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Firm Brochure

(ADV Part 2A)

This Brochure provides information about the qualifications and business practices of AmeriTrust Capital Management, Ltd. The information in this brochure has not been approved or verified by the United States Securities and Exchange Commission or by any state securities authority. If you have any questions about the contents of this brochure, please contact us at (805) 688-1001 or mark@ameritrust.us.

AmeriTrust Capital Management, Ltd. is a registered investment adviser. Registration of an Investment Adviser does not imply any level of skill or training. The oral and written communications of an Adviser provide you with information about which you determine to hire or retain an Advisor.

Additional information about AmeriTrust Capital Management, Ltd. also is available on the SEC's website at www.adviserinfo.sec.gov.

December 31, 2010

Material Changes

Material Changes since Last Update

In July 2010, the United State Securities and Exchange Commission published “Amendments to Form ADV” which amends the disclosure document that we provide to clients as required by SEC Rules. This Brochure dated December 31, 2010 is a new document prepared according to the SEC’s new requirements and rules. As such, this document is materially different in structure and requires certain new information that our previous brochure did not require.

In the future, this Item will discuss only specific material changes that are made to the Brochure and provide clients with a summary of such changes. We will also reference the date of our last annual update of our brochure.

In the past we have offered or delivered information about our qualifications and business practices to clients on at least an annual basis. Pursuant to new SEC Rules, we will ensure that you receive a summary of any materials changes to this and subsequent Brochures within 120 days of the close of our business’ fiscal year. We may further provide other ongoing disclosure information about material changes as necessary.

Full Brochure Available

Our Brochure may be requested by contacting Nora Hutchinson, at (805) 688-1001 or admin1@ameritrust.us. Our Brochure will also be available on our web site at www.ameritrust.us, free of charge.

Additional information about AmeriTrust Capital Management, Ltd. is also available via the SEC’s web site www.adviserinfo.sec.gov. The SEC’s web site also provides information about any persons affiliated with AmeriTrust Capital Management, Ltd. who are registered, or are required to be registered, as investment adviser representatives of AmeriTrust Capital Management, Ltd.

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Advisory Business

Company Background

AmeriTrust Capital Management, Ltd. (“AmeriTrust”) was incorporated in 1998 as the successor to American Telesis Group which was established in 1994. Prior to starting American Telesis Group, Mark Kavaloski had been employed by banks and trust departments for seventeen years and provided insights on the administration of trusts, IRAs, and the cash flows necessary to support individuals in their retirement years.

AmeriTrust operates as a fee-only investment counselor dedicated to serving our clients without conflicts of interest. We do not receive commissions or fees based on a client’s purchase of any financial products.

Assets under our management are held at independent third-party custodians in the client’s name. AmeriTrust does not act as a custodian for a client’s assets, although we are considered by the SEC to technically have “custody” since we typically debit our management fees directly from a client’s account.

Mark J. Kavaloski, President & CEO, is the principal partner who originally established the business and currently manages the larger portion of assets under management. John G. Grelick IV became a partner in 2008 after ten years of employment with the firm. John is the Chief Compliance Officer and also manages a portion of the firm's assets under management.

Primary Business

Our primary business is the review, recommendation, and trading of client portfolios as directed by each client's Investment Objective Instructions which define the diversification and allocation of asset classes within each account as well as income requirements. All assets are custodied at one of four trust departments or five brokerage firms as agreed upon by the client. A small percentage of our business is derived from hourly compensation for specific projects regarding the evaluation of securities, other assets, and other financial inquiries.

When possible, we evaluate a client's trust, tax, and expressed financial goals as a means of customizing their portfolios to objectives specific to their situations. Each account is reviewed by either Mark or John on a monthly, bi-monthly, or as necessary basis with consideration to each account's Investment Objective Instructions, year-to-date capital gains or losses as compared to the prior year carry forwards, and our universe of 200 stocks and selection of closed-end funds and exchange traded funds (ETFs). Once the account is reviewed and the recommendation is approved by the client, the selected transactions are administered by the Portfolio Traders, Denise DeDios and Nora Hutchinson, as directed by Mark Kavaloski on a daily basis.

