza's phone number is (760) 433-4632.

Operational and Administrative functions:

Darlene Maza and Janet Tipton

Seaside Financial & Insurance Services has implemented a Code of Ethics and internal compliance that guides each employee in meeting their fiduciary obligations to clients of Seaside Financial. Seaside Financial is subject to regulatory oversight by various agencies.

These agencies require registrations by Seaside Advisory Services, Inc. and its employees. As a registered entity, Seaside Financial is subject to examinations by regulators, which may be announced or unannounced. Seaside Financial is required to periodically update the information provided to these agencies and to provide various reports regarding firm business and assets.