

**Steven Willard King**

**Goldeneye Asset Management, LLC  
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**April 29, 2011**

**FORM ADV PART 2B, BROCHURE SUPPLEMENT**

This brochure supplement provides information about Steven Willard King that supplements the Goldeneye Asset Management, LLC brochure. You should have received a copy of that brochure. Please contact Zachary Paul Liggett, Chief Compliance Officer (231-498-2175), if you did not receive Goldeneye Asset Management, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about Steven Willard King is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Educational Background and Business Experience

Form ADV Part 2B, Item 2

### **STEVEN WILLARD KING**

Born 1965

#### Post-Secondary Education:

Michigan State University, East Lansing, MI  
B.A. Accounting

#### Recent Business Background:

Goldeneye Asset Management, LLC, Traverse City, MI, Member, Director of Financial Planning  
Registered Investment Adviser July 2009 – Present

National Planning Corporation, Traverse City, MI (Branch), Registered Representative  
Broker Dealer and Registered Investment Adviser November 2003 – July 2009

Hackney Financial Services, LLC, Traverse City, MI, Associate  
Financial Services November 2003 – July 2009

UBS PaineWebber, Inc., Traverse City, MI (Branch), Registered Representative  
Broker Dealer February 2002 – November 2003

Schepers & Hofstra, P.C., Traverse City, MI, CPA  
Certified Public Accounting Firm January 2000 – January 2002

Other: Mr. King was an independently licensed insurance agent appointed with numerous companies. Mr. King's license is currently inactive and no commissions are accepted as a result of any insurance recommendations as Goldeneye Asset Management is a fee-only investment advisory firm.

#### Professional Designations:

Certified Public Accountant (CPA): Michigan CPA License currently held in "Registered Only" status. Mr. King does not complete the yearly continuing education requirement and does not hold himself out as a practicing public accountant. Please read the following CPA license requirements and definition of the CPA License in Registered Only vs. Active License status.

**Certified Public Accountant (CPA)** CPAs are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college education (typically 150

credit hours with at least a baccalaureate degree and a concentration in accounting), minimum experience levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination. In order to maintain a CPA license in active status, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two year period or 120 hours over a three year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members<sup>1</sup> are required to follow a rigorous *Code of Professional Conduct* which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services. The vast majority of state boards of accountancy have adopted the AICPA's *Code of Professional Conduct* within their state accountancy laws or have created their own.

#### **CPA License in Registered Only vs. Active License**

A CPA is considered to be in "Registered Only" status in the state of Michigan if the individual still holds a CPA certificate, but does not maintain an active license by completing the yearly continuing education requirement as mandated by Michigan law. It is okay for an individual to use the CPA designation while in "Registered Only" status, as long as they do not hold themselves out as practicing public accounting to the public. While in "Registered Only" status, the individual:

- Can use the CPA credential on their business card,
- Prepare and sign a tax return, but cannot use the CPA designation
- Cannot provide public attestation (including auditing) opinions on financial statements

#### **Disciplinary Information**

#### **Form ADV Part 2B, Item 3**

Mr. King has the following Financial Disclosures:

Compromise with Creditor:

A compromise with the creditor, Square Two Financial, was reached and satisfied in March of 2007. The original amount owed was \$3228 and a compromise was reached and paid, for \$2000 in settlement. The date and settlement amount were provided by the creditor upon phone inquiry.

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A compromise with the creditor, Asset Acceptance LLC, was reached and satisfied on May 22<sup>nd</sup>, 2007. The original amount owed was \$1200.29 and a compromise was reached and paid, for \$968 in settlement.

A compromise with the creditor, Discover Financial Services LLC, was reached and satisfied on January 26th, 2005. The original amount owed was \$8187.00 and a compromise was reached and paid, for \$3275.00 in settlement.

Financial disclosure related to an Organization over which Mr. King exercised control:

Mr. King was an owner/vice president of a non-investment related company Cathie's Tote And Dine, Inc. that operated restaurants for eleven years. Cathie's Tote And Dine, Inc. filed for Bankruptcy on February 3, 2000. The case was in the US Bankruptcy Court-Western District of Michigan Case #0-00803 Chapter 7 Bankruptcy. This corporate bankruptcy was concluded June 26<sup>th</sup>, 2001 and the corporation was dissolved. The closure of the company resulted from irreconcilable differences within an ongoing lease negotiation for two of our company's locations owned by the same landlord. The landlord was responsible for and controlled a new building project for one of these locations that was completed seven months late and over budget causing the company severe financial hardship.

#### **Other Business Activities**

**Form ADV Part 2B, Item 4**

None.

#### **Additional Compensation**

**Form ADV Part 2B, Item 5**

None.

#### **Supervision**

**Form ADV Part 2B, Item 6**

Zachary Paul Liggett, member and Chief Compliance Officer (231-498-2175), supervises the advisory activities of Steven King.

**Requirements for State-Registered Advisers**

**Form ADV Part 2B, Item 7**

Please see Financial Disclosures under Disciplinary Information above.