



**BROCHURE SUPPLEMENT
CLINTON C. CANNON
CHACE T. CANNON**

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

The BROCHURE SUPPLEMENT provides information about Clinton C. Cannon and Chace T. Cannon 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 and Chace T. Cannon is available on the SEC's website at www.adviserinfo.sec.gov. The CRD number for Clinton C. Cannon is 230448 and the CRD number for Chace T. Cannon is 5960781.

NOTE:

While Cannon Capital Management, Inc. may refer to itself as a "registered investment advisor" or "RIA," clients should be aware that 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 – Present

Business Background:

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

Served as portfolio manager for the Trust Department.

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.

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.

Principal - SMC Capital – July, 2007 – December, 2007

Portfolio manager.

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.

Principal, Co-Owner - Fishrock, LLC. – November 2011 – Present

Fishrock, LLC is a Commodity Trading Advisor registered with the National Futures Association. Fishrock, LLC is developing a Managed Futures trading program – as of the present time, the program is still in the development stage and Fishrock, LLC currently has no clients.

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

Item 2: Educational and Business Experience, cont.

Chace T. Cannon, born in 1986

Education:

B.S. in Finance, University of Utah, 2011

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.

Item 3: DISCIPLINARY INFORMATION

Neither Clinton C. Cannon nor Chace T. Cannon have had any legal or disciplinary events in their past. Clients and prospective clients can view the CRD records (registration records) for Clinton C. Cannon and Chace T. Cannon through the SEC's Investment Adviser Public Disclosure (IAPD) database online website at www.adviserinfo.sec.gov. The CRD numbers for Clinton C. Cannon and Chace T. Cannon are listed on the cover page to this Brochure Supplement.

Item 4: OTHER BUSINESS ACTIVITIES

Clinton C. Cannon, the sole owner of CCM, has a one-third ownership stake in Fishrock, LLC, a Commodities Trading Advisor (CTA). Clinton C. Cannon is also an Associated Person with Fishrock, LLC. While Fishrock is registered with the National Futures Association (NFA) it has yet to have solicited clients or to have been engaged by any clients for its services.

In the event that Fishrock moves forward with an active managed futures program, CCM may choose to recommend Fishrock's services to some of its clients. Clinton C. Cannon would be compensated as an owner and Associated Person of Fishrock for the business that could possibly come from a CCM referral. A referral by CCM to Fishrock represents a conflict of interest to Clinton C. Cannon and any CCM Client or prospective Client. CCM and Clinton C. Cannon will disclose Clinton C. Cannon's ownership of Fishrock and have prospective Fishrock Clients that are CCM Clients sign a disclosure document informing the Client of the conflict of interest.

Item 5: ADDITIONAL COMPENSATION

Neither Clinton C. Cannon nor Chace T. Cannon receives any additional compensation from non-clients for providing advisory services. All advisory compensation is paid by clients directly.

Item 2: Educational and Business Experience, cont.

Item 3: Disciplinary Information

Item 4: Other Business Activities

Item 5: Additional Compensation

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 or Chace T. Cannon 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 and Chace T. Cannon 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 either Clinton C. Cannon or Chace T. Cannon, CCM has no information to disclose in this regard.