



**Brochure Supplement**  
(Part 2B of Form ADV)

**STEARNS FINANCIAL SERVICES GROUP, INC.**

**GREENSBORO OFFICE (MAIN)**

324 W. Wendover Ave, Suite 204  
Greensboro, NC 27408  
336-230-1811

**CHAPEL HILL OFFICE**

1450 Raleigh Road, Suite 105  
Chapel Hill, NC 27517  
919-636-3634

800-881-SFSG ✧ [www.sfsg.net](http://www.sfsg.net) ✧ [sfsg@sfsg.net](mailto:sfsg@sfsg.net)

This brochure supplement provides information about the following persons and supplements the Stearns Financial Services Group, Inc. brochure:

- Brian D. Haehl
- J. Glenn Joyce, Jr.
- M. James McKee, III
- Sherry McKinney
- Haleh Moddasser
- Dennis Stearns
- Pamela Stearns
- John Thomas
- Denise White

You should have received a copy of the Stearns Financial Services Group brochure. Please contact J. Glenn Joyce, Jr. if you did not receive SFSG's brochure or if you have questions about the contents of this supplement.

Additional information about Stearns Financial Services Group is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

October 2011

IARD No. 106298 SEC File No. 801 - 39328

## Brochure Supplement (Part 2B of Form ADV)

### Education and Business Standards

---

SFSG requires that advisors in its employ have a bachelor's degree and further education or designations demonstrating knowledge of financial planning or tax planning. Examples of acceptable education include: an MBA, a master's degree in finance or a related discipline, or JD. Examples of acceptable designations include: a CFP®, a CFA, a ChFC, or CPA. Additionally, advisors must have work experience that demonstrates their aptitude for financial planning and investment management.

### Professional Certifications

---

Employees' additional certifications and credentials explained in further detail:

Certified Financial Planner (CFP): Certified Financial Planners are licensed by the CFP Board to use the CFP mark. CFP certification requirements:

- Bachelor's degree from an accredited college or university.
- Completion of the financial planning education requirements set by the CFP Board ([www.cfp.net](http://www.cfp.net)).
- Successful completion of the 10-hour CFP® Certification Exam.
- Three-year qualifying full-time work experience.
- Successfully pass the Candidate Fitness Standards and background check.
- Agree annually to be bound by CFP Board's *Standards of Professional Conduct*.
- Complete 30 hours of continuing education every two years, including two hours on the *Code of Ethics* and *Standards of Professional Conduct*.

Chartered Financial Analyst (CFA): Chartered Financial Analysts are licensed by the CFA Institute to use the CFA mark. CFA certification requirements:

- Hold a bachelor's degree from an accredited institution or have equivalent education or work experience.
- Successful completion of all three exam levels of the CFA Program.
- Have 48 months of acceptable professional work experience in the investment decision-making process.
- Fulfill society requirements, which vary by society. Unless you are upgrading from affiliate membership, all societies require two sponsor statements as part of each application; these are submitted online by your sponsors.
- Agree to adhere to and sign the Member's Agreement, a Professional Conduct Statement, and any additional documentation requested by CFA Institute.
- Adhere to the CFA Institute Code of Ethics and Standards of Professional Conduct.

Chartered Financial Consultant (ChFC): Chartered Financial Consultants are certified by the Certification Committee of the Board of Trustees of The American College to use the ChFC mark. ChFC certification requirements:

- Hold a bachelor's degree from an accredited institution or have equivalent education or work experience.
- Successful completion eight college-level financial planning courses from The American College.
- Three years of full-time business experience. (A graduate or undergraduate degree qualifies as one year of business experience.)
- Successful completion of the ChFC Certification Exam.
- Agree to adhere to the ChFC Code of Ethics.
- Obtain 30 hours of continuing education credits every two years.

Certified Public Accountant (CPA): Certified Public Accountants are licensed in the state in which they practice. While requirements to sit for the exam vary from state to state, the following are general CPA certification requirements:

- Hold a bachelor's degree from a regionally accredited institution with a concentration generally in accounting.
- Some states may also require a minimum amount of accounting and/or auditing experience.
- Successful completion of all four sections of the 14-hour Uniform CPA Exam.
- Agree to adhere to state board ethics and professional conduct requirements.
- The state board determines the continuing education requirements.

