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## Form ADV Part 2-B - Brochure Supplement

This Brochure Supplement provides information about key supervised persons and supplements the Semita Asset Management LLC's Form ADV Part 2-A - Brochure. You should have received a copy of that Brochure. Please contact our Compliance Manager at 832-956-1007 or [mameagher@Semita-AM.com](mailto:mameagher@Semita-AM.com) or [Service@Semita-AM.com](mailto:Service@Semita-AM.com) if you did not receive Semita's Brochure or if you have any questions about the contents of this Supplement.

**Additional information about Semita Asset Management, LLC and each of its supervised persons included in this Supplement is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

February 22, 2021

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## Michael A. Meagher, CFA®

### CKA®

Chief Executive Officer

Chief Compliance Officer

Chief Investment Officer

Semita Asset  
Management, LLC  
5847 San Felipe, 17th Floor  
Houston, Texas, 77057  
832-956-1007  
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February 22, 2021

### Item 2 - Educational Background and Business Experience

**Name:** Michael A. Meagher, CFA®  
CKA®

Chief Executive Officer, Chief  
Compliance Officer, and Chief  
Investment Officer

Born: 1949

#### Educational Background:

|                                |                            |      |
|--------------------------------|----------------------------|------|
| Certified Kingdom Advisor® **  | Kingdom Advisors           | 2009 |
| Chartered Financial Analyst® * | The CFA Institute          | 1978 |
| MBA - Finance                  | University of Houston      | 1975 |
| B.S. - Business Administration | Louisiana State University | 1971 |

#### Business Background:

|                |                          |                                 |
|----------------|--------------------------|---------------------------------|
| 2015 – Present | Chief Executive Officer  | Semita Asset Management, LLC    |
| 2011 – 2015    | Executive Vice President | CAZ Investments, LP             |
| 2009 – 2011    | Chief Investment Officer | Inroads Capital Management, LLC |
| 2004 – 2011    | Executive Vice President | CAZ Investments, LP             |
| 1993 – 2004    | President                | Roger H. Jenswold & Co., Inc.   |

\* The designation of Chartered Financial Analyst ["CFA"] is conferred by the Chartered Financial Analyst Institute, Charlottesville, Virginia [[www.cfainstitute.org](http://www.cfainstitute.org)]. The CFA candidate must meet the following requirements to be eligible for the designation: 1) possess of an undergraduate degree plus four (4) years professional experience involving:

- Evaluating or applying financial, economic, and/or statistical data as part of the investment decision-making process involving securities or similar investments, which includes, but is not limited to, publicly traded and privately placed stocks, bonds, and mortgages and their derivatives; commodity-based derivatives and mutual funds; and other investment assets, such as real estate and commodities, if these other investment assets are held as part of a diversified, securities-oriented investment portfolio; or
- Supervising, directly or indirectly, persons who practice such activities; or
- Teaching such activities

and 2) successfully complete a study program that culminates with three (3) levels of examination each of which requires approximately 250 hours of study and preparation. The CFA Institute has a non-mandatory, or voluntary, program regarding continuing education requirements for the CFA charter holder.

\*\* The designation of Certified Kingdom Advisor™ [CKA] is conferred by Kingdom Advisors, Atlanta, GA [[www.kingdomadvisor.com](http://www.kingdomadvisor.com)]. The CKA candidate must be a disciple of Christ who has committed to be a person of character who, from a biblical worldview, serves clients with biblical financial advice in order to properly steward the resources entrusted to them. Kingdom Advisors has created the Certified Kingdom Advisor™ designation to provide confidence to those looking for financial counsel from a biblical perspective. The Certified Kingdom Advisor™ designation is given to advisors who:

- Complete the Kingdom Advisors' Core Training
- Provide evidence of their technical competence
- Commit to personal stewardship
- Assert their belief in Jesus Christ
- Provide evidence of their personal integrity
- Commit to incorporating biblical wisdom into their financial advice

### ***Item 3 - Disciplinary Information***

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. There are no disciplinary or legal events to disclose regarding Mr. Meagher.

### ***Item 4 - Other Business Activities***

Mr. Meagher has retired as a member of the Board of Trustees of the following organizations:

- CHRISTUS Stehlin Foundation for Cancer Research – Houston TX, and
- Center for Hearing and Speech Foundation - Houston TX

Mr. Meagher is an active member of the CFA Institute™ and the CFA Society of Houston and previously served as Membership Chairman for the CFA Houston organization. In addition, Mr. Meagher is a passive limited partner of CAZ Investments, LP.

Mr. Meagher provides financial and administrative advice, guidance, and services to certain family-owned and family-operated businesses that are not involved in the financial services industry.

Mr. Meagher is not registered, and does not have an application pending to register, as a broker-dealer or as a registered representative of a broker-dealer, futures commission merchant ("FCM"), commodity pool operator ("CPO"), commodity trading advisor ("CTA"), or an associated person of an FCM, CPO, or CTA.

### ***Item 5 - Additional Compensation***

Mr. Meagher does not receive compensation for investment advice or recommendations of investment products from unaffiliated, third-party sources.

### ***Item 6 - Supervision***

Semita's policies and procedures require that marketing materials must be approved by its Compliance Officer prior to their use in client or prospective client meetings. Mr. Meagher has acknowledged Semita's policies and procedures. Furthermore, he has agreed, in writing, to adhere to policies and procedures set forth in Semita's Compliance Manual and Code of Ethics Brochure in regards to dispensing investment advice and disseminating marketing materials and investment account reports.

