

## Item 1 - Cover Page



### **SENSENIG CAPITAL ADVISORS, INC.**

3100 Mill Road  
P.O. Box 245  
Fairview Village, Pennsylvania 19409  
(610) 584-9700

**January 6, 2011**

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This brochure provides information about the qualifications and business practices of Sensenig Capital Advisors, Inc. If you have any questions about the contents of this brochure, please contact us at (610) 584-9700. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority.

Additional information about Sensenig Capital Advisors, Inc. is also available on the Internet at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov). You can view information on this website by searching for Sensenig Capital Advisors, Inc.'s name or by using its CRD number: 142821.

\*Registration as an investment advisor does not imply a certain level of skill or training.

## Item 2 – Material Changes

On July 28, 2010, the United States Securities and Exchange Commission (SEC) published “Amendments to Form ADV” which amended the disclosure document provided to clients as required by SEC and state rules. This Disclosure Brochure, dated November 2010, is a new document prepared according to new SEC and state requirements and rules. As such, this document is materially different in structure and requires certain new information that the previous Form ADV Part II and Schedule F for Sensenig Capital Advisors, Inc. did not require. In the future, this item will discuss only specific material changes that are made to the Disclosure Brochure and provide readers with a summary of such changes. Sensenig Capital Advisors, Inc. will also reference the date of its last annual update of the brochure.

Sensenig Capital Advisors, Inc. filed its last annual amendment in February 2010. Since then, the following material changes to firm business have occurred:

- When providing management services, we recommend that assets be maintained in brokerage account at Charles Schwab Institutional, a division of Charles Schwab & Co., Inc., a registered broker/dealer and member SIPC. However, clients are free to select other qualified custodians to maintain their managed accounts. Fees for management services are billed quarterly in arrears and can be billed directly to clients or deducted from an account with prior written authorization from a client. Please see Item 5, Fees and Compensation, in this brochure for a detailed discussion of the firm’s advisory services and fees charged.
- In December 2010, Sensenig Capital Advisors, Inc. entered into an Offer of Settlement with the Pennsylvania Securities Commission to settle allegations that the firm violated certain provisions of the *Pennsylvania Securities Act of 1972* by engaging in the business of advising others, for compensation, on the purchase or sale of securities. Please see Item 9, Disciplinary Information, in this brochure for a detailed discussion of this situation and the settlement terms.

In the past, Sensenig Capital Advisors, Inc. has offered or delivered information about the firm’s qualifications and business practices to clients on at least an annual basis. Pursuant to new rules, the firm will ensure that clients receive a summary of any material changes to this and subsequent Disclosure Brochures within 120 days after the firm’s fiscal year end—December 31. This means clients will receive the summary of material changes no later than April 30 each year. At that time, Sensenig Capital Advisors, Inc. will also offer a copy of its most current Disclosure Brochure and may also provide other ongoing disclosure information about material changes as necessary.

Clients and prospective clients can always receive the most current Disclosure Brochure for Sensenig Capital Advisors, Inc. at any time by contacting Carl B. Sensenig at (610) 584-9700.

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## **Item 4 – Advisory Business**

### **Ownership**

Sensenig Capital Advisors, Inc. (“Advisor” or “we”) is an investment advisor registered with the Securities and Exchange Commission since February 6, 2007. We are a corporation formed under the laws of the State of Pennsylvania. Carl B. Sensenig is the sole owner of Advisor.

### **General Description of Primary Advisory Services**

We offer personalized investment advisory services through asset management, providing clients with continuous and on-going supervision over their accounts. This means that we will continuously monitor a client’s account and make trades in that account when necessary.

A detailed description is provided in Item 5, Fees and Compensation, so that clients and prospective clients (“clients” or “you”) can review the services and description of fees.

### ***Limits Advice to Certain Types of Investments.***

We limit our investment advice to the following types of investments:

- Exchange-listed securities
- Securities traded over-the-counter
- Warrants
- Corporate debt securities (other than commercial paper)
- Certificates of deposit
- Municipal securities
- Mutual fund shares
- United States government securities

### **Tailor Advisor Services to Individual Needs of Clients**

Our services are always provided based on your specific needs. You are given the ability to impose restrictions on your accounts, including specific investment selections and sectors. However, we will not enter into an investment advisor relationship with you if your investment objectives may be considered incompatible with our investment philosophy or strategies or where you seek to impose unduly restrictive investment guidelines.

