

HUBBELL CONSULTING, LLC

Form ADV, Part 2B Brochure Supplement

Dana C. James

Investment Consultant
15720 Brixham Hill Ave, Suite 300
Charlotte, North Carolina 28277

704-887-4930 (office)

djames@hubbell-llc.com

March 2021

This brochure supplement provides information about DANA C. JAMES that supplements the Hubbell Consulting, LLC Firm Brochure. You should have received a copy of that brochure. Please contact Brian C. Hubbell, Principal, at bhubbell@hubbell-llc.com or 704-887-4930 if you did not receive Hubbell Consulting, LLC's Firm Brochure or if you have any questions about the contents of this supplement.

Additional information about Dana C. James is also available on the SEC's website www.adviserinfo.sec.gov.

Part 2B of Form ADV: *Brochure Supplement*

Item 1 Cover Page

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Supervised Person

Dana C. James, Principal
Hubbell Consulting, LLC
15720 Brixham Hill Ave, STE 300
Charlotte, North Carolina 28277

704-887-4930 (Office Telephone)
djames@hubbell-llc.com (E-mail address)

Firm Contact Information

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Charlotte, North Carolina 28277

704-887-4930 (Office Telephone)
www.hubbell-llc.com (Firm Website)

Date of This Brochure Supplement

March 2021

Item 2 Educational Background and Business Experience

Dana C. James

1. Name: Dana C. James
2. Year of Birth: 1970
3. Education: Bachelor of Science Degree, Major Accounting, Meredith College (May, 1992)
4. Education: Masters Degree, Business Administration, Meredith College (May, 1999)
5. Examinations: Passed FINRA Series 66 and 65 Uniform Investment Advisor Law Examination
6. Designations:

- Chartered Mutual Fund Counselor (CMFC)

7. Business/Employment Background

- Branch Bank & Trust Co. – Conversion Specialist/Trust Dept. : Mar.1997 – Jan. 2001
- Branch Bank & Trust Co. – Assistant Vice President/Trust Dept.: Jan.2001 - Mar. 2002
- Findley Davies, Inc. – Consultant, Retirement Plan Practice – Mar. 2002 - Jan. 2005
- Branch Bank & Trust Co. - Vice President/Trust Dept. – Jan. 2005 to Aug. 2009
- Morgan Stanley – Financial Advisor/Registered Representative – Aug. 2009 – Jan. 2011
- Hubbell Consulting, LLC, Sr. Consultant/Director of Investments – Jan. 2011 – Dec. 2011
- Hubbell Consulting, LLC, Principal/Chief Investment Officer – Jan. 2012 – Oct. 2014
- NFP – Client Manager: Oct. 2014 – Feb. 2016
- Shepherd Kaplan, LLC – Senior Analyst: Feb. 2016 – Oct. 2019
- Hubbell Consulting, LLC – Principal: Oct. 2019 - present

Information Regarding Designations:

- CMFC - The CMFC® program provides education necessary to earn an industry-recognized mutual fund designation. The program is the result of collaboration between the College for Financial Planning and the Investment Company Institute (ICI)—the primary trade association for the mutual fund industry. Specific examination material required to be completed to earn this designation can be found at www.cffpdesignations.com.

Item 3 Disciplinary Information

Dana C. James – NO Disciplinary Action Imposed

The following are four primary categories in which legal or disciplinary events may be imposed on a “supervised person” of the firm and, if applicable, must be disclosed to clients or prospective clients. As indicated in each of the four categories, DANA C. JAMES has NOT encountered any legal or disciplinary action nor has any “management person” of the Firm.

1. Criminal or Civil Action in a Domestic, Foreign, or Military Court - Applicable to the Investment-Related Business. **NONE.**
2. Administrative Proceeding Before the SEC, any Federal Regulatory Agency, any State Regulatory Agency, or any Foreign Financial Regulatory Authority – Applicable to the Investment –Related Business. **NONE.**
3. A Self – Regulatory Organization (SRO) Proceeding - Applicable to the Investment –Related Business. **NONE.**
4. Any other hearing or formal adjudication in which a professional attainment, designation, or license of the *supervised person* was revoked or suspended because of a violation of rules relating to professional conduct. **NONE.**

Item 4 Other Business Activities

Dana C. James has NO other financial activities, affiliations, or conflicts of interest including, but not limited to, the following list.

1. NO affiliation or pending registration with any broker-dealer;
2. NO affiliation of pending registration with a futures commission merchant, commodity pool operator, commodity trading advisor, or an associated person of the foregoing entities;
3. NO affiliation or material relationship or arrangement with any of the following persons or organizations (1) Broker – dealer or securities dealer of any kind, (2) Investment company or any “pooled” investment vehicles, (3) Other investment adviser or financial planner, (4) Futures commission merchant, commodity pool operator or trading advisor, (5) Banking or thrift institution, (6) Accountant or accounting firm, (7) Lawyer or law firm, (8) Insurance company or agency, (9) Real estate broker or dealer, or (10) Sponsor or syndicator of limited partnerships.; and
4. Does NOT recommend or select other investment advisors for clients and receive compensation from an investment advisor.

Dana C. James DOES have an affiliation with Hubbell Consulting, LLC. Hubbell Consulting, LLC provides non-investment “pension consulting” services that may be provided to clients for whom Hubbell Consulting, LLC also provides investment advisory services. There is no requirement that Hubbell Consulting, LLCs non-investment pension consulting services be engaged by any client to retain our investment advisory services. Similarly, there is no requirement that Hubbell Consulting, LLCs investment advisory services be engaged by any client to retain our non-investment pension consulting services.

Item 5 Additional Compensation

Dana C. James does NOT receive any form of “additional compensation” such as sales awards, prizes or any other form of gratuity. Dana’s compensation consists of salary and regular bonus, if any, and such bonus is NOT based on specific clients, new clients, or any numeric measure of the size of Hubbell Consulting clients.

Item 6 Supervision

All “supervised persons” of Hubbell Consulting, LLC are subject to supervision by Brian C. Hubbell, Founder. As supervision applies to Dana C. James, every investment recommendation and corresponding “draft” of client deliverables and recommendations are reviewed by Brian C. Hubbell.

Brian C. Hubbell, Principal – Supervisor for Dana C. James

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Item 7 Requirements for State-Registered Advisers

As denoted in each of the categories below, DANA C. JAMES has NOT been involved in any one of the events listed below:

1. An award or otherwise being *found* liable in an arbitration claim alleging damages in excess of \$2,500, *involving* any of the following: **NONE**
 - (a) an investment or an *investment-related* business or activity;
 - (b) fraud, false statement(s), or omissions;
 - (c) theft, embezzlement, or other wrongful taking of property;
 - (d) bribery, forgery, counterfeiting, or extortion; or
 - (e) dishonest, unfair, or unethical practices
2. An award or otherwise being *found* liable in a civil, *self-regulatory organization*, or administrative *proceeding* *involving* any of the following: **NONE**
 - (a) an investment or an *investment-related* business or activity;
 - (b) fraud, false statement(s), or omissions;
 - (c) theft, embezzlement, or other wrongful taking of property;
 - (d) bribery, forgery, counterfeiting, or extortion; or
 - (e) dishonest, unfair, or unethical practices.
3. If the *supervised person* has been the subject of a bankruptcy petition, disclose that fact, the date the petition was first brought, and the current status. **NONE**