

**ITEM 1: COVER PAGE FOR PART 2B OF FORM ADV:  
BROCHURE SUPPLEMENT  
FEBRUARY 2013**

**MICHAEL RICHARD POWER**

**POWER ASSET MANAGEMENT, LLC  
1901 AVENUE OF THE STARS, SUITE 200  
LOS ANGELES, CA 90067  
(310) 461-1330**

**FIRM CONTACT:  
MICHAEL POWER  
CHIEF COMPLIANCE OFFICER**

**FIRMS WEBSITE ADDRESS:  
[WWW.POWERASSETMANAGEMENT.COM](http://WWW.POWERASSETMANAGEMENT.COM)**

**This brochure supplement provides information about Michael R. Power that supplements our ADV Part 2A Firm Brochure. You should have received a copy of that brochure. Please contact Mr. Power, CEO and COO of Power Asset Management LLC, if you did not receive a Firm Brochure or if you have any questions about the contents of this supplement.**

**Additional information about Mr. Power is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## Item 2: Educational Background & Business Experience

**Michael Richard Power**

Date of Birth: 1967

### Education Background:

- 1989: Boston College, Bachelor of Science in Marketing
- 2009: Boston College, MBA

### Business Background:

- 09/2003 – Present Power Asset Management, LLC; Managing Member & CCO
- 06/2007 – 09/2008 Mutual Securities, Inc; Registered Representative
- 06/2000 – 09/2003 Howard Capital Management; Director of Fixed Income
- 03/1998 – 06/2000 RNC Capital, Portfolio Manager; Fixed Income
- 09/1994 – 03/1998 UBS Paine Webber; Fixed Income Trading
- 12/1990 – 12/1991 Merrill Lynch; Financial Consultant; Fixed Income Securities

## Item 3: Disciplinary Information

If there are legal or disciplinary events material to your evaluation of Mr. Power, we are required to disclose all material facts regarding those events<sup>1</sup>.

There are no such events to disclose.

## Item 4: Other Business Activities

A. If Mr. Power is actively engaged in any investment-related business or occupation, including if Mr. Power is registered, or has an application pending to register, as a broker-dealer, registered representative of a broker-dealer, futures commission merchant ("FCM"), commodity pool operator ("CPO"), commodity trading advisor ("CTA"), or an associated person of an FCM, CPO, or CTA, we are required to disclose this fact and describe the business relationship, if any, between the advisory business and the other business.

1. If a relationship between the advisory business and Mr. Power's other financial industry activities creates a material conflict of interest with you, the SEC requires us to describe the nature of the conflict and generally how we address it.

No such relationships exist.

<sup>1</sup> Note: Our firm may, under certain circumstances, rebut the presumption that a disciplinary event is material. If an event is immaterial, we are not required to disclose it. When we review a legal or disciplinary event involving Dr. Monahan to determine whether it is appropriate to rebut the presumption of materiality, we consider all of the following factors: (1) the proximity of Dr. Monahan to the advisory function; (2) the nature of the infraction that led to the disciplinary event; (3) the severity of the disciplinary sanction; and (4) the time elapsed since the date of the disciplinary event. If we conclude that the materiality presumption has been overcome, we prepare and maintain a file memorandum of our determination in our records. We follow SEC rule 204-2(a)(14)(iii) and similar state rules.

- B. If Mr. Power is actively engaged in any business or occupation for compensation not discussed in response to Item 4.A, above, and the other business activity or activities provide a substantial source of Mr. Power's income or involve a substantial amount of Mr. Power's time, we are required to disclose this fact and must describe the nature of that business. If the other business activities represent less than 10 percent of Mr. Power's time and income, we may presume that they are not substantial.

We have nothing to disclose in this regard.

#### **Item 5: Additional Compensation**

If someone who is not a client provides an economic benefit to Mr. Power for providing advisory services, we are required to generally describe the arrangement. For purposes of this Item, economic benefits include sales awards and other prizes, but do not include Mr. Power's regular salary. Any bonus that is based, at least in part, on the number or amount of sales, client referrals, or new accounts should be considered an economic benefit, but other regular bonuses should not.

No such economic benefits exist.

#### **Item 6: Supervision**

We are required to explain how we supervise Mr. Power, including how we monitor the advice Mr. Power provides to you. Our firm has to provide the name, title and telephone number of the person responsible for supervising Mr. Power's advisory activities on behalf of our firm.

Mr. Power is the sole principal and Chief Compliance Officer and as such has no internal supervision placed over him. He is, however, bound by our firm's Code of Ethics.