### **Wrap-Fee Program versus Portfolio Management Program**

In traditional management programs, advisory services are provided for a fee but transaction services are billed separately on a per-transaction basis. In wrap-fee programs, advisory services and transaction services are provided for one fee. We do not act as a portfolio manager of or sponsor wrap fee programs.

### **Client Assets Managed by Advisor**

The amount of clients assets managed by Advisor totaled \$ 46,400,000 as of December 31, 2010, with \$20,300,000 managed on a discretionary basis and \$26,100,000 managed on a non-discretionary basis.

## **Item 5 – Fees and Compensation**

In addition to the information provide in Item 4, Advisory Business, this section provides details regarding our asset management services, fees and compensation arrangements.

## **Asset Management Services**

We offer asset management services that include giving continuous investment advice and/or making investments for you based on your individual needs, goals and objectives. We offer a customized and individualized investment program providing you with advice regarding various asset classes, ongoing assistance with evaluating and selecting investments, adjusting and rebalancing portfolios. We are granted trading authorization on your accounts and provide management services on either a discretionary or non-discretionary basis. See Item 16, Investment Discretion, for additional discussion on discretionary and non-discretionary authority.

We recommend that your assets be maintained in a brokerage account with Charles Schwab Institutional, a division of Charles Schwab & Co., Inc. (Charles Schwab), a registered broker/dealer and member SIPC. See Item 12, Brokerage Practices, for additional discussion on our recommendation and use of Charles Schwab. But you are free to select any account custodian you wish. We assist you in establishing an account through Charles Schwab or another qualified custodian that you select. We require a \$250,000 minimum to establish a new account. We grant exceptions to this minimum if you anticipate additional deposits to meet the \$250,000 minimum within a reasonable time (generally six months excluding extenuating circumstances) or if the account holder is a relative of an existing client, a firm employee or a relative of a firm employee. In addition, you can “aggregate” or “bundle” your household accounts to reach the minimum account size. The qualified account custodian maintains custody of your funds and securities. We do not act as custodian and will never have direct access to your funds and securities except to have advisory fees deducted from your account with your prior written authorization.

We charge for asset management services based on a percentage of assets under management. Fees are billed quarterly in arrears and calculated based on the fair market value of the account as of the end of the preceding quarter as follows:

| <u>Portfolio Value</u>           | <u>Annual Fee</u> |
|----------------------------------|-------------------|
| First \$1,000,000.00             | 1.00%             |
| \$1,000,000.01 to \$5,000,000.00 | 0.75%             |
| \$5,000,000.01 and Above         | 0.50%             |

If an agreement for services is executed mid-period, the initial fee is prorated based on the number of days services were provided during the first billing period. In addition, we adjust for additions or withdrawals to the account during a billing period as of the date the transaction occurs, with a minimum adjustment amount of \$50. Existing clients may pay management fees based on a pre-existing fee schedule which is different than the schedule stated above. There is a minimum annual fee of \$2,500 for all accounts.

At your option, fees can be billed directly to you or automatically deducted from an account designated by you and paid directly to us by the account custodian. If fees are billed directly, they are due upon receipt of our billing statement. If fees are deducted from an account, you are required to provide the account custodian with written authorization to have the fees deducted from the account and paid directly to us. If fees are deducted from an account, we send a billing statement to you at approximately the same time we send one to the account custodian. The billing statement shows the amount to be deducted, the manner in which the fee was calculated, any adjustments to the fee and an explanation of any such adjustments. At least quarterly, you will receive an account statement from your account custodian detailing transactions in your account, including advisory fees charged. You should review the account statements received from the account custodian and verify that appropriate advisory fees are being deducted.

Charles Schwab generally does not charge separately for maintaining custody of your accounts, but other qualified custodians selected by you may charge a separate custody fee. However, account custodians may charge brokerage commissions and/or transaction fees directly to you. We do not receive any portion of the commission or fees from either the custodian or from you. In addition, you may incur certain charges imposed by third parties other than us in connection with investments made through your account, including, but not limited to, mutual fund sales loads, 12(b)-1 fees and surrender charges, variable annuity fees and surrender charges and IAR and qualified retirement plan fees. Our management fees are separate and distinct from the fees and expenses charged by investment company securities that may be recommended to you. A description of these fees and expenses are available in each security prospectus.

