

This brochure supplement provides information about James Jay Schipper that supplements the Advisory Alpha, LLC brochure. You should have received a copy of that brochure. Please contact James Jay Schipper, Investment Adviser Representative if you did not receive Advisory Alpha, LLC's brochure or if you have any questions about the contents of this supplement.

Additional information about James Jay Schipper is also available on the SEC's website at www.adviserinfo.sec.gov.

Advisory Alpha, LLC

Form ADV Part 2B – Individual Disclosure Brochure

for

James Jay Schipper

Personal CRD Number: 2636447

Investment Adviser Representative

Advisory Alpha, LLC
80 Ottawa Ave NW, Suite 425
Grand Rapids, Michigan, 49503
(616) 889-0163

UPDATED: 10/24/2011

Item 2: Educational Background and Business Experience

Name: James Jay Schipper

Born: 1965

Education Background and Professional Designations:

Education:

Bachelor of Science in Accountancy, Calvin College - 1987

Designations:

AIF® - Accredited Investment Fiduciary

AIF MINIMUM QUALIFICATIONS:

- Sign and agree to abide by a code of ethics
- Complete six hours of continuing professional education, 4 of which are fi360 Training CE
- Maintaining current contact information in fi360's designee database
- Submit yearly renewal application with \$325 in annual dues

CRPS® - Chartered Retirement Plans Specialist

CRPS MINIMUM REQUIREMENTS:

- Successfully complete the program;
- Pass the final examination; and
- Comply with the Code of Ethics, which includes agreeing to abide by the Standards of Professional Conduct and Terms and Conditions. Applicants must also disclose of any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct
- Continued use of the CRPS® designation is subject to ongoing renewal requirements. Every two years individuals must renew their right to continue using the CRPS® designation by:
 - Completing 16 hours of continuing education;
 - Reaffirming to abide by the Standards of Professional Conduct, Terms and Conditions, and self disclose any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct; and
 - Paying a biennial renewal fee

Business Background:

09/2011 – Present	Investment Adviser Representative Advisory Alpha, LLC
01/1997 – Present	Partner Schipper & Osterink
11/2010 – Present	Registered Representative American Portfolios Financial Services
01/2011 – Present	Investment Adviser Representative Regal Investment Advisors, LLC
11/1996 – Present	Self - Employed
01/2009 – 10/2010	Registered Representative Sagepoint Financial, LLC
12/2005 – 01/2009	Representative AIG Financial Advisors, Inc.
06/2001 – 12/2005	Registered Representative Raymond James Financial Services, Inc

Item 3: Disciplinary Information

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

Item 4: Other Business Activities

James Jay Schipper is an investment adviser representative of Regal Investment Advisors, LLC and a registered representative of American Portfolios Financial Services. From time to time, he will offer clients advice or products from those activities. Advisory Alpha, LLC always acts in the best interest of the client. Clients are in no way required to implement the plan through any representative of Advisory Alpha, LLC in their capacity as a registered representative or an investment adviser representative.

James Jay Schipper is also a licensed insurance agent. From time to time, he will offer clients advice or products from those activities. Clients should be aware that these services pay a commission and involve a conflict of interest, as commissionable products conflict with the fiduciary duties of a registered investment adviser. Advisory Alpha, LLC always acts in the best interest of the client; including the sale of commissionable products to advisory clients. Clients are in no way required to implement the plan through any representative of Advisory Alpha, LLC in their capacity as an insurance agent.

Item 5: Additional Compensation

Other than salary, annual bonuses, regular bonuses, James Jay Schipper does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Advisory Alpha, LLC.

Item 6: Supervision

As a representative of Advisory Alpha, LLC, James Jay Schipper works closely with the supervisor, Steve Mark Osterink, Jr., and all advice provided to clients is reviewed by the supervisor prior to implementation. James Jay Schipper's contact information is on the cover page of this disclosure document.