

Brochure Supplement

Denise L. Heimel

Investment Management Corporation

Investment Counsel

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This brochure supplement provides information about Denise L. Heimel that supplements the Investment Management Corporation brochure. You should have received a copy of that brochure. Please contact J. Gregory Tinaglia if you did not receive Investment Management Corporation's brochure or if you have any questions about the contents of this supplement.

Additional information about Denise L. Heimel is available on the SEC's website at www.adviserinfo.sec.gov.

This brochure supplement was updated 01.18.2024.

Educational Background and Business Experience

Personal: Single; one child (Adele)
Year of birth: 1970

Education: Coudersport H.S., Coudersport, PA

University of Phoenix, Phoenix, AZ
Bachelor of Science in Business Marketing - 2003

Professional Designations:

CERTIFIED FINANCIAL PLANNER™ professional - 2007

I am certified for financial planning services in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”). Therefore, I may refer to myself as a CERTIFIED FINANCIAL PLANNER™ professional or a CFP® professional, and I may use these and CFP Board’s other certification marks (the “CFP Board Certification Marks”). The CFP® certification is voluntary. No federal or state law or regulation requires financial planners to hold the CFP® certification. You may find more information about the CFP® certification at www.CFP.net.

CFP® professionals have met CFP Board’s high standards for education, examination, experience, and ethics. To become a CFP® professional, an individual must fulfill the following requirements:

- **Education** – Earn a bachelor’s degree or higher from an accredited college or university and complete CFP Board-approved coursework at a college or university through a CFP Board Registered Program. The coursework covers the financial planning subject areas CFP Board has determined are necessary

for the competent and professional delivery of financial planning services, as well as a comprehensive financial plan development capstone course. A candidate may satisfy some of the coursework requirement through other qualifying credentials. CFP Board implemented the bachelor's degree or higher requirement in 2007 and the financial planning development capstone course requirement in March 2012. Therefore, a CFP® professional who first became certified before those dates may not have earned a bachelor's or higher degree or completed a financial planning development capstone course.

- **Examination** – Pass the comprehensive CFP® Certification Examination. The examination is designed to assess an individual's ability to integrate and apply a broad base of financial planning knowledge in the context of real-life financial planning situations.
- **Experience** – Complete 6,000 hours of professional experience related to the personal financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements.
- **Ethics** – Satisfy the *Fitness Standards for Candidates for CFP® Certification and Former CFP® Professionals Seeking Reinstatement* and agree to be bound by CFP Board's *Code of Ethics and Standards of Conduct* ("Code and Standards"), which sets forth the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to remain certified and maintain the right to continue to use the CFP Board Certification Marks:

- **Ethics** – Commit to complying with CFP Board's *Code and Standards*. This includes a commitment to CFP Board, as part of the certification, to act as a fiduciary, and therefore, act in the best interests of the client, at all times when providing financial advice and financial planning. CFP Board may sanction a CFP® professional who does not abide by this commitment, but CFP Board does not guarantee a CFP® professional's services. A

client who seeks a similar commitment should obtain a written engagement that includes a fiduciary obligation to the client.

- **Continuing Education** – Complete 30 hours of continuing education every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and keep up with developments in financial planning. Two of the hours must address the *Code and Standards*.

CERTIFIED INVESTMENT MANAGEMENT ANALYST® (CIMA®) - 2008

The CIMA certification signifies that an individual has met initial and on-going experience, ethics, education, and examination requirements for the job of investment management consulting, including advanced investment management theory and application. Prerequisites for the CIMA certification are three years of financial services experience and an acceptable ethical background/compliance history as decided in an admissions peer review process governed by the Ethics Board. To obtain the CIMA certification, candidates must successfully complete a one-week classroom education program provided by a Registered Education Provider at an AACSB accredited university business school and pass a Certification Examination. CIMA designees are required to adhere to IWI's Code of Professional Responsibility and Guidance Document, Disciplinary Rules and Procedures, and Rules and Guidelines for Use of the Marks. CIMA designees must report 40 hours of continuing education credits, including two ethics and one tax/regulations hours, every two years to maintain the certification. The designation is administered through Investments and Wealth Institute® (IWI).

Business: Senior Wealth Advisor - Investment Management Corporation-2023 to present- Registered Investment Advisory firm providing fee-only Investment Counsel

Senior Registered Sales Associate – Morgan Stanley – 2022 to 2023

Vice President of Sales and Marketing – Orkney Springs Distillery -2022 to 2023

Financial Advisor – H&H Retirement Design & Management -2021 to 2021

Financial Consultant – Charles Schwab Independent Branch – 2018 to 2021

Operations Associate – IFAM Capital – 2017 to 2018

Disciplinary Information

There have never been any legal or disciplinary events.

Other Business Activities

There are no other substantial business activities engaged in.

Additional Compensation

No arrangements exist that provide additional outside compensation from others.

Supervision

Notes that date all client contact and actions are filed. J. Gregory Tinaglia, President of Investment Management Corporation is the designated Compliance Officer for regulatory issues. His phone is: 540.774.8899

Requirements for State-Registered Advisers

Denise L. Heimel has not been found liable in an arbitration claim alleging any damages or liable in a civil, self-regulatory organization or administrative proceeding involving: (a) an investment or an investment-related business or activity, (b) fraud, false statements or omissions, (c) theft, embezzlement or other wrongful taking of property, (d) bribery, forgery, counterfeiting or extortion, or (e) dishonest, unfair, or unethical practices, nor has he been the subject of a bankruptcy petition.