Year of Birth: 1967

Educational Background:

- Indiana University – Bachelor of Arts in Telecommunications; 1989
- Bluffton University – Master of Arts in Organizational Management; 2009
- Certified Financial Planner (CFP); 1994
- Chartered Financial Consultant (ChFC); 1997
- Accredited Investment Fiduciary Analyst (AIFA); 2008

Business Experience:

- Vice President – Stearns Financial Services Group – August 2011 to present
- JFSAP Personal Financial Counselor – MHN Government Services (Ohio - Armed Forces) – October 2009 to April 2011.
- Director of Financial Planning – Pry Advisory Group – September 2007 to September 2009
- Director of Institutional Advancement – Southwestern College – July 2005 to July 2007.

Disciplinary Information: None

Other Business Activities: On-demand, sub-contractor for MHN Government Services. 8 hours per month.

Additional Compensation: None

Supervision:

Brian D. Haehl is supervised by Dennis Stearns, President. He reviews Mr. Haehl's activities through frequent office interactions as well as remote interactions. Mr. Haehl works out of our Triangle office.

Dennis Stearns' contact information:

(336) 230-1811  
[dstearns@sfsg.net](mailto:dstearns@sfsg.net)

**J. Glenn Joyce, Jr., *Vice President and Investment Analyst***

---

Year of Birth: 1966

Educational Background:

- University of North Carolina – Chapel Hill – Bachelor of Arts in Economics and Industrial Relations; 1989
- Certified Financial Planner (CFP); 2006
- Chartered Financial Analyst (CFA); 2008

Business Experience:

- Vice President, Investment Analyst and Investment Committee Member – Stearns Financial Services Group – October 2003 to present.

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: None

Supervision:

J. Glenn Joyce, Jr. is supervised by Dennis Stearns, President. He reviews Mr. Joyce's activities through frequent office interactions as well as remote interactions.

Dennis Stearns' contact information:

(336) 230-1811  
dstearns@sfsg.net

**M. James McKee, III, *Senior Financial Advisor and Investment Committee Chairman***

---

Year of Birth: 1958

Educational Background:

- Wake Forest University – Bachelor of Science in Accountancy; 1980
- University of North Carolina – Greensboro – Master of Business Administration (MBA); 1984
- Certified Public Accountant (CPA); 1983
- Chartered Life Underwriter (CLU); 1990
- Chartered Financial Consultant (ChFC); 1991
- Certified Financial Planner (CFP); 2002
- Chartered Financial Analyst (CFA); 2008

Business Experience:

- Senior Financial Advisor, Investment Committee Chairman – Stearns Financial Services Group – 2001 to Present.

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: None

Supervision:

M. James McKee III is supervised by Dennis Stearns, President. He reviews Mr. McKee's activities through frequent office interactions as well as remote interactions.

Dennis Stearns' contact information:

(336) 230-1811

[dstearns@sfsg.net](mailto:dstearns@sfsg.net)

Year of Birth: 1962

Educational Background:

- University of North Carolina – Chapel Hill - Bachelor of Science Business Administration; 1985
- University of North Carolina - Greensboro – Master of Business Administration (MBA); 1989
- Certified Public Accountant (CPA); 1990
- Certified Financial Planner (CFP); 2003

Business Experience:

- Financial Planning Manager – Stearns Financial Services Group – November 2010 to present.
- Financial Advisor – Capital Management, Inc. – May 2004 to July 2009

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: None

Supervision:

Sherry McKinney is supervised by Dennis Stearns, President. He reviews Ms. McKinney's activities through frequent office interactions as well as remote interactions.