Nevertheless, Semita encourages clients to carefully review their investment account statements including their investment allocations and individual holdings. If any material differences appear when comparing Semita's statements to the statements provided by the client's custodian / brokerage firm, clients are encouraged to communicate the difference to both parties and to pursue a satisfactory reconciliation of any such differences in the statements. More importantly, clients should provide prompt written notice to Semita if, at any time, they believe that any investment in their account violates their investment guidelines, objectives or limitations, or is otherwise unsuitable for their account.

For questions or concerns regarding the investment advice, recommendations, information, or service provided by Mr. Meagher, please contact:

Michael Meagher  
Chief Compliance Officer  
832-956-1007  
[mameagher@Semita-AM.com](mailto:mameagher@Semita-AM.com)

***Item 7 – Requirements for State Registered Advisers:***

In addition to the disciplinary requirements listed above:

A. Mr. Meagher has not been involved in an award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:

- 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.

B. Mr. Meagher has not been involved in an award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:

- 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.

C. Mr. Meagher has not been the subject of a bankruptcy petition.

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



**Justin A. Reede,**  
**CFP®, CKA®**

Director of  
Financial Planning

Semita Asset  
Management, LLC  
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Houston, Texas, 77057  
832-956-1004  
[www.Semita-AM.com](http://www.Semita-AM.com)

February 22, 2021

**Item 2 - Educational Background and Business Experience**

Name: **Justin A. Reede, CFP®, CKA®** Director of Financial Planning Born: 1996

**Educational Background:**

|                                 |                            |      |
|---------------------------------|----------------------------|------|
| CERTIFIED FINANCIAL PLANNER™    | The CFP Board of Standards | 2020 |
| Professional*                   | Kindgom Advisors           | 2020 |
| Certified Kingdom Advisor®**    | Liberty University         | 2017 |
| B.S. - Business Administration: |                            |      |
| Financial Planning              |                            |      |

**Business Background:**

|                |                                |  |
|----------------|--------------------------------|--|
| 2017 – Present | Director of Financial Planning | Semita Asset Management, LLC                                   |
| 2015 - 2017    | Driver                         | Enterprise Rent-A-Car  |
| 2016 – 2017    | Chief Financial Officer        | Liberty University Enactus Chapter:<br>Brewvita Coffee Company |
| 2016 – 2016    | Financial Planning Intern      | Armstrong & Dixon Business and Family<br>Advisors              |
| 2015 - 2016    | Financial Analyst              | Liberty University Enactus Chapter:<br>Brewvita Coffee Company |
| 2014 - 2017    | Student                        | Liberty University   |

\* 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 71,000 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 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.

\*\* The designation of Certified Kingdom Advisor™ ["CKA®"] is conferred by Kingdom Advisors, Atlanta, GA [www.kingdomadvisor.com ]. The CKA® candidate must be a disciple of Christ who has committed to be a person of character who, from a biblical worldview, serves clients with biblical financial advice in order to properly steward the resources entrusted to them. Kingdom Advisors has created the Certified Kingdom Advisor™ designation to provide confidence to those looking for financial counsel from a biblical perspective. The Certified Kingdom Advisor™ designation is given to advisors who:

- Complete the Kingdom Advisors' Core Training
- Provide evidence of their technical competence
- Commit to personal stewardship
- Assert their belief in Jesus Christ
- Provide evidence of their personal integrity
- Commit to incorporating biblical wisdom into their financial advice

### ***Item 3 - Disciplinary Information***

Registered investment advisors are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. There are no disciplinary or legal events to disclose regarding Mr. Reede.

### ***Item 4 - Other Business Activities***

Mr. Reede is not registered, and does not have an application pending to register, as a broker-dealer or as a registered representative of a broker-dealer, futures commission merchant ("FCM"), commodity pool operator ("CPO"), commodity trading advisor ("CTA"), or an associated person of an FCM, CPO, or CTA.

### ***Item 5 - Additional Compensation***

Mr. Reede does not receive compensation for investment advice or recommendations of investment products from unaffiliated, third-party sources.

### ***Item 6 - Supervision***

Mr. Reede is supervised by Mr. Meagher, Chief Compliance Officer. Semita's policies and procedures require that marketing materials must be approved by its Compliance Officer prior to their use in client or prospective client meetings. Mr. Reede has acknowledged Semita's policies and procedures. Furthermore, he has agreed, in writing, to adhere to policies and procedures set forth in Semita's Compliance Manual and Code of Ethics Brochure in regards to dispensing investment advice and disseminating marketing materials and investment account reports.

Nevertheless, Semita encourages clients to carefully review their investment account statements including their investment allocations and individual holdings. If any material differences appear when comparing Semita's statements to the statements provided by the client's custodian / brokerage firm, clients are encouraged to

communicate the difference to both parties and to pursue a satisfactory reconciliation of any such differences in the statements. More importantly, clients should provide prompt written notice to Semita if, at any time, they believe that any investment in their account violates their investment guidelines, objectives or limitations, or is otherwise unsuitable for their account.

For questions or concerns regarding the investment advice, recommendations, information, or service provided by Mr. Reede, please contact:

Michael Meagher  
Chief Compliance Officer  
832-956-1007  
[mameagher@Semita-AM.com](mