



BROCHURE SUPPLEMENT
CLINTON C. CANNON
CHACE T. CANNON
CHRISTOPHER G. HARRIS

CANNON CAPITAL MANAGEMENT, INC.
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PURPOSE OF THE BROCHURE SUPPLEMENT:

The BROCHURE SUPPLEMENT provides information about Clinton C. Cannon, Chace T. Cannon, and Christopher G. Harris that supplements the Cannon Capital Management, Inc. FIRM BROCHURE document. You should have received a copy of that FIRM BROCHURE. Please contact Clinton C. Cannon if you did not receive Cannon Capital Management, Inc.'s FIRM BROCHURE or if you have any questions about the contents of this BROCHURE SUPPLEMENT.

Additional information about Clinton C. Cannon, Chace T. Cannon, and Christopher G. Harris is available on the SEC's website at www.adviserinfo.sec.gov. The CRD number for Clinton C. Cannon is 2304488, the CRD number for Chace T. Cannon is 5960781, and the CRD number for Christopher G. Harris is 6685716.

NOTE:

While Cannon Capital Management, Inc. may refer to itself as a "registered investment advisor" or "RIA," clients should be aware that the registration itself does not imply any level of skill or training.

Item 2: Educational Background and Business Experience

Clinton C. Cannon, born in 1958

Education:

B.A. - Political Science - University of Utah - 1982

M.P.A. - Brigham Young University - 1984

One Semester Ph.D. coursework in finance - Pennsylvania State University - 1984

Chartered Financial Analyst - 1989

Commodities Trading Advisor - 2009

Principal - Cannon Tingey Investment Advisors - 1996-2007

Principal - SMC Capital - 2007

President, Owner - Cannon Capital Management, Inc - 2008 – present

Principal, Co-Owner – Fishrock, LLC. – 2011 – 2013

Certified Plan Fiduciary Advisor - 2014

Business Background:

Part-Owner, Vanuatu Capital, Inc. July 2020 – Present

Vanuatu is a management company for a Venture Capital fund whose purpose is to invest in private companies.

President, CEO and sole owner - Cannon Capital Management, Inc. – January 2008 – Present

Founded Cannon Capital Management, Inc. – A Registered Investment Advisor licensed with the State of Utah.

Manager and sole owner - Fiduciary Doctors of the West, LLC – October 2014 – 2018

Pension consulting service for Qualified ERISA Plans.

Principal, Co-Owner - Fishrock, LLC. – November 2011 – July 2013

Fishrock, LLC was a Commodity Trading Advisor registered with the National Futures Association. Fishrock, LLC is no longer an ongoing enterprise and has no clients.

Principal - SMC Capital – July 2007 – December 2007

Portfolio manager.

Principal and Owner - Cannon Tingey Investment Advisors – February 1996 – June 2007

Founded Cannon Tingey Investment Advisors. The firm was registered with the Securities and Exchange Commission as a Registered Investment Advisor.

Sr. Vice President, Director of Equity Research and Sr. Portfolio Manager - First Security Investment Management, Inc. – August 1985 – February 1996

Directed an equity research staff of eight people and served as portfolio manager responsible for over \$500 million in assets.

Trust Officer – Tracy Collins Bank and Trust – January 1985 – August 1985

Chace T. Cannon, born in 1986

Education:

B.S. in Finance, University of Utah, 2011
Accredited Investment Fiduciary, AIF 2013
Certified Plan Fiduciary Advisor, CPFA 2013
Certified Financial Planner, CFP 2018

Business Background:

President/Part-Owner, Vanuatu Capital, Inc. July 2020 – Present

Vanuatu is a management company for a Venture Capital fund whose purpose is to invest in private companies.

Chief Operating Officer – August 2017 – Present

Investment Advisor, Research Manager – April 2009 – April 2017

Meet with existing and prospective CCM clients to review their investment portfolios. Monitor and recommend changes to investment funds used in the Pension Consulting and Advisory Business of CCM.

Sales Consultant – Diamond Wireless Cellular – October 2008 – April 2009

Worked with existing and potential clients to determine the best mobile phone plan for their needs.

Member Service Representative – Mountain America Credit Union – September 2007 – October 2008

Served customer's financial needs at Mountain America Branch.