Dennis Stearns' contact information:

(336) 230-1811  
[dstearns@sfsg.net](mailto:dstearns@sfsg.net)

**Haleh Moddasser, Vice President and Financial Advisor**

---

Year of Birth: 1962

Educational Background:

- University of North Carolina – Chapel Hill - Bachelor of Arts in Journalism; 1985
- Certified Public Accountant (CPA); 1992

Business Experience:

- Financial Advisor – Stearns Financial Services Group – January 2011 to present
- Certified Public Accountant – Hughes, Pittman and Gupton – August 2010 to December 2010
- Assistant Treasurer – Burlington Industries – 1993 to 1997
- Senior Accountant – Price Waterhouse – 1989-1991

Disciplinary Information: None

Other Business Activities: Owner/Operator of Alla Prima Studio – a small arts studio. She teaches art and paints professionally. 12-15 hours per month.

Additional Compensation: None

Supervision:

Haleh Moddasser is supervised by Dennis Stearns, President. He reviews Ms. Moddasser's activities through frequent office interactions as well as remote interactions. Ms. Moddasser will be working out of our Triangle office.

Dennis Stearns' contact information:

(336) 230-1811

[dstearns@sfsg.net](mailto:dstearns@sfsg.net)



**Dennis Stearns, *President and Chief Compliance Officer***

---

Year of Birth: 1957

Educational Background:

- University of South Florida – Bachelor of Arts in Finance; 1978
- American College – Master of Arts in Finance; 1987
- Chartered Financial Consultant (ChFC); 1983
- Certified Financial Planner (CFP); 1990

Business Experience:

- President, Chief Compliance Officer and Investment Committee Member – Stearns Financial Services Group – 1991 to present

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: None

Supervision:

Dennis Stearns' compliance-related activities are supervised by J Glenn Joyce, Jr, Vice President and the management team, which includes members of the Investment and Risk Committees. Mr. Joyce reviews Mr. Stearns' compliance-related activities through frequent office interactions as well as remote interactions.

J. Glenn Joyce, Jr.'s contact information:

(336) 230-1811

[gjoyce@sfsg.net](mailto:gjoyce@sfsg.net)

**Pamela Stearns, *Chief Financial Officer and Financial Advisor***

---

Year of Birth: 1957

Educational Background:

- University of California – Los Angeles – Bachelor of Arts in Economics; 1979
- University of California – Irvine – Master of Business Administration (MBA); 1983
- Certified Public Accountant (CPA); 1985 – California
- Certified Public Accountant (CPA); 2009 – Licensed to practice in North Carolina

Business Experience:

- Chief Financial Officer – Stearns Financial Services Group – May 2007 to present.
- President – Navigating Wealth – Jan 2005 to May 2007

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: None

Supervision:

Pamela Stearns is supervised by Dennis Stearns, President. He reviews Mrs. Stearns' activities through frequent office interactions as well as remote interactions.

Dennis Stearns' contact information:

(336) 230-1811  
dstearns@sfsg.net

**John Thomas, *Vice President and Portfolio Manager***

---

Year of Birth: 1970

Educational Background:

- University of Virginia – Bachelor of Arts in Economics and Foreign Affairs; 1992
- Loyola College – Master of Business Administration (MBA); 1997
- Chartered Financial Analyst (CFA); 2002
- Certified Financial Planner (CFP); 2005

Business Experience:

- Vice President, Portfolio Manager and Investment Committee Member – Stearns Financial Services Group – May 2005 to present.

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: None

Supervision:

John M. Thomas is supervised by Dennis Stearns, President. He reviews Mr. Thomas' activities through frequent office interactions as well as remote interactions.

Dennis Stearns' contact information:

(336) 230-1811  
dstearns@sfsg.net

**Denise White, *Financial Advisor***

---

Year of Birth: 1965

Educational Background:

- University of North Carolina – Greensboro – Bachelor of Science in Political Science; 1987

Business Experience:

- Financial Advisor – Stearns Financial Services Group – November 2010 to present
- Owner – Gnam Gman Gelato – December 2009 to September 2010.
- Financial Advisor –Allegacy Federal Credit Union – May 1996 to January 2009.

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: None

Supervision:

Denise White is supervised by Dennis Stearns, President. He reviews Ms. White's activities through frequent office interactions as well as remote interactions.

Dennis Stearns' contact information:

(336) 230-1811  
dstearns@sfsg.net