

# Minis & Company

## Part 2B of Form ADV

### The Brochure Supplement

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April 1, 2013

This brochure supplement provides information about Mark I. Allen and A. Felton Jenkins that supplements Minis and Company's Form ADV brochure. You should have received a copy of that brochure. Please contact Minis & Company's Chief Compliance Officer, Lora Jex, at 912-629-6644 if you did not receive Minis & Company's brochure or if you have any questions about the contents of this supplement.

# Mark Irvin Allen, CFA, CFP

## **Educational Background and Business Experience**

Mark Allen was born in 1971. He received a Bachelor of Arts degree in Economics, with honors, from Northwestern University in 1993 and his Master of Business Administration, with distinction, from the Stern School of Business at New York University in 1999. He earned his Chartered Financial Analyst (CFA) designation in 1996 and earned his designation as a Certified Financial Planner (CFP) in 2001. Mr. Allen began working at Minis & Company in 2001, and assumed his current role as Chief Executive Officer in 2010.

## **Minimum Qualifications & Value of Professional Designations**

### ***Chartered Financial Analyst (CFA)***

The Chartered Financial Analysis (CFA) charter is a globally respected, graduate-level investment credential established in 1962 and awarded by the CFA Institute ó the largest global association of investment professionals.

There are currently more than 90,000 CFA charterholders working in 134 countries. To earn the CFA charter, candidates must: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join the CFA Institute as members; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charterholders 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.

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 charterholders ó 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.

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.

### ***Certified Financial Planner (CFP)***

The Certified Financial Planner (CFP) designation is a voluntary certification; no federal or state law or regulation requires financial planners to hold the CFP certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP certification in the U.S. To attain the right to use the CFP certification, an individual must satisfactorily fulfill the following requirements:

- Education ó Complete an advanced college level course of study addressing the financial planning subject areas that CFP Board's studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor's Degree from a regionally accredited U.S. college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination ó Pass the comprehensive CFP Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;
- Experience ó Complete at least three years of full-time financial planning related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics ó Agree to be bound by CFP Board's Standards of Professional Conduct, a set of documents outlining the ethical and practice standards for CFP professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP certification:

- Continuing Education ó Complete 30 hours of continuing education hours every two years, including two hours on the Code of Ethics and other parts of the Standards of Professional Conduct, to maintain competence and keep up with developments in the financial planning field; and
- Ethics ó Renew an agreement to be bound by the Standards of Professional Conduct. The Standards prominently require that CFP professionals provide financial planning services at a fiduciary standard of care. This means CFP professional must provide financial planning services in the best interest of their clients.

CFP professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP certification.

### **Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each individual providing investment advice. Mr. Allen has not been involved in any legal or disciplinary events that would be material to a client's evaluation of Mr. Allen or of Minis & Company.

### **Other Business Activities**

Registered investment advisers are required to disclose any other business activities regarding the individual providing investment advice. Mr. Allen is not engaged in other investment related, or non-investment related business activities, and does not receive compensation in connection with any business activity outside of Minis & Company.

### **Additional Compensation**

Registered investment advisers are required to disclose any additional compensation received from a non-client by each individual providing investment advice. Mr. Allen does not receive additional compensation or economic benefits from any person or entity other than Minis and Company in connection with the provision of investment advice to clients.

### **Supervision**

Mr. Allen serves as the CEO of Minis & Company and is directly supervised by the Wealth Management division of SCBT, and indirectly supervised by the Minis & Company and SCBT Board of Directors. Minis and Company is audited by the Internal Audit Department of SCBT to assess the adequacy of its internal controls and policies and procedures. In addition, the Chief Compliance Officer of Minis & Company, Lora Jex, performs periodic reviews to assess the Company's compliance with applicable rules and regulations. Lora Jex serves as the supervisor for compliance activities and may be reached at (912)-629-6644.

# Albert “Felton” Jenkins, III, CFA

## **Educational Background and Business Experience**

Felton Jenkins was born in 1967. He received a Bachelor of Science Degree, with honors, from University of Georgia in 1990 and two graduate degrees from Yale University in 1995: a Master of Business Administration with a concentration in investments and finance, and a Master of Forest Science. He earned his Chartered Financial Analyst (CFA) designation in 2001 and joined Minis & Company in early 2002, following almost seven years with Weyerhaeuser Company where he performed financial analysis and due diligence concerning over \$4 billion worth of mergers, acquisitions, divestments and large capital projects.

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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.

### **Disciplinary Information**

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each individual providing investment advice. Mr. Jenkins has not been involved in any legal or disciplinary events that would be material to a client's evaluation of Mr. Jenkins or of Minis & Company.

### **Other Business Activities**

Registered investment advisers are required to disclose any other business activities regarding the individual providing investment advice. Mr. Jenkins is not engaged in other investment related, or non-investment related business activities, and does not receive compensation in connection with any business activity outside of Minis & Company.

### **Additional Compensation**

Registered investment advisers are required to disclose any additional compensation received from a non-client by each individual providing investment advice. Mr. Jenkins does not receive additional compensation or economic benefits from any person or entity other than Minis and Company in connection with the provision of investment advice to clients.

### **Supervision**

All investment personnel at Minis & Company, including Mr. Jenkins, are supervised by the Chief Executive Officer, Mark Allen, who may be reached at (912) 629-6644. Minis and Company is audited by the Internal Audit Department of SCBT to assess the adequacy of its internal controls and policies and procedures. In addition, the Chief Compliance Officer of Minis & Company, Lora Jex, performs periodic reviews to assess the Company's compliance with applicable rules and regulations.