

**Item 1: Cover Page for Part 2B of Form ADV:  
Brochure Supplement  
March 2014**

**Morris Henderson**

**The Keystone Financial Alliance, LLC  
3350 Riverwood Parkway, Suite 2200  
Atlanta, GA 30339**

**Firm Contact:  
Brian Henderson  
Chief Compliance Officer**

**Firm Website Address:  
[www.mykfa.com](http://www.mykfa.com)**

**This brochure supplement provides information about Mr. Henderson that supplements our brochure. You should have received a copy of that brochure. Please contact Brian Henderson if you did not receive The Keystone Financial Alliance, LLC's brochure or if you have any questions about the contents of this supplement.**

**Additional information about Mr. Henderson is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## **Gaines Morris Henderson**

**Year of Birth:** 1946

### **Educational Background:**

- 1968: Auburn University; Bachelor's Degree in Business

### **Business Background:**

- 10/2013 – Present      The Keystone Financial Alliance, LLC; Managing Member & Investment Advisor
- 02/1984 – Present      Raymond James & Associates, Inc; Registered Representative
- 08/1980 – 03/1984      Robinson-Humphrey/American Express; Registered Representative
- 01/1980 – 09/1980      Paine, Webber, Jackson & Curtis Inc; Registered Representative
- 11/1972 – 01/1980      Blythe Eastman Dillon & Co, Inc; Registered Representative

### **Exams, Licenses & Other Professional Designations:**

- 1972: General Securities Principal & Series 1 (Registered Representative) Exams
- 1979: AMEX Put & Call Exam
- 1980: Series 63 Exam (Uniform Securities Agent State Law)
- 1983: Series 3 Exam (National Commodity Futures)
- 1984: Series 8 Exam (General Securities Sales Supervisor)
- 1984: CERTIFIED FINANCIAL PLANNER™ (CFP®)
- 1993: Series 65 Exam (Uniform Investment Adviser Law)
- Accredited Investment Fiduciary (AIF®)

**CERTIFIED FINANCIAL PLANNER™ (CFP®)** - This certification is obtained by completing an advanced college-level course of study addressing the financial planning subject areas that the CFP board's studies have determined as necessary for the competent and professional delivery of financial planning services, a comprehensive certification exam (administered in 10 hours over a 2 day period) and agreeing to be bound by the CFP board's standard of professional conduct. As a prerequisite the IAR must have a bachelor's degree from a regionally accredited United States college or university (or foreign university equivalent) and have at least 3 years of full time financial planning experience (or equivalent measured at 2,000 hours per year). This designation requires 30 hours of continuing education every 2 years and renewing an agreement to be bound by the standards of professional conduct.

**Accredited Investment Fiduciary (AIF®)** – This designation certifies that the recipient has specialized knowledge of fiduciary standards of care and their application to the investment management process. To receive the AIF designation, individuals must complete a training program, successfully pass a comprehensive, closed-book final examination under the supervision of a proctor and agree to abide by the AIF Code of Ethics. In order to maintain the AIF designation, the individual must annually renew their affirmation of the AIF Code of Ethics and complete six hours of continuing education credits. The certification is administered by the Center for Fiduciary Studies, LLC (a Fiduciary360 (fi360) company).

## **Item 3: Disciplinary Information**

There are no legal or disciplinary events material to your evaluation of Mr. Henderson.

Mr. Henderson is on the Board of Directors for the following organizations. In total, he spends approximately 16 hours per month, 12 of which are outside of business hours, with these organizations. Clients of The Keystone Financial Alliance, LLC will not be solicited.

- Cobb Community Foundation: Board of Directors;
- North Georgia United Methodist Church: Board of Pensions & Health Benefits;
- Kennestone Hospital Regional Advisory Group: General Board Member;
- McEachern Memorial United Methodist Church: Chair of the SPRC Committee; and
- Georgia United Methodist Foundation: Board Member & sits on the Investment Oversight Committee.

#### **Item 5: Additional Compensation**

We have nothing to disclose in this regard.

#### **Item 6: Supervision**

Brian Henderson is a principal of The Keystone Financial Alliance, LLC and as such supervises and monitors Morris Henderson's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Brian Henderson if you have any questions about Morris Henderson's brochure supplement at 404-260-0710.

#### **Item 7: Requirements for State-Registered Advisers**

Mr. Henderson has not been found liable in an arbitration claim alleging damages in excess of \$2,500, being found liable in a civil, self-regulatory organization, or administrative proceeding or been the subject of a bankruptcy petition.