

WESTEND CAPITAL MANAGEMENT, LLC

PART 2B OF FORM ADV: BROCHURE SUPPLEMENT

**WestEnd Capital Management, LLC
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This brochure supplement provides information about WestEnd Capital Management, LLC's ("WestEnd" or the "Firm") supervised persons Gustave Robert Ozag (CRD 1142854) and George Brown Bolton (CRD 1423421) that supplements the Firm's brochure. You should have received a copy of that *brochure*. Please contact George Elliman (CRD 6108313) at 415-856-0426 or via email at Gelliman@wcmsf.com if you did not receive the Firm's brochure or if you have any questions about the contents of this supplement.

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

Item 2: Educational Background and Business Experience

GUSTAVE ROBERT OZAG

Gustave Robert Ozag is one of the original founders of WestEnd as well as the Firm's Chief Financial Planning Officer and one of two of WestEnd's Managing Partners. Mr. Ozag has over 30 years of experience in financial planning. Since 2002, Gus has provided comprehensive financial planning services, including risk management, estate, retirement, investment, and tax planning, to WestEnd clients. Mr. Ozag is also the Owner and Operator of Financial Systems, a Financial Services and Insurance Services Company, since 1979. Mr. Ozag was a representative with John Hancock Distributors, Inc. and John Hancock Mutual Life Insurance Company from 1993 to 1995. Prior to that he was a representative of Highsmith Securities Corporation from 1982 to 1990.

Mr. Ozag is a Certified Financial Planner (CFP), Chartered Financial Consultant (ChFC), and Chartered Life Underwriter (CLU). To obtain his CFP credentials, Mr. Ozag had to meet certain education, examination, experience, and ethics requirements and take exams in the wide-ranging areas of financial planning, estate planning, insurance, retirement, and taxes. To maintain his CFP certification, Mr. Ozag must complete annual continuing education requirements as well as pay an ongoing fee. In order to obtain his ChFC credentials, Mr. Ozag had to complete a comprehensive series of seven required courses and two elective courses including examinations, financial education, and practical experience, as well as, prior to taking the courses, have a minimum of three years working experience in the financial industry. Finally, to obtain his CLU credentials, which are for individuals specializing in life insurance and estate planning, Mr. Ozag had to complete five core courses and three electives and pass a series of eight two-hour long, 100-question examinations.

Mr. Ozag received a Bachelor of Arts degree in Philosophy from California State University, Northridge in 1975.

Gustave Robert Ozag was born on November 2, 1948.

GEORGE BROWN BOLTON

George Brown Bolton joined WestEnd in 2004 after a career with Alex Brown and Sons in Baltimore and in San Francisco. Mr. Bolton is the Firm's Chief Investment Officer, Portfolio Manager for the Firm's Private Fund, WestEnd Partners, LP, and the other of the Firm's two Managing Partners at WestEnd.

Mr. Bolton was with Alex Brown and Sons from 1985 until 2004. (Alex Brown and Sons was named BT Alex Brown Inc. from 1997 through 1999, then DB Alex Brown LLC.) There, George led the institutional equity sales team and, within his first four years with the firm, became a Principal. In 1991, Mr. Bolton was promoted at Alex Brown and Sons to Managing Partner where he continued to lead the firm's institutional equity sales on the West Coast. George also ran several separately managed accounts for high net worth individuals during his career with Alex Brown and Sons.

In 1985, Mr. Bolton graduated with honors from the University of Virginia with a Bachelor of Arts degree in Economics.

George Brown Bolton was born on July 14, 1963.

GEORGE ELLIMAN

George Elliman brings over 20 years of marketing and business development experience to WestEnd. He also has the unique insight of having been George Bolton's client since 1997 and a WestEnd client since 2004 before he joined the firm in 2006.

Prior to WestEnd, George served in a variety of marketing and business development roles at Gemini Consulting (serving the Fortune 100), Compaq Computer Corporation, Vignette Corporation, Door Number 3 Advertising and TBridge Ventures, Inc. George has a BA degree in Political Science from Middlebury College and an MBA from the Darden Graduate School of Business at the University of Virginia.

George Elliman was born on January 14, 1962.

Item 3: Disciplinary Information

GUSTAVE ROBERT OZAG

Gustave Robert Ozag does not have a disciplinary history within the past ten years. Within the past ten years, Gustave Robert Ozag has never been party to: a) a criminal or civil action in a domestic, foreign or military court; b) an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency or any foreign financial regulatory authority; c) a self-regulatory proceeding; or d) any other proceeding in which a professional attainment, designation, or license was revoked. For additional disciplinary history please refer Item 7 in this Brochure Supplement.

GEORGE BROWN BOLTON

George Brown Bolton does not have a disciplinary history within the past ten years. Within the past ten years, George Brown Bolton has never been party to: a) a criminal or civil action in a domestic, foreign or military court; b) an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency or any foreign financial regulatory authority; c) a self-regulatory proceeding; or d) any other proceeding in which a professional attainment, designation, or license was revoked.