Either of us can terminate services at any time by providing written notice to the other party. Termination is effective upon receipt of the notice. If services are terminated within five business days of signing the agreement for services, services are terminated without penalty. If services are terminated after the initial five business day period, we charge a prorated fee based on the number of days that services were provided prior to receipt of the termination notice.

You should be aware that management services billed as a percentage of assets managed could still lead to potential conflicts of interest between us. For example, conflicts could arise relating to financial decisions in life such as incurring or paying down debt; gifting to charities or individuals; purchasing a home, car or other non-investment assets; purchasing a lifetime immediate annuity; travel or other expenditures; investments in private equity programs (private real estate ventures, closely held businesses, etc.); and placing funds in non-managed cash reserve accounts.

Our goal is that our recommendations are always made with your best interests in mind, disregarding any impact the decision has on us. To help fulfill this goal, we have adopted internal policies to help manage these conflicts. For example, if you have a mortgage or other debt, we consider the after-tax benefit of deductible mortgage debt against anticipated long-term return on fixed income investments. We also consider whether any state income tax is impacted if funds are used to pay off debt rather than invested in taxable accounts. Because every client's circumstances (i.e., liquidity issues, risk tolerances, etc.) are unique, each situation is handled on a case-by-case basis. Our analyses and your situation and decisions are documented in our files.

### **Additional Compensation**

We do not receive any additional compensation other than that discussed in Item 12, Brokerage Practices.

### **Comparable Services**

We believe our fees for advisory services are reasonable with respect to the services provided and the fees charged by other investment advisors offering similar services. However, lower fees for comparable services may be available from other sources.

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

Performance-based fees are defined as fees based on a share of capital gains on or capital appreciation of the assets held in a client's account. We do not charge performance-based fees.

## **Item 7 – Types of Clients**

Advisor generally provides investment advice to the following types of clients.

- Individuals (including high net worth individuals)
- Pension and profit sharing plans
- Trusts, estates, or charitable organizations

All clients are required to execute an agreement for services in order to establish a client arrangement with us.

### **Minimum Investment Amounts Required**

We require a \$250,000 minimum to establish a managed account. Exceptions to this minimum are granted if you anticipate additional deposits to meet the \$250,000 minimum within a reasonable time (generally six months excluding extenuating circumstances) or if you are a relative of an existing client, a firm employee or a relative of a firm employee. In addition, you can “aggregate” or “bundle” your household accounts to reach the minimum account size.

There is a minimum \$2,500 annual fee for asset management services.

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

### **Methods of Analysis**

We use fundamental analysis when considering investment strategies and recommendations for our clients. Fundamental analysis is a method of evaluating a company or security by attempting to measure its intrinsic value. In other words, an analyst tries to determine its true value by looking at all aspects of the business, including both tangible factors (e.g., machinery, buildings, land, etc.) and intangible factors (e.g., patents, trademarks, “brand” names, etc.). Fundamental analysis also involves examining related economic factors (e.g., overall economy and industry conditions, etc.), financial factors (e.g., company debt, interest rates, management salaries and bonuses, etc.), qualitative factors (e.g., management expertise, industry cycles, labor relations, etc.), and quantitative factors (e.g., debt-to-equity and price-to-equity ratios).

The end goal of performing fundamental analysis is to produce a value that an investor can compare with the security's current price in hopes of figuring out what sort of position to take with that security (underpriced = buy, overpriced = sell). Fundamental analysis is about using real data to evaluate a security's value. Although most analysts use fundamental analysis to value stocks, this method of valuation can be used for just about any type of security.

### **Investment Strategies**

We use long term purchases (investments held at least one year) and short term purchases (investments sold within one year) when implementing investment advice

### **Risk of Loss**

Investing in securities involves a risk of loss that clients should be prepared to bear, including loss of original principal. However, you should be aware that past performance of any security is not necessarily indicative of future results. Therefore, you should not assume that future performance of any specific investment or investment strategy will be profitable. We do not provide any representation or guarantee that your goals will be achieved.

Investing in securities involves risk of loss. Further, depending on the different types of investments, there may be varying degrees of risk:

- **Market Risk.** Either the market as a whole, or the value of an individual company, goes down, resulting in a decrease in the value of client investments. This is referred to as systemic risk.
- **Equity (Stock) Market Risk.** Common stocks are susceptible to fluctuations and to volatile increases/decreases in value as their issuers' confidence in or perceptions of the market change. Investors holding common stock (or common stock equivalents) of any issuer are generally exposed to greater risk than if they hold preferred stock or debt obligations of the issuer.
- **Company Risk.** There is always a certain level of company or industry specific risk when investing in stock positions. This is referred to as unsystematic risk and can be reduced through appropriate diversification. There is the risk that a company may perform poorly or that its value may be reduced based on factors specific to it or its industry (e.g., employee strike, unfavorable media attention).
- **Fixed Income Risk.** Investing in bonds involves the risk that the issuer will default on the bond and be unable to make payments. In addition, individuals depending on set amounts of periodically paid income face the risk that inflation will erode their spending power. Fixed-income investors receive set, regular payments that face the same inflation risk.
- **ETF and Mutual Fund Risk.** ETF and mutual fund investments bear additional expenses based on a pro-rata share of operating expenses, including potential duplication of management fees. The risk of owning an ETF or mutual fund generally reflects the risks of owning the underlying securities held by the ETF or mutual fund. Clients also incur brokerage costs when purchasing ETFs.
- **Management Risk.** Your investments also vary with the success and failure of our investment strategies, research, analysis and determination of portfolio securities. If our strategies do not produce the expected returns, the value of your investments will decrease.



## **Primary Method of Analysis or Strategy**

Fundamental analysis takes a long-term approach to analyzing markets, often looking at data over a number of years. The data reviewed is released over years (e.g., quarterly financial statements). Therefore, fundamental analysis could mean a gain is not realized until a security's market price rises to its "correct" value over the long run--perhaps several years.

Using fundamental analysis usually results in less frequent trading practices. This could have a positive or negative impact on your portfolio value, but likely has reduced brokerage and transaction costs.

## **Item 9 – Disciplinary Information**

In December 2010 we entered into an Offer of Settlement with the Pennsylvania Securities Commission to settle allegations that we violated certain provisions of the Pennsylvania Securities Act of 1972 by engaging in the business of advising others, for compensation, on the purchase or sale of securities.

This matter involved one of our investment advisor representatives. Although the representative's duties were primarily administrative in nature, the representative also assisted other investment advisor representatives in providing investment advice and advisory services to our clients. These duties fall within Pennsylvania's definition of investment advisor representative duties and so require registration. The registration request and applicable fees were submitted in a timely manner to state regulators. However, we were unaware the IARD/CRD system (a regulatory management database) had purged the representative's application and labeled the licensing request as deficient. When this deficiency was discovered, the representative re-applied for and was granted registration as an investment advisor representative with Advisor. Because of the time that had passed, the Pennsylvania Securities Commission alleged the representative had engaged in the business of advising others on the purchase and sale of securities and received compensation in doing so.

The Offer of Settlement was accepted by the Pennsylvania Securities Commission in January 2011 and we were ordered to pay investigative and legal costs as well as an administrative assessment. The costs and assessment totaled \$14,000.

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

Advisor does not have a related person that is:

- A broker/dealer, municipal securities dealer or government securities dealer or broker
- An investment company or other pooled investment vehicle (including a mutual fund, closed-end investment company, unit investment trust, private investment company or "hedge fund," and offshore fund)
- A investment adviser or financial planner
- A futures commission merchant, commodity pool operator or commodity trading advisor
- A banking or thrift institution
- An accountant or accounting firm
- An insurance company or agency
- A lawyer or law firm
- A pension consultant
- A real estate broker or dealer
- A sponsor or syndicator of limited partnerships.

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

According to the *Investment Advisers Act of 1940*, an investment advisor is considered a fiduciary. As a fiduciary, it is an investment advisor's responsibility to provide fair and full disclosure of all material facts. In addition, an investment advisor has a duty of utmost good faith to act solely in your best interests. Both we and our investment advisor representatives have a fiduciary duty to you. We have established a Code of Ethics which all associated persons must read. They must then execute an acknowledgment stating that they understand and agree to com-

ply with our Code of Ethics. Our fiduciary duty to you is considered the core underlying principle for our Code of Ethics and represents the expected basis for all dealings with clients. We have the responsibility to make sure that your interests are placed ahead of our own investment interests. All associated persons will conduct business in an honest, ethical and fair manner. All associated persons will comply with all federal and state securities laws at all times. Full disclosure of all material facts and potential conflicts of interest will be provided to you prior to services being conducted.

