



**Part 2B of Form ADV: *Brochure Supplement***

**Palisade Asset Management, LLC**  
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Minneapolis, MN 55402

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Web Address: [www.palisadeam.com](http://www.palisadeam.com)

Paul J. Kronlokken  
Steven E. Landberg  
Robert P. Lawson  
Dennis M. Ott  
Peter D. Rocca  
Shawn K. Eells

03/19/2021

This brochure supplement provides information about the above named supervised persons that supplements the Palisade Asset Management, LLC brochure. You should have received a copy of that brochure. Please contact our Chief Compliance Officer if you did not receive Palisade Asset Management's brochure or if you have any questions about the contents of this supplement.

## **PAUL J. KRONLOKKEN**

### **ITEM 2 – EDUCATIONAL, BACKGROUND AND BUSINESS EXPERIENCE**

Year of Birth: 1965

Education: University of Minnesota; BSB; 1987

Business Experience:

- Palisade Asset Management, LLC; Principal; from 10/2009 to Present

Designations:

Paul J. Kronlokken has earned the following designation and is in good standing with the granting authority:

- Chartered Alternative Investment Analyst (CAIA)  
This designation is offered by the CAIA Association to investment professionals who complete a course of study and pass two examinations. The “alternative investments” industry is characterized as dealing with asset classes and investment other than standard equity or fixed income products. Alternative investments can include hedge funds, private equity, real assets, commodities, and structured products. The CAIA curriculum is designed to provide finance professionals with a broad base of knowledge in alternative investments.

### **ITEM 3 – DISCIPLINARY INFORMATION**

Paul J. Kronlokken has no reportable disciplinary history.

### **ITEM 4 – OTHER BUSINESS ACTIVITIES**

Investment-Related Activities:

- This individual is not engaged in any other investment-related activities.
- This individual does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

Non-Investment-Related Activities:

- This individual is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his or her time.

### **ITEM 5 – ADDITIONAL COMPENSATION**

Paul J. Kronlokken does not receive any economic benefit from a non-advisory client for the provision of advisory services.

### **ITEM 6 – SUPERVISION**

Supervisor: Steven E. Landberg

Title: Principal

Phone Number: 612-455-2900

All Palisade professionals are peer monitored by Palisade’s internal Investment Committee. The committee reviews and approves each stock prior to adding it to Palisade’s “Approved” or “Monitored” lists. The committee also reviews all client portfolios periodically.

## **STEVEN E. LANDBERG**

### **ITEM 2 – EDUCATIONAL, BACKGROUND AND BUSINESS EXPERIENCE**

Year of Birth: 1960

Education: Bethel University; BA; 1982

Business Experience:

- Palisade Asset Management, LLC; Principal; from 5/2009 to Present

Designations:

Steven E. Landberg has earned the following designation(s) and is in good standing with the granting authority:

- Chartered Financial Analyst (CFA®)  
This designation is offered by the CFA Institute. To obtain the CFA charter, candidates must successfully complete three difficult exams and gain at least three (3) years of qualifying work experience, among other requirements. In passing these exams, candidates demonstrate their competence, integrity and extensive knowledge in accounting, ethical and professional standards, economics, portfolio management and security analysis.
- Certified Public Accountant (CPA) (inactive)  
The CPA program is administered in Minnesota by the Minnesota Board of Accountancy. As a prerequisite, an individual must meet certain requirements in education and experience prior to qualifying for examination. A candidate is tested for in-depth knowledge of accounting principles and practices, including applicable laws and regulations. A CPA license is widely respected as an indicator of quantitative skills and high standards of professionalism.

### **ITEM 3 – DISCIPLINARY INFORMATION**

Steven E. Landberg has no reportable disciplinary history.

### **ITEM 4 – OTHER BUSINESS ACTIVITIES**

Investment-Related Activities:

- This individual is not engaged in any other investment-related activities.
- This individual does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

Non-Investment-Related Activities:

- This individual is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his or her time.

### **ITEM 5 – ADDITIONAL COMPENSATION**

Steven E. Landberg does not receive any economic benefit from a non-advisory client for the provision of advisory services.

### **ITEM 6 – SUPERVISION**

Supervisor: Board of Governors (Kronlokken, Landberg, Ott, Rocca, Welch)

Phone Number: 612-455-2900

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## **ROBERT P. LAWSON**

### **ITEM 2 – EDUCATIONAL, BACKGROUND AND BUSINESS EXPERIENCE**

Year of Birth: 1966

Education:

- University of St. Thomas; MBA; 1998
- University of Minnesota; BS; 1988

Business Experience:

- Palisade Asset Management, LLC; Client Relationship Manager; from 9/2020 to Present
- Vector Wealth Management; Senior Wealth Advisor; from 10/2016 to 7/2020
- Northern Trust Company; President – Minnesota; from 6/2015 to 4/2016

Designations:

Robert P. Lawson has earned the following designation(s) and is in good standing with the granting authority:

- **Certified Financial Planner (CFP®)**  
This certification is administered by the CFP Board. To obtain the CFP certification, candidates must successfully complete coursework on financial planning through a CFP Board Registered Program and pass an exam demonstrating the ability to provide comprehensive personal financial planning advice. Candidates must also meet certain educational guidelines and meet experience requirements.
- **Certified Public Accountant (CPA)**  
The CPA program is administered in Minnesota by the Minnesota Board of Accountancy. As a prerequisite, an individual must meet certain requirements in education and experience prior to qualifying for examination. A candidate is tested for in-depth knowledge of accounting principles and practices, including applicable laws and regulations. A CPA license is widely respected as an indicator of quantitative skills and high standards of professionalism.