Christopher G. Harris, born in 1988

Education:

B.S. in Business Marketing Management, Western Governors University - 2020
Certificate in Digital Media and Marketing - Duke University Master of Digital Marketing Program: 2018
Associate Degree in Applied Science, Salt Lake Community College - 2016

Business Background:

Chief Marketing Officer – January 2018-Present

Responsible for all marketing functions for Cannon Capital Management

Director of Marketing – June 2016 – January 2018

Responsible for developing the marketing functions for Cannon Capital Management

Business Development, Advanced MD – Feb 2016 – June 2016

Marketed Practice Management System to Medical Professionals.

Owner and Manager, Tenny's Pizza – September 2014 – June 2016

Managed pizza store, marketed services to large institutions and individuals.

Personal Trainer, Golds Gym – January 2014 – September 2014

Chartered Financial Analyst (CFA) Designation

The Chartered Financial Analyst (CFA) charter is a globally respected, graduate-level investment Credential established in 1962 and awarded by CFA Institute — the largest global Association of Investment Professionals. There are currently more than 154,000 CFA charter holders working in 165 countries.

To earn the CFA charter, candidates must complete the following: 1) pass three sequential, six-hour examinations; 2) have at least four years of qualified professional investment experience; 3) join the CFA Institute as a member; and 4) commit to abide by, and annually reaffirm, their adherence to the CFA Institute Code of Ethics and Standards of Professional Conduct.

High Ethical Standards

The CFA Institute Code of Ethics and Standards of Professional Conduct, enforced through an active professional conduct program, require CFA charter holders to:

- Place their clients' interests ahead of their own
- Maintain independence and objectivity
- Act with integrity
- Maintain and improve their professional competence
- Disclose conflicts of interest and legal matters

Global Recognition

Passing the three CFA exams is a difficult feat that requires extensive study (successful candidates report spending an average of 300 hours of study per level). Earning the CFA charter demonstrates mastery of many of the advanced skills needed for investment analysis and decision making in today's quickly evolving global financial industry. As a result, employers and clients are increasingly seeking CFA charter holders—often making the charter a prerequisite for employment. Additionally, regulatory bodies in 22 countries and territories recognize the CFA charter as a proxy for meeting certain licensing requirements, and more than 125 colleges and universities around the world have incorporated a majority of the CFA Program curriculum into their own finance courses.

Comprehensive and Current Knowledge

The CFA Program curriculum provides a comprehensive framework of knowledge for investment decision making and is firmly grounded in the knowledge and skills used every day in the investment profession. The three levels of the CFA Program test a proficiency with a wide range of fundamental and advanced investment topics, including ethical and professional standards, fixed-income and equity analysis, alternative and derivative investments, economics, financial reporting standards, portfolio management, and wealth planning. The CFA Program curriculum is updated every year by experts from around the world to ensure that candidates learn the most relevant and practical new tools, ideas, and investment and wealth management skills to reflect the dynamic and complex nature of the profession.

To learn more about the CFA charter, visit www.cfainstitute.org

Certified Financial Planner (CFP) Designation

To become certified, CFP designees are required to meet the following initial certification requirements (known as the four "Es"):

- Education
- Examination
- Experience
- Ethics

These four components are briefly described below; subsequent sections of this Guide to CFP® Certification provide detailed information about each component. While the CFP® certification requirements may be changed from time to time, designees will be expected to meet the requirements that are in place at the time you apply for the CFP® Certification Examination.

Education

The first step to CFP® certification is to acquire the knowledge required to deliver professional, competent and ethical financial planning services to clients, as outlined in the major personal financial planning topic areas identified by CFP Board's most recent Job Analysis Study (See the list of [Principal Topics](#)). CFP Board's coursework component requires the completion of a college-level program of study in personal financial planning, or an accepted equivalent (through [Challenge Status](#) or [Transcript Review](#)), including completion of a [financial plan development \(capstone\) course](#) registered with CFP Board. Designees must also have earned a bachelor's degree (or higher) from an accredited college or university in order to obtain CFP® certification. The [bachelor's degree requirement](#) is a condition of initial certification; however, it is not a requirement to be eligible to take the CFP® Certification Examination and does not need to be met before registering for the examination. CFP Board does not grant equivalencies or exceptions to the bachelor's degree education requirement.

Examination

After Designees have successfully met the education coursework requirement, they will be eligible to [register for the CFP® Certification Examination](#). The CFP® Certification Examination assesses your ability to apply your financial planning knowledge, in an integrated format, to financial planning situations (See the [Principal Knowledge Topics](#)). Combined with the education, experience, and ethics requirements, it assures the public that you have met a level of competency appropriate for professional practice.

Experience

Because CFP® certification indicates to the public the Designee's ability to provide financial planning without supervision, CFP Board requires Designees to have 6,000 hours of experience through the Standard Pathway, or 4,000 hours of experience through the Apprenticeship pathway that meets additional requirements. Qualifying experience may be acquired through a variety of activities and professional settings including personal delivery, supervision, direct support, indirect support or teaching.

Ethics

CFP® professionals agree to adhere to the high standards of ethics and practice outlined in CFP Board's [*Standards of Professional Conduct*](#) and to acknowledge CFP Board's right to enforce them through its *Disciplinary Rules and Procedures*. When you have completed the education, examination and experience components of the CFP® certification process, Designees will be directed to complete a CFP® Certification Application on which you will be asked to disclose information about their background, including their involvement in any criminal, civil, governmental, or self-regulatory agency proceeding or inquiry, bankruptcy, customer complaint, filing, termination/internal reviews conducted by their employer or firm. CFP Board conducts a detailed background check for all candidates, including review of any disclosures made on the CFP® Certification Application. Matters that may or will bar them from obtaining certification are investigated in accordance with CFP Board's *Disciplinary Rules and Procedures*. Authorization to use the CFP® marks will not be approved until the background check and any investigation are concluded successfully.

Certified Plan Fiduciary Advisor (CPFA) Designation

The CPFA designation is the professional credential for financial professionals who sell, advise, market or support qualified retirement plans. The CPFA program provides an understanding of general retirement planning concepts, terminology, distinctive features of qualified plans and the role of retirement plan professionals. Designees are able to demonstrate a general proficiency of plan administration, compliance, investment, fiduciary, and ethics issues based on the successful completion of two examinations. The CPFA designation is given by the American Society of Pension Professionals and Actuaries (ASPPA).

Accredited Investment Fiduciary (AIF®) Designation

The AIF® 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, the individual must meet prerequisite criteria based on a combination of education, relevant industry experience, and/or ongoing professional development, complete a training program, successfully pass a comprehensive, closed-book final examination under the supervision of a proctor and agree to abide by the Code of Ethics and Conduct Standards. In order to maintain the AIF Designation, the individual must annually attest to the Code of Ethics and Conduct Standards and accrue and report a minimum of six hours of continuing education. The Designation is administered by the Center for Fiduciary Studies, the standards-setting body of fi360.

Item 3: DISCIPLINARY INFORMATION

Clinton C. Cannon, Chace T. Cannon, and Christopher G. Harris have not had any legal or disciplinary events in their past. Clients and prospective clients can view the CRD records (registration records) for Clinton C. Cannon, Chace T. Cannon and Christopher G. Harris through the SEC's Investment Adviser Public Disclosure (IAPD) database online website at www.adviserinfo.sec.gov. The CRD numbers for Clinton C. Cannon, Chace T. Cannon, and Christopher G. Harris are listed on the cover page to this Brochure Supplement.

Item 4: OTHER BUSINESS ACTIVITIES

Clinton C. Cannon, Chace T. Cannon and Christopher G. Harris each have a 25% ownership interest in Vanuatu Capital, Inc. Cannon Capital Management, Inc. has no ownership interest in Vanuatu Capital, Inc. Vanuatu Capital, Inc. is a management company currently performing services for Tuvalu Ventures, LLC – an entity which invests in private companies on a venture capital basis.

Item 5: ADDITIONAL COMPENSATION

None

Item 6: SUPERVISION

As president of CCM, Clinton C. Cannon is responsible for supervision of CCM and its' IA Representatives; Clinton C. Cannon is an IA Representative himself. Clinton C. Cannon, Chace T. Cannon and Christopher G. Harris review all portfolio management transactions on a daily basis. All client accounts are reviewed on a quarterly basis in conjunction with the calculation of the advisory fee. Reviews of each client's account with the Client are handled on a regular annual or more frequent basis in accordance with the Client's desire and schedule.

Advisory clients may contact either Clinton C. Cannon, Chace T. Cannon, or Christopher G. Harris directly at the following telephone number: (801) 566-3190.

Item 7: REQUIREMENTS FOR STATE-REGISTERED ADVISERS

CCM would be required to disclose additional information for Clinton C. Cannon, Chace T. Cannon, and Christopher G. Harris if any had been the subject of a bankruptcy petition or ever been found liable in either: (a) an arbitration; or (b) a civil, self-regulatory organization, or administrative proceeding. As none of these apply to Clinton C. Cannon, Chace T. Cannon, or Christopher G. Harris, CCM has no information to disclose in this regard.