All associated persons have a responsibility to avoid circumstances that might negatively affect or appear to affect their duty of complete loyalty to you. This section is only intended to provide you with a description of our Code of Ethics. If you wish to review our Code of Ethics in its entirety, a copy may be requested from any of our associated persons and a copy will be provided promptly.

We may buy or sell securities or have an interest or position in a security for our personal account which is also recommend to you. We are now and will continue to be in compliance with *The Insider Trading and Securities Fraud Enforcement Act of 1988*. As these situations may represent a potential conflict of interest, it is our policy that no associated person will prefer his or her own interest to your interest. No person employed by us may purchase or sell any security prior to a transaction or transactions being implemented for an advisory account. Associated persons will not buy or sell securities for their personal account(s) where their decision is derived, in whole or in part, by information obtained as a result of his/her employment unless the information is also available to the investing public upon reasonable inquiry.

To help avoid additional conflicts if we buy or sell securities for client accounts at or about the same time that we buy or sell the same security for our own or for a related person's account, it is our policy that personal account transactions are only made toward the end of the trading day (i.e., 3:00-4:00 p.m.)

## **Item 12 – Brokerage Practices**

If you wish to implement our advice, you are free to select any broker/dealer or investment advisor you wish and are so informed. If we assist you in implementing any recommendations, we have a duty to ensure that you receive the best execution possible. Best execution does not necessarily mean the lowest price but includes the overall services received from a broker/dealer.

You should understand that not all investment advisors require the use of a particular broker/dealer. While we attempt to seek best execution for client accounts, we may be unable to achieve the most favorable execution of your transactions if you direct the use of a specific custodian. There may be other platforms that are less expensive and may provide faster execution capabilities.

We recommend you establish a brokerage account at Charles Schwab. Charles Schwab provides us with access to its institutional trading and custody services, which are typically not available to Charles Schwab retail investors. These services are generally available to independent investment advisors on an unsolicited basis, at no charge to the advisors so long as (1) at least \$10 million of the advisor's clients' assets are maintained in accounts at Charles Schwab (2) and is not otherwise contingent upon our committing to Charles Schwab any specific amount of business (assets in custody or trading). Charles Schwab's services include brokerage, custody, research and access to mutual funds and other investments that are otherwise generally available only to institutional investors or would require a significantly higher minimum initial investment.

Charles Schwab also makes available to us other products and services that benefit us but may not benefit our clients' accounts. Some of these other products and services assist us in managing and administering client accounts. These include software and other technology that:

- Provide access to client account data (such as trade confirmation and account statements)
- Facilitate trade execution (and allocation of aggregated trade orders for multiple client accounts)
- Provide research, pricing information and other market data
- Facilitate payment of our fees from client accounts
- Assist with back-office functions, recordkeeping and client reporting.

Many of these services generally may be used to service all or a substantial number of our accounts, including accounts not maintained at Charles Schwab. Charles Schwab also makes available other services intended to help us manage and further develop our business. These services may include:

- Consulting, publications and conferences on practice management
- Information technology
- Business succession
- Regulatory compliance
- Marketing

In addition, Charles Schwab may make available, arrange and/or pay for these types of services rendered to us by independent third party providing these services to us. As a fiduciary, we endeavor to act in your best interest. Our recommendation that you maintain your assets in accounts at Charles Schwab may be based in part on the benefit to us in the availability of some of the foregoing products and services and not solely on the nature, cost or quality of custody and brokerage services provided by Charles Schwab. This may create a potential conflict of interest.

You are under no obligation to act on our recommendations. You may select a broker/dealer or account custodian other than Charles Schwab. When you direct us to use a particular broker/dealer or other custodian, we may not be able to obtain the best price and execution for the transaction. If you direct the use of a particular broker/dealer or custodian, you may receive less favorable prices than would otherwise be the case if you had not designated a particular broker/dealer or custodian. Further, we may place directed trades after effecting non-directed trades.

### **Item 13 – Review of Accounts**

We usually review accounts on a monthly basis but all accounts are reviewed at least quarterly. Each of our investment advisor representatives is responsible for reviewing their own accounts. While the calendar is the main triggering factor, reviews can also be conducted due to:

- Client request
- A change in client circumstances
- Unusual market activity or economic conditions
- Portfolio developments (i.e., merger, spin-off, tender offer or significant price swing of an individual equity held)
- Significant additions or withdrawals of cash in the portfolio

We review accounts to check on the accuracy of the holdings, that your investment products remain suitable and that account performance continues to work toward your goals and objectives.