An Account Synoptic is prepared and maintained for each new client, outlining background information. Clients may specify restrictions on the sale or purchase of select securities or investment types. These restrictions can be specified as requiring the client's approval prior to sale or be in general in scope for issues such as ecology or nationality. Non-discretionary accounts require the client's approval for any transactions recommended by AmeriTrust.

Each client is advised that it is their responsibility to promptly notify AmeriTrust when there is any material change in their financial situation or financial objectives.

Assets Under Management (AUM)

As of December 31, 2010, our total assets under management were approximately \$64.5 million. Approximately \$42.2 million is managed on a discretionary basis and \$20.3 million on a non-discretionary basis.

Fees and Compensation

Description

AmeriTrust bases its fees on a percentage of Assets under Management. A small percentage of our business is derived from hourly compensation for specific projects. All fees are negotiable and lower fees for comparable services may be available from other sources. Our current fee schedule is listed below:

First \$2 Million of Assets	1.0% of Market Value (MV)
Next \$3 Million	0.6% of MV
Over \$5 Million	0.3% of MV
Minimum Annual Fee:	\$3,000
Extraordinary Services:	\$300 per hour or negotiated fixed price

Fee Billing

The specific manner in which fees are charged by AmeriTrust is established in the client's Investment Management Agreement. AmeriTrust will bill on a monthly or quarterly trailing basis and they are based upon the audited valuation of a client's account on the first day of each month, plus those amounts added during the month for which the account was reviewed by AmeriTrust. The minimum proration is for a one month period and does not include withdrawals made after the first of each month. Clients may also elect to be billed directly for fees or to authorize AmeriTrust to directly debit fees from their accounts. Any unpaid fees will become due and payable from the account or by billing after the termination of an account. The Management Fee Invoice will be mailed to all clients on the first day of each month.

Other Fees

AmeriTrust's fees are exclusive of brokerage commissions, transaction fees, and other related costs and expenses which shall be incurred by the client. Clients may incur certain charges imposed by custodians, brokers, and other third parties such as fees charged by managers, custodial fees, deferred sales charges (caused by prior brokers), odd-lot differentials, transfer fees, wire transfers and electronic fund fees, and other fees and taxes from brokerage accounts and securities transactions. In the event the client has selected a trust department to custody his/her assets, they should review the respective fee schedule to understand the additional costs associated with these arrangements. Trust departments will typically charge fees based upon assets under management on a laddered schedule, plus transaction costs for settling trades. Mutual funds and ETFs also charge internal management fees, which are disclosed in a fund's prospectus.

AmeriTrust does not receive any portion of these commissions, fees, and costs.

Extraordinary Fees

AmeriTrust will always advise a client if an extraordinary fee is necessary in addition to the scheduled fee. We will typically add the additional fee to the monthly or quarterly billing unless the client directs us to bill separately.

As a fee only investment advisor, AmeriTrust does accept compensation for the sale of securities or investment products.

Performance-Based Fees

Description

AmeriTrust does not charge any performance-based fees; as such policies often present conflicts of interest to the client. Performance-based compensation may create an incentive for the advisor to recommend investments that may carry a higher degree of risk to the client.

Types of Clients

Description

AmeriTrust provides portfolio management services to individuals, high net worth individuals, corporate accounts, corporate pensions and profit-sharing plans, IRAs and trusts. We recommend a minimum initial account size of \$400,000 as our minimum annual account fee is \$3,000.

Methods of Analysis, Investment Strategies, and Risk of Loss

Methods of Analysis

AmeriTrust focuses on fundamental analysis for individual security analysis. We utilize a variety of sources of information which include, but are not limited by, Value Line, S&P reports, Thomson Reuters Stock Reports, Argus reports, The Street Ratings Report, financial newspapers and magazines, third-party research materials, SEC filings, annual reports, fund prospectuses, and various financial websites.

