



BROCHURE SUPPLEMENT
CLINTON C. CANNON
CHACE T. CANNON
CHRISTOPHER G. HARRIS

CANNON CAPITAL MANAGEMENT, INC.
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PURPOSE OF THE BROCHURE SUPPLEMENT:

The BROCHURE SUPPLEMENT provides information about Clinton C. Cannon, Chace T. Cannon, and Christopher G. Harris that supplements the Cannon Capital Management, Inc. FIRM BROCHURE document. You should have received a copy of that FIRM BROCHURE. Please contact Clinton C. Cannon if you did not receive Cannon Capital Management, Inc.'s FIRM BROCHURE or if you have any questions about the contents of this BROCHURE SUPPLEMENT.

Additional information about Clinton C. Cannon, Chace T. Cannon, and Christopher G. Harris is available on the SEC's website at www.adviserinfo.sec.gov. The CRD number for Clinton C. Cannon is 2304488, the CRD number for Chace T. Cannon is 5960781, and the CRD number for Christopher G. Harris is 6685716.

NOTE:

While Cannon Capital Management, Inc. may refer to itself as a "registered investment advisor" or "RIA," clients should be aware that the registration itself does not imply any level of skill or training.

Item 2: Educational Background and Business Experience

Clinton C. Cannon, born in 1958

Education:

B.A. - Political Science - University of Utah - 1982

M.P.A. - Brigham Young University - 1984

One Semester Ph.D. coursework in finance - Pennsylvania State University - 1984

Chartered Financial Analyst - 1989

Commodities Trading Advisor - 2009

Principal - Cannon Tingey Investment Advisors - 1996-2007

Principal - SMC Capital - 2007

President, Owner - Cannon Capital Management, Inc - 2008 – present

Principal, Co-Owner – Fishrock, LLC. – 2011 – 2013

Qualified Financial Plan Consultant - 2014

Business Background:

President and sole owner - Cannon Capital Management, Inc. – January 2008 – Present

Founded Cannon Capital Management, Inc. – A Registered Investment Advisor licensed with the State of Utah.

Manager and sole owner - Fiduciary Doctors of the West, LLC – October 2014 – Present

Pension consulting service for Qualified ERISA Plans.

Principal, Co-Owner - Fishrock, LLC. – November 2011 – July 2013

Fishrock, LLC was a Commodity Trading Advisor registered with the National Futures Association. Fishrock, LLC is no longer an ongoing enterprise and has no clients.

Principal - SMC Capital – July 2007 – December 2007

Portfolio manager.

Principal and Owner - Cannon Tingey Investment Advisors – February 1996 – June 2007

Founded Cannon Tingey Investment Advisors. The firm was registered with the Securities and Exchange Commission as a Registered Investment Advisor.

Sr. Vice President, Director of Equity Research and Sr. Portfolio Manager - First Security Investment Management, Inc. – August 1985 – February 1996

Directed an equity research staff of eight people and served as portfolio manager responsible for over \$500 million in assets.

Trust Officer – Tracy Collins Bank and Trust – January 1985 – August 1985

Served as portfolio manager for the Trust Department.

Chace T. Cannon, born in 1986

Education:

B.S. in Finance, University of Utah, 2011
Accredited Investment Fiduciary, AIF 2013
Certified Plan Financial Advisor, CPFA 2013

Business Background:

Investment Advisor, Research Manager – April 2009 – Present

Meet with existing and prospective CCM clients to review their investment portfolios. Monitor and recommend changes to investment funds used in the Pension Consulting and Advisory Business of CCM.

Sales Consultant – Diamond Wireless Cellular – October 2008 – April 2009

Worked with existing and potential clients to determine the best mobile phone plan for their needs.

Member Service Representative – Mountain America Credit Union – September 2007 – October 2008

Served customer's financial needs at Mountain America Branch.

Christopher G. Harris, born in 1988

Education:

Currently enrolled in Exercise Science Program at the University of Utah
Passed Registered Investment Advisor Examination, December 2016

Business Background:

Business Development, Advanced MD – Feb 2016 – June 2016

Marketed Practice Management System to Medical Professionals.

Owner and Manager, Tenneys Pizza – September 2014 – June 2016

Managed pizza store, marketed services to large institutions and individuals.

Personal Trainer, Golds Gymn – January 2014 – September 2014

Helped clients maximize their health and exercise regimes.

Chartered Financial Analyst (CFA) Designation

The Chartered Financial Analyst (CFA) charter is a globally respected, graduate-level investment Credential established in 1962 and awarded by CFA Institute — the largest global Association of Investment Professionals. There are currently more than 90,000 CFA charter holders working in 134 countries.

To earn the CFA charter, candidates must complete the following: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join the CFA Institute as a member; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

High Ethical Standards

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charter holders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

Global Recognition

Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charter holders—often making the charter a prerequisite for employment. Additionally, regulatory bodies in 22 countries and territories recognize the CFA charter as a proxy for meeting certain licensing requirements, and more than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

Comprehensive and Current Knowledge

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning. The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession.

To learn more about the CFA charter, visit www.cfainstitute.org

Certified Plan Financial Advisor (CPFA) Designation

The CPFA designation is the professional credential for financial professionals who sell, advise, market or support qualified retirement plans. The QPFC program provides an understanding of general retirement planning concepts, terminology, distinctive features of qualified plans and the role of retirement plan professionals. Designees are able to demonstrate a general proficiency of plan administration, compliance, investment, fiduciary, and ethics issues based on the successful completion of two examinations. The CPFA designation is given by the American Society of Pension Professionals and Actuaries (ASPPA).

Accredited Investment Fiduciary (AIF®) Designation

The AIF® Designation certifies that the recipient has specialized knowledge of fiduciary standards of care and their application to the investment management process. To receive the AIF Designation, the individual must meet prerequisite criteria based on a combination of education, relevant industry experience, and/or ongoing professional development, complete a training program, successfully pass a comprehensive, closed-book final examination under the supervision of a proctor and agree to abide by the Code of Ethics and Conduct Standards. In order to maintain the AIF Designation, the individual must annually attest to the Code of Ethics and Conduct Standards, and accrue and report a minimum of six hours of continuing education. The Designation is administered by the Center for Fiduciary Studies, the standards-setting body of fi360.

Item 3: DISCIPLINARY INFORMATION

Clinton C. Cannon, Chace T. Cannon, or Christopher G. Harris have not had any legal or disciplinary events in their past. Clients and prospective clients can view the CRD records (registration records) for Clinton C. Cannon, Chace T. Cannon and Christopher G. Harris through the SEC's Investment Adviser Public Disclosure (IAPD) database online website at www.adviserinfo.sec.gov. The CRD numbers for Clinton C. Cannon, Chace T. Cannon, and Christopher G. Harris are listed on the cover page to this Brochure Supplement.

Item 4: OTHER BUSINESS ACTIVITIES

Fiduciary Doctors of the West, LLC (FDOW) is owned by Clinton C. Cannon. FDOW acts as a ministerial agent for Fiduciary Doctors, LLC, which is an advisory and consulting firm that provides regulatory guidance and direction to Qualified Plans.

Item 5: ADDITIONAL COMPENSATION

Clinton C. Cannon, as the owner of FDOW, receives compensation from Fiduciary Doctors, LLC for consulting and marketing services provided in conjunction with Fiduciary Doctors, LLC.

Item 6: SUPERVISION

As president of CCM, Clinton C. Cannon is responsible for supervision of CCM and its' IA Representatives; Clinton C. Cannon is an IA Representative himself. Clinton C. Cannon reviews all portfolio management transactions on a daily basis. All client accounts are reviewed on a quarterly basis in conjunction with the calculation of the advisory fee. Reviews of each client's account with the Client are handled on a regular annual or more frequent basis in accordance with the Client's desire and schedule.

Advisory clients may contact either Clinton C. Cannon, Chace T. Cannon, or Christopher G. Harris directly at the following telephone number: (801) 566-3190.

Item 7: REQUIREMENTS FOR STATE-REGISTERED ADVISERS

CCM would be required to disclose additional information for Clinton C. Cannon, Chace T. Cannon, and Christopher G. Harris if either had been the subject of a bankruptcy petition or ever been found liable in either: (a) an arbitration; or (b) a civil, self-regulatory organization, or administrative proceeding. As none of these apply to Clinton C. Cannon, Chace T. Cannon, or Christopher G. Harris, CCM has no information to disclose in this regard.