You will receive account statements at least quarterly from Charles Schwab or any other qualified custodian selected by you. In addition, if you meet with us and request it, we provide a report that includes data on individual tax lots, capital gains and losses and investment performance.

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

#### **Client Referrals**

We do not directly or indirectly compensate anyone for referring clients to us.

#### **Non-Client Economic Benefit**

Please see Item 12, Brokerage Practices, for discussion about the services and products we may receive when utilizing Charles Schwab as the qualified custodian for managed accounts.

### **Item 15 – Custody**

Custody has been defined as having access or control over client funds and/or securities, but does **not** include the ability to execute transactions in client accounts. Custody is not limited to physically holding client funds and securities. If an investment advisor has the ability to access or control client funds or securities, the investment advisor is

deemed to have custody for purposes of the *Investment Advisers Act of 1940* and must ensure proper procedures are implemented. Our procedures do **not** result in our maintaining custody of your funds and securities.

Although we do not have custody, we have established procedures to ensure all client funds and securities are held at a qualified custodian in a separate account for each client under that client's name. You or your independent representative direct, in writing, the creation of all accounts and therefore are aware of the qualified custodian's name, address and the manner in which the funds or securities are maintained. Finally, account statements are delivered directly from the qualified custodian to you or your independent representative at least quarterly. You should carefully review those statements. When you have questions about your account statements, you should contact us or the qualified custodian preparing the statement.

### **Item 16 – Investment Discretion**

When contracting with us for asset management services, you provide the account custodian with written notice that we will have trading authorization on your accounts. We may provide asset management services on a discretionary or non-discretionary basis.

When discretionary authority is granted, it is limited in we only have discretionary trading authority. This authority allows us to determine the type of securities and amount of securities for each transaction. We do not have access to your funds and/or securities with the exception of having advisory fees deducted from your account and paid to us by the account custodian. Any fee deduction is done pursuant to your prior written authorization provided to the account custodian. If you grant discretion, you maintain the ability to impose restrictions on management of your accounts.

If asset management services are provided on a non-discretionary basis, we will provide you with investment recommendations but will always contact you for approval before making any transactions in your account.

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

We do not vote proxies or accept proxy materials on your behalf. All proxy materials are sent directly to you from the product sponsor, custodian or transfer agent. You are instructed to read through the information provided with proxy-voting documents and make a determination based on the information provided. However, if you request it, our investment advisor representatives may provide limited clarifications of the issues presented in the proxy-voting materials based on his or her understanding of issues presented in the materials. But you have the ultimate responsibility for making all proxy-voting decisions.

### **Item 18 – Financial Information**

This item is not applicable to our brochure. We do not require or solicit prepayment of more than \$1,200 in fees per client, six months or more in advance. Therefore, we are not required to include a balance sheet for its most recent fiscal year. We are not subject to a financial condition that is reasonably likely to impair our ability to meet contractual commitments to clients. Finally, we have not been the subject of a bankruptcy petition at any time.

### **Item 19 – Customer Privacy Policy**

#### ***Guiding Principles***

The relationship between Sensenig Capital Advisors, Inc. (SCA) and our clients is the most important asset of our firm. We strive to maintain your trust and confidence in our firm, an essential aspect of which is our commitment to protect your personal information to the best of our ability. We believe that all of our clients value their privacy, so we will not disclose your personal information to anyone unless it is required by law, at your direction, or is necessary to provide you with our services.

### ***The personal information that we collect and maintain***

In order to provide investment management service to you, the types and categories of information SCA collects and maintains include:

- Information we receive from you to open an account or provide investment advice to you (such as your home address, telephone number, e-mail address and financial information);
- Information that we generate to service your account (such as portfolio appraisals and tax information);
- Information that we may receive from third parties with respect to your account (such as trade confirmations and monthly statements from brokerage firms and banks).

### ***How we protect your personal information***

To fulfill our privacy commitment at SCA, we have instituted firm-wide practices to safeguard the information that we maintain about you. These include:

- Requiring third parties that perform services for us to agree by contract to keep your information strictly confidential.
- Requests for certain client information via telephone or the Internet by unauthorized third parties will be referred to the Chief Compliance Officer of SCA, in order to eliminate potential illegal “phishing” activity.
- Inclusion of password protected attachments to email correspondence containing personal and financial client information.
- Protecting information of our former clients to the same extent as our current clients.