We maintain of stock universe of 200 issues which are further delineated between core, focused or high-growth, and supervised subgroups. Some of the criteria that we use to evaluate companies include a company's market share, gross margins, international presence, debt coverage, price earnings growth, and the possession of key technologies that separate them from their peers.

We also maintain spreadsheets containing lists of approved ETFs/ETNs and mutual funds with information detailing such items as expense ratios, performance, yield, asset under management, etc.

All securities are monitored and reviewed for changes by the Investment Committee on a monthly or bi-monthly basis. Mark Kavaloski and John G. Greleck IV are the current Committee Members.

Investment Strategies

The primary investment strategy used in most client accounts is strategic asset allocation. We first determine what portions of a portfolio are to be allocated to four general asset groups as follows: stocks, equities, alternative assets, and fixed income. Stocks represent only the common stocks included in our 200 stock universe or those specifically inherited or purchased at the client's direction, as well as stock mutual funds and exchange-traded funds (ETFs) and exchange-traded notes (ETNs). Equities represent Real Estate Investment Trusts (REITs), convertible bonds, preferred stocks, and master limited partnerships (MLPs). Alternative assets represent commodity-indexed ETFs/ETNs, royalty trusts, ETFs/ETNs that utilize hedging techniques, and funds which utilize options to enhance returns on a theoretical basis. Fixed Income represents Treasury securities, corporate and municipal bonds, and fixed income closed-end mutual funds and ETFs that invest predominantly in domestic and/or foreign fixed income securities.

Our methodology does not seek to index asset returns to broad complex indices. We attempt to focus our efforts on select securities that may involve commitments of up to five percent of the portfolio although most positions are typically in the one to four percent range. The income requirements of the client are a substantial influence in the recommendation of our specific Investment Objective Instructions that must be executed by the client prior to management.

The investment strategy for a specific client is based upon the Investment Objective Instructions that must be executed by the client prior to management. We may recommend a change to a client's Investment Objective periodically and the client may also request to change their objectives at any time.

We also offer two model ETF portfolios and one Stock model portfolio which clients may choose to follow either as a portion of their current account or as a separate account. The first model ETF portfolio follows a tactical asset allocation utilizing ETFs and ETNs in each of the six major assets classes which we have identified. The second model ETF portfolio invests in a mix of both strategic and tactical asset allocation strategies using ETFs and ETNs. The model Stock portfolio will typically invest in ten to twenty-five companies per year that have been screened based on a certain set of fundamental criteria.

Risk of Loss

Investing in securities involves risk of loss that clients should be prepared to bear over the course of time. Whereas we recommend and allocate portfolio selections over a broad array of asset types, security markets have evidenced a high degree of correlation during market panics as observed during the later part of 2008. Some of the investment risks that clients could face include: Loss of Principal, Interest Rate, Inflation, Currency, Business, Liquidity, and Market Risk.

Disciplinary Information

Legal and Disciplinary

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of AmeriTrust or the integrity of AmeriTrust's management. No employees of AmeriTrust have been involved in any legal or disciplinary events.

Other Financial Industry Activities & Affiliations

Activities & Affiliations

The sole business and financial activities of the principals and employees of AmeriTrust is fully contained within the duties directly related to servicing our clients. We do not offer compensation programs for referrals to any person not employed by AmeriTrust. Employees are offered the ability to receive a portion of the revenue derived from soliciting and originating new relationships for AmeriTrust. All compensation is paid on a trailing quarterly or semi-annual basis.

Code of Ethics, Participation or Interest in Client Transactions and Personal Trading

Code of Ethics

AmeriTrust has adopted a Code of Ethics within its Compliance Manual in which all employees must sign describing its high standard of business conduct and fiduciary duty to its clients. The Code of Ethics includes provisions relating to:

- Placing clients' interest before an employees,
- Maintaining the confidentiality of client information,
- Complying with all applicable laws and regulations that AmeriTrust must abide by,
- Prohibition of conduct involving dishonesty, fraud, or misrepresentation,
- Acting diligently when providing services and considering suitable recommendations,
- Providing fair and reasonable services, personal securities trading procedures and the duty to report questionable activities by clients or co-workers.

The Compliance Manual and Code of Ethics are designed to assure that the personal securities transactions, activities and interests of the employees of AmeriTrust will not interfere with (i) making decisions in the best interest of advisory clients and (ii) implementing such decisions while, at the same time, allowing employees to invest for their own accounts. Mark Kavaloski reserves the right to terminate an employee for non-compliance without regard to other circumstances.

CFP® designees are held to a Code of Ethics as outlined by the CFP® Board of Standards. AmeriTrust will provide a copy of its Code of Ethics to any client or prospective client upon request.

Participation or Interest in Client Transactions

AmeriTrust may recommend the purchase or sale of specific securities of which concurrent recommendations may be made to other clients that are contrary to advice given to another client or taken by AmeriTrust employees themselves. Since each client's risk profile, tax, financial, and estate planning issues are different, AmeriTrust may choose to trade on other accounts (including their own accounts) before recommending an identical transaction (possibly at a less favorable price) on a given account. These actions are likely to occur in the normal course of business rather than an inclination to favor a given client or employees over other clients, employees, or related persons.

The Chief Compliance Officer of AmeriTrust is John G. Greleck IV. All employees of AmeriTrust are required to provide within five days of receipt their duplicate broker confirmations and statements to John G. Greleck IV or Mark Kavaloski reflecting transactions and/or assets in excess of \$10,000. In addition, all employees are required to complete a Quarterly Trade Report detailing their trades and submit the report to Mark Kavaloski, along with copies of their annual statements. This requirement is extended to any family members who reside with the employee.

John G. Greleck IV and Mark Kavaloski are not aware of any employee whose assets are adequate for obtaining substantial positions in excess of one percent of the market value of any traded security. All employees are aware that the sale of security in which they personally or AmeriTrust has vested interest in must disclose to a prospective client who is recommended such security of this conflict of interest.

Mark Kavaloski shall personally review all security transactions which may pose regulatory and/or conflicts of interest problems for AmeriTrust and/or the individual. All employees are subject to background checks at any time.

Within twelve months of employment, all employees must domicile their personal financial assets, outside of banks and insurance accounts, at an approved third-party custodian, subject to review by Mark Kavaloski.

Any employee receiving information described in any context as “insider information” shall report the occurrence to Mark Kavaloski immediately. The employee shall inform any prospective provider of such information that we are specifically prohibited from engaging in any discussion, let alone the transaction of such information.

AmeriTrust does not cross trades between client accounts.

Brokerage Services

Selection of Brokerage Firms

AmeriTrust presently uses several brokerage firms for the purpose of transacting stock and bond transactions for client accounts. We have selected these brokers based upon the virtues of cost, best execution, and quality of service. Lower commission rates are available to the public than those paid to the herein listed brokers.

At present, the following commission schedules are utilized:

Broker	Stock (\$/shr)	Min/Trans.	>1,000 Shares	Bond Min.
BNY ConvergeX (BNY)	6 cents	n/a	\$0.06/shr	
Fidelity Institutional	Flat rate (<1,000)	\$17.95	+\$0 .01/shr	\$50.00
Morgan Stanley Smith Barney (MSSB)	4 cents	\$20.00	\$0.04/shr	\$60.00
TD Ameritrade Institutional	Flat rate	\$9.99/\$16.99		\$25.00

The actual commission cost per share at Morgan Stanley Smith Barney is often higher when share lots are less than 500 shares per trade due to the minimum transaction fees required by our executing brokers. Accounts below our recommended Minimum Account Size of \$400,000 will often involve odd-lot trading which causes the highest costs per share due to the minimum transactions fees.

Unless specifically directed by the client, AmeriTrust will normally direct trades through the broker providing custodial services. Accounts custodied at Trust Departments will normally have their trades placed through BNY. On occasion, trade orders will be placed directly with the respective Trust Department when time is of the essence. At the present time, Treasury Auction orders are placed through the respective Trust Departments for clients who custody their assets there. All present TD Ameritrade Institutional clients will be advised of the higher minimum commissions with Fidelity Investments and Morgan Stanley Smith Barney in the event we request their account be transferred.

Whereas AmeriTrust does recommend for clients to utilize our relationships with the above brokerage firms, AmeriTrust will direct trades to higher cost retail brokers only if so directed by the client.

TD Ameritrade and Fidelity also provide AmeriTrust with “institutional platform services.” These institutional platform services include, among others, brokerage, custody, and other related services. These platform services assist AmeriTrust in managing and administering clients’ accounts and include software and other technology that (1) provide access to client account data (such as trade confirmations and account statements); (2) facilitate trade execution; (3) provide research, pricing, and other market data; (4) facilitate payment of fees from our clients’ accounts; and (5) assist with back-office functions, recordkeeping, and client reporting.

TD Ameritrade and Fidelity also offers other services intended to help AmeriTrust manage and further develop its advisory practice. Such services include, but are not limited to, performance reporting, financial planning, contact management systems, third party research, publications, access to educational conferences, roundtables and webinars, practice management resources, access to consultants and other third party service providers who provide a wide array of business related services and technology with whom AmeriTrust may contract directly.

AmeriTrust is independently operated and owned and is not affiliated with TD Ameritrade or Fidelity.

TD Ameritrade and Fidelity generally do not charge its advisor clients separately for custody services but is compensated by account holders through commissions and other transaction-related or asset-based fees for securities trades that are executed through them or that settle into custodied accounts (i.e., transactions fees are charged for certain no-load mutual funds, commissions are charged for individual equity and debt securities transactions). TD Ameritrade and Fidelity provide access to many no-load mutual funds without transaction charges and other no-load funds at nominal transaction charges.

Soft Dollars

BNY ConvergeEx (BNY) and Fidelity Institutional provide soft-dollar arrangements for the purpose of providing research products and services that qualify as “brokerage or research services” under Section 28(e) of the Securities Exchange Act of 1934 (“Exchange Act”), such as our portfolio management software, pricing services, financial periodicals, and stock research. The current Soft Dollar Ratio for BNY ConvergeEx is 1:1.7 and for Fidelity 7.5:1. TD Ameritrade Institutional has provided nominal services such as Market Updates and Investment Conferences, and stock research reports without regard to actual commissions earned.

All clients receive the benefits of our research received through our soft-dollar arrangements regardless of whether these services are paid through their commissions. However, not all of the research received by AmeriTrust may be useful for the account for which the particular transaction was effected.

Review of Accounts

Review of Accounts

The majority of accounts are reviewed either on a monthly, bi-monthly, quarterly, or annual basis. Occasionally more frequent reviews are done when client or security issues requires our immediate attention. A professional portfolio management program is utilized in monitoring and evaluating account performance.

Account reviews are performed by Mark J. Kavaloski and John G. Grelck IV. Accounts that are valued below \$500,000 are typically reviewed either bi-monthly (E/O) or quarterly. Series 4000 accounts, which follow one of the model portfolios exclusively, will be reviewed quarterly and/or annually.

For Discretionary Accounts, each portfolio is reviewed in conjunction with the client’s Investment Objective Instructions and present financial status. After notating review, the trades are placed as market conditions allow.

For Non-Discretionary Accounts, recommendations for investment action are mailed or emailed to clients requesting their approval. An investment recommendation may be withdrawn if adverse conditions occur before or after approval by client, without further notice to client.

Client Referrals and Other Compensation

Referrals

Only employees are offered the ability to receive a portion of the revenue derived from soliciting and originating new relationships for AmeriTrust. All compensation is paid on a trailing quarterly or semi-annual basis.

AmeriTrust does not accept referral fees or any form of compensation from other professionals when we refer clients to them.

Custody

Account Statements

All assets are held at third-party custodians who provide clients statements detailing their positions and transactions to their address on record at least quarterly. We urge all clients to carefully review these statements provided by their custodians.

Statements Provided by AmeriTrust

We provide all clients Quarterly Reports which detail transactions and a list of current positions at market value amongst other reports which are generated by our professional portfolio management software program. Interim statements are available upon demand. Our statements may vary from custodial statements based upon accounting procedures, reporting dates, or valuation methodologies of certain securities.

SEC Custody Rule

All custodians of assets managed by AmeriTrust are “qualified” under Rule 206(4)-2 and provide at least quarterly statements to all clients. Based upon New Rule 206(4)-2, AmeriTrust is deemed to have custody of client assets based upon fee methodology of directly debiting fees from client accounts if respective clients do not decline payment within ten days of the mailing of our invoice.

Investment Discretion

Discretionary vs. Non-Discretionary Authorization

AmeriTrust usually receives discretionary authority from the client at the outset of an advisory relationship to select the identity and amount of securities to be bought or sold. In all cases, however, such discretion is to be exercised in a manner consistent with the stated Investment Objectives for the particular client account. In Non-Discretionary accounts, AmeriTrust provides written investment recommendations on a monthly, bi-monthly, or quarterly basis by mail or email subject to the client's written approval or when a client's verbal approval is properly notated. The following paragraph is included in all recommendation letters to describe the nature of the client's approval:

"We may delay or cancel the purchase or sale of the securities listed above if the subject security moves out of a favorable trading range. Please note "Approximate Value" reflects only an expected amount that may change significantly between your approval and our final execution of the trade. We reserve the right to complete the above transactions if typographical errors are deemed by us to be nominal in scope relative the above described transactions."

Client's may suggest or recommend specific securities that are not within the defined universe of securities authorized by Ameritrust if approved by the portfolio manager. The portfolio manager under these certain circumstances may be directed by the client to purchase or sell select securities within their personal portfolios without the portfolio manager utilizing his discretion in the purchase of the specified securities. Any limitations set by the client will be notated for each review of the portfolio manager as a means of monitoring the respective limitation set by client.

Trading Discretion

The discretion of the portfolio manager is limited in scope to the stock universe and list of securities monitored and documented monthly or quarterly by AmeriTrust. Securities may be added or deleted at the discretion of the Mark Kavaloski and John G. Greleck IV. The portfolio managers also utilize discretion when they determine the specific lots to be sold for a particular security in taxable accounts, the amount to be purchased and maintained in each stock sector or investment group, and how close to the target Investment Objective the portfolio will be maintained. The assigned portfolio manager will obtain the client's approval when he feels that a sustained deviation from the standing Investment Objective is likely to occur in the future.

Voting Client Securities

Proxy Voting

AmeriTrust votes the proxies on client securities when we are assigned the function by the client or custodian and the printed proxy materials are mailed to our PO Box address. We are not responsible for late receipt of proxies. We generally vote in favor of management, but we do utilize discretion against management if we believe a given vote would potentially prove beneficial to the value of the underlying securities. Clients may contact us during the voting procedure to ask if we can possibly vote their shares in a specific manner although we have never experienced such a concern by a client to date.

We do record how we vote on each proxy and this information is available to all clients. We reserve the right to charge reasonable fees for clients wishing to extensively research all votes on their securities as we do not normally access these files after each quarter is completed. Clients may request information regarding specific proxies or obtain a copy of our proxy voting policies and procedures by sending a letter to our mailing address.

Financial Information

Financial Condition

Registered investment advisers are required to provide clients with certain financial information or disclosures about their financial condition if we solicit payments of more than \$1,200 in fees per client, six months or more in advance or if we hold custody of client funds or securities. AmeriTrust does not solicit payments as described above, and we are only deemed to have custody of assets in respective to directly debiting fees from client accounts.