GEORGE ELLIMAN

George Elliman does not have a disciplinary history within the past ten years. Within the past ten years, George Brown Bolton has never been party to: a) a criminal or civil action in a domestic, foreign or military court; b) an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency or any foreign financial regulatory authority; c) a self-regulatory proceeding; or d) any other proceeding in which a professional attainment, designation, or license was revoked.

Item 4: Other Business Activities

GUSTAVE ROBERT OZAG

Gustave Robert Ozag is a registered independent insurance agent with Financial Systems, an insurance company that offers life, health, and disability insurance. Mr. Ozag receives compensation in the form of commissions from the sale of life, health, and disability insurance in connection with his activity as an independent insurance agent with Financial Systems. Mr. Ozag spends approximately 5% of his time on this activity.

Mr. Ozag does not receive any additional compensation for the financial planning services WestEnd offers its clients in connection with Mr. Ozag's role as WestEnd's Chief Financial Planning Officer.

Mr. Ozag's involvement in his outside business activities does not interfere with his ability to service WestEnd's clients or oversee the conduct of the Firm's business.

Gustave Robert Ozag does not receive compensation for the sale of securities or other investment products.

GEORGE BROWN BOLTON

George Brown Bolton is the Chief Executive Officer of George Bolton Horses, a company involved in the buying, selling, racing, and breeding of thoroughbred horses. As part of his involvement with George Bolton Horses, Mr. Bolton may receive additional compensation depending on the performance of the horses during a given racing season. Mr. Bolton's participation in this activity is limited in scope requiring only minimal involvement on a daily basis as an oversight function. Mr. Bolton spends approximately 5% of his time on this activity.

Mr. Bolton's involvement with George Bolton Horses does not interfere with his ability to service WestEnd's clients or oversee the conduct of the Firm's business.

George Brown Bolton does not receive compensation for the sale of securities or other investment products.

GEORGE ELLIMAN

George Elliman brings over 20 years of global business experience to his role as publisher and one of the owners of *TRIBEZA* Magazine. George Elliman receives annual compensation and an annual dividend for his involvement with the company. Mr. Elliman spends approximately 20% of his time on this activity.

Mr. Elliman's involvement with *TRIBEZA* Magazine does not interfere with his ability to service WestEnd's clients or oversee the conduct of the Firm's business.

George Elliman does not receive compensation for the sale of securities or other investment products.

Item 5: Additional Compensation

GUSTAVE ROBERT OZAG

Gustave Robert Ozag does not receive any additional compensation from third parties for providing advisory services to WestEnd's clients.

GEORGE BROWN BOLTON

George Brown Bolton does not receive any additional compensation from third parties for providing advisory services to WestEnd's clients.

GEORGE ELLIMAN

George Elliman does not receive any additional compensation from third parties for providing advisory services to WestEnd's clients.

Item 6: Supervision

WestEnd has in place written policies and procedures reasonably designed to detect and prevent violations of the securities laws, rules and regulations. George Elliman is WestEnd's Chief Compliance Officer and, as such, is the person responsible for administering the compliance program, monitoring the firm's Code of Ethics, and supervising the activities of the supervised persons. George Elliman can be contacted at (415) 856-0426.

GUSTAVE ROBERT OZAG and GEORGE BROWN BOLTON

Supervised Persons in this case perform the function of Portfolio Managers, who under our policies have full autonomy in the investment decisions. The monitoring is limited to verifying compliance with company policies and by-laws of the funds they manage, particularly investment strategy, investment, liquidity, and indebtedness limits.

Item 7: Requirements for State-Registered Advisers

GUSTAVE ROBERT OZAG

On October 28, 1999 the California Department of Corporations issued a desist and refrain order to Gustave Robert Ozag for violating California Code governing sales of securities. Orders were issued on the basis that the offer and/or sale by Mr. Ozag of unqualified securities consisting of promissory notes issued by First Lenders Indemnity Corporation was in violation of California Code because the promissory notes were securities within the meaning of the California Corporate Securities Law for which no exemption from qualification applied. Under California law, offers and sales of securities must be qualified with the Commissioner of Corporations unless the transaction or the security being sold is exempt.

GUSTAVE ROBERT OZAG, GEORGE BROWN BOLTON, and GEORGE ELLIMAN

Neither Gustave Robert Ozag, George Brown Bolton, nor George Elliman have been involved in an award or otherwise found liable in an arbitration claim alleging damages in excess of \$2,500 involving any of the following; a) an investment-related business or activity; b) fraud, false fraud, false statement(s) or omissions; c) theft, embezzlement, or other wrongful taking of property; d) bribery, forgery, counterfeiting, or extortion; or e) dishonest, unfair, or unethical practices.

Neither Gustave Robert Ozag, George Brown Bolton, nor George Elliman have been involved in an award or otherwise found liable in a civil, self-regulatory organization, administrative proceedings involving any of the following; a) an investment-related business or activity; b) fraud, false fraud, false statement(s) or omissions; c) theft, embezzlement, or other wrongful taking of property; d) bribery, forgery, counterfeiting, or extortion; or e) dishonest, unfair, or unethical practices.

Furthermore neither Gustave Robert Ozag, George Brown Bolton, nor George Elliman have been subject to any bankruptcy petitions.