However, in order for SCA to provide investment management services to you, we do disclose your personal information in very limited instances, which include:

- Disclosures to entities – subject to strict confidentiality procedures – that perform services on our behalf (for example, technology consultants); and
- Disclosures to companies necessary to service your account (such as providing account information to brokers and custodians).



## Item 20 – Brochure Supplement: Carl B. Sensenig

January 6, 2011

This brochure supplement provides information about Carl B. Sensenig that supplements the Sensenig Capital Advisors, Inc. brochure. You should have received a copy of that brochure. Please contact Carl B. Sensenig if you did not receive the Sensenig Capital Advisors, Inc. brochure or if you have any questions about the contents of this supplement.

Additional information about Carl B. Sensenig is available on the SEC's website at the following address:  
[www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**Carl B. Sensenig**  
President  
Chief Compliance Officer  
Sensenig Capital Advisors, Inc.  
3100 Mill Road, P.O. Box 245  
Fairview Village, Pennsylvania 19409  
Phone: (610) 584-9700

### ***Educational Background and Business Experience***

Carl B. Sensenig was born in 1946. He graduated from York College in 1972 with a Bachelor of Science degree in Business Management. He received the Certificate of Professional Studies in Finance from Ursinus College in 1988.

Mr. Sensenig has been the President and Chief Compliance Officer of and an investment advisor representative with Sensenig Capital Advisors, Inc. since February 2007. Prior to this, he was a Vice President at Arthur E. Spellissy & Associates from January 1988 until November 2007 and also an investment advisor representative with that organization from March 1992 until November 2007.

### ***Disciplinary Information***

Carl B. Sensenig has no disciplinary history that is required to be disclosed by the U.S. Securities and Exchange Commission or state regulatory authorities.

### ***Other Business Activities***

Mr. Sensenig does not have any outside activities or other business affiliations that he spends time on.

### ***Additional Compensation***

Mr. Sensenig does not receive any other compensation besides fees charged for providing advisory services.

### ***Supervision***

Carl B. Sensenig is the President and Chief Compliance Officer of Sensenig Capital Advisors, Inc. He is responsible for developing, overseeing and enforcing the firm's compliance programs that have been established to monitor and supervise the activities and services provided by the firm and its representatives, including himself. He can be contacted at (610) 584-9700.





## Item 21 – Brochure Supplement: Jeremy C. Brenn

January 6, 2011

This brochure supplement provides information about Jeremy C. Brenn that supplements the Sensenig Capital Advisors, Inc. brochure. You should have received a copy of that brochure. Please contact Carl B. Sensenig if you did not receive the Sensenig Capital Advisors, Inc. brochure or if you have any questions about the contents of this supplement.

Additional information about Jeremy C. Brenn is available on the SEC's website at the following address:  
[www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

**Jeremy C. Brenn**  
Operations Manager  
Sensenig Capital Advisors, Inc.  
3100 Mill Road, P.O. Box 245  
Fairview Village, Pennsylvania 19409  
Phone: (610) 584-9700

### ***Educational Background and Business Experience***

Jeremy C. Brenn was born in 1980. He graduated from York College in 2002 with a Bachelor of Arts Degree in Graphic Design. In 2006, he graduated from Hood College with a Master of Business Administration in Finance degree.

Mr. Brenn has been the Operations Manager with Sensenig Capital Advisors, Inc. since April 2007 and also an investment advisor representative since August 2010. From November 2002 to December 2007, he was the Art Director and Prepress Manager at Signature Book Printing.

### ***Disciplinary Information***

Jeremy C. Brenn has no disciplinary history that is required to be disclosed by the U.S. Securities and Exchange Commission or state regulatory authorities.

### ***Other Business Activities***

Mr. Brenn does not have any outside activities or other business affiliations that he spends time on.

### ***Additional Compensation***

Mr. Brenn does not receive any other compensation besides fees charged for providing advisory services.

### ***Supervision***

Carl B. Sensenig is the President and Chief Compliance Officer of Sensenig Capital Advisors, Inc. He is responsible for developing, overseeing and enforcing the firm's compliance programs that have been established to monitor and supervise the activities and services provided by the firm and its representatives, including Jeremy C. Brenn. He can be contacted at (610) 584-9700.