AmeriTrust has no financial commitment that impairs its ability to meet contractual and fiduciary commitments to clients, and has not been the subject of a bankruptcy proceeding.



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Brochure Supplements

(ADV Part 2B)

Supervised Persons

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(805) 688-1001
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(805) 688-1001
john@ameritrust.us

This portion of the brochure provides information about Mark J. Kavaloski and John G. Grelck IV that supplements the AmeriTrust brochure. Additional information about Mark J. Kavaloski & John G. Grelck IV is available on the SEC's website at www.adviserinfo.sec.gov.

March 31, 2011

Educational Requirements

AmeriTrust requires a minimum of a Bachelor's Degree in Business Administration, Economics, or Finance as an initial requirement to advise our clients or to begin training to advise clients.

In addition, an advising employee must have a minimum of three years experience in the financial services industry in areas specifically related to the management and/or administration of portfolios primarily invested in individual equity and fixed-income securities. This requirement is waived in the event the advising employee holds a Master's Degree in Business. However, an advising employee with sole responsibility over investment decisions (within the scope of AmeriTrust's stock universe and investment policy) cannot waive the experience requirement of three years in the financial industry.

Professional Certification

CERTIFIED FINANCIAL PLANNER™

The CERTIFIED FINANCIAL PLANNER™, CFP® and federally registered CFP (with flame design) marks (collectively, the "CFP® marks") are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. ("CFP Board").

The CFP® certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold 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 United States.

To attain the right to use the CFP® marks, an individual must satisfactorily fulfill the following requirements:

- Education – 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 United States college or university (or its equivalent from a foreign university). CFP Board's financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;
- Examination – 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 – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and
- Ethics – 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® marks:

- Continuing Education – 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 – 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® professionals must provide financial planning services in the best interests 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.

Mark J. Kavaloski - CEO, President, & Senior Portfolio Manager**Educational Background:**

- Date of Birth: 05/17/1960
- Loyola Marymount University, BA Business Administration, 1983
- California State University, Los Angeles, MBA, 1989

Business Background:

- CEO, President, & Senior Portfolio Manager with AmeriTrust Capital Management, (1998 – Present)
- President & Senior Portfolio Manager with AmeriTrust Capital Management (1994-1998)
- Vice President, Trust at Sanwa Bank California (1988-1994)

Professional Designations:

- Associate Member of the CFA Institute
- Associate Member of the National Association of Personal Financial Advisors (NAPFA)

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: None

Supervision:

Mark J. Kavaloski is supervised by John G. Grelck IV, Chief Compliance Officer who regularly reviews him throughout normal office interactions. In addition, all recommendations that Mark J. Kavaloski provides must be approved by the Investment Committee.

John G. Grelck IV, CFP® – Chief Compliance Officer & Portfolio Manager**Educational Background:**

- Date of Birth: 02/28/1975
- Berry College, BS Finance, 1997
- Boston University Online, Financial Planning Certificate, 2010
- CFP® certification, 2011

Business Background:

- Chief Compliance Officer & Portfolio Manager with AmeriTrust Capital Management (2002 – Present)
- Portfolio Analyst with AmeriTrust Capital Management (1998-2002)
- Financial Controls Specialist with Northern Trust Retirement Consulting (1997-1998)

Professional Designations:

- Member of the Financial Planning Association (FPA)

Disciplinary Information: None

Other Business Activities: None

Additional Compensation: None

Supervision:

John G. Grelck IV is supervised by Mark J. Kavaloski, CEO & President, who regularly reviews him throughout normal office interactions. All recommendations that John G. Grelck IV provides must be approved by the Investment Committee. All trades are directed to be placed by Mark and administered by the Portfolio Traders. In addition, all client accounts that John provides advice on are reviewed by Mark Kavaloski at least annually to ensure that current Investment Objectives are being adhered to within a portfolio.