### **ITEM 3 – DISCIPLINARY INFORMATION**

Robert P. Lawson has no reportable disciplinary history.

### **ITEM 4 – OTHER BUSINESS ACTIVITIES**

Investment-Related Activities:

- This individual is not engaged in any other investment-related activities.
- This individual does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

Non-Investment-Related Activities:

- This individual is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his or her time.

### **ITEM 5 – ADDITIONAL COMPENSATION**

Robert P. Lawson does not receive any economic benefit from a non-advisory client for the provision of advisory services.

### **ITEM 6 – SUPERVISION**

Supervisor: Peter Rocca

Phone Number: 612-455-2900

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## **DENNIS M. OTT**

### **ITEM 2 – EDUCATIONAL, BACKGROUND AND BUSINESS EXPERIENCE**

Year of Birth: 1946

Education:

- Northwestern University; MBA; 1972
- Valparaiso University; BS; 1968

Business Experience:

- Palisade Asset Management, LLC; Principal; from 8/2006 to Present

Designations:

Dennis M. Ott has earned the following designation and is in good standing with the granting authority:

- Chartered Financial Analyst (CFA®)  
This designation is offered by the CFA Institute. To obtain the CFA charter, candidates must successfully complete three difficult exams and gain at least three (3) years of qualifying work experience, among other requirements. In passing these exams, candidates demonstrate their competence, integrity and extensive knowledge in accounting, ethical and professional standards, economics, portfolio management and security analysis.

### **ITEM 3 – DISCIPLINARY INFORMATION**

Dennis M. Ott has no reportable disciplinary history.

### **ITEM 4 – OTHER BUSINESS ACTIVITIES**

Investment-Related Activities:

- This individual is not engaged in any other investment-related activities.
- This individual does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

Non-Investment-Related Activities:

- This individual is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his or her time.

### **ITEM 5 – ADDITIONAL COMPENSATION**

Dennis M. Ott does not receive any economic benefit from a non-advisory client for the provision of advisory services.

### **ITEM 6 – SUPERVISION**

Supervisor: Steven E. Landberg

Title: Principal

Phone Number: 612-455-2900

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## **PETER D. ROCCA**

### **ITEM 2 – EDUCATIONAL, BACKGROUND AND BUSINESS EXPERIENCE**

Year of Birth: 1957

Education:

- University of Massachusetts, Amherst; MS; 1983
- University of California, Berkeley; BA; 1980

Business Experience:

- Palisade Asset Management, LLC; Principal; from 7/2005 to Present

Designations:

Peter D. Rocca has earned the following designation and is in good standing with the granting authority:

- Certified Investment Management Analyst (CIMA®)  
This designation is offered by the Investment Management Consultant Association (I.M.C.A.). To obtain the CIMA designation, candidates must have a minimum of three (3) years of serving clients in an investment consultative capacity, successfully pass a qualification exam, and complete the CIMA educational coursework offered by qualified MBA programs. Once this has been completed, they must pass the certification exam. The CIMA professional integrates a complex body of investment knowledge to provide objective investment advice and guidance to individuals and institutions. That knowledge is applied systematically and ethically to assist clients in making prudent investment decisions.

### **ITEM 3 – DISCIPLINARY INFORMATION**

Peter D. Rocca has no reportable disciplinary history.

### **ITEM 4 – OTHER BUSINESS ACTIVITIES**

Investment-Related Activities:

- This individual is not engaged in any other investment-related activities:
- This individual does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

Non-Investment-Related Activities:

- This individual is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his or her time.

### **ITEM 5 – ADDITIONAL COMPENSATION**

Peter D. Rocca does not receive any economic benefit from a non-advisory client for the provision of advisory services.

### **ITEM 6 – SUPERVISION**

Supervisor: Steven E. Landberg

Title: Principal

Phone Number: 612-455-2900

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## **SHAWN K. EELLS**

### **ITEM 2 – EDUCATIONAL, BACKGROUND AND BUSINESS EXPERIENCE**

Year of Birth: 1979

Education:

- University of Minnesota; BS; 2002
- University of St. Thomas; MBA; 2008

Business Experience:

- Palisade Asset Management, LLC; Portfolio Manager; from 9/2019 to Present
- UnitedHealth Group; Director, Investment Management; from 5/2007 to 9/2019

Designations:

Shawn K. Eells has earned the following designation(s) and is in good standing with the granting authority:

- Chartered Financial Analyst (CFA®)  
This designation is offered by the CFA Institute. To obtain the CFA charter, candidates must successfully complete three difficult exams and gain at least three (3) years of qualifying work experience, among other requirements. In passing these exams, candidates demonstrate their competence, integrity and extensive knowledge in accounting, ethical and professional standards, economics, portfolio management and security analysis.

### **ITEM 3 – DISCIPLINARY INFORMATION**

Shawn K. Eells has no reportable disciplinary history.

### **ITEM 4 – OTHER BUSINESS ACTIVITIES**

Investment-Related Activities:

- This individual is not engaged in any other investment-related activities.
- This individual does not receive commissions, bonuses or other compensation on the sale of securities or other investment products.

Non-Investment-Related Activities:

- This individual is not engaged in any other business or occupation that provides substantial compensation or involves a substantial amount of his or her time.

### **ITEM 5 – ADDITIONAL COMPENSATION**

Shawn K. Eells does not receive any economic benefit from a non-advisory client for the provision of advisory services.

### **ITEM 6 – SUPERVISION**

Supervisor: Paul J. Kronlokken

Title: Principal

Phone Number: 612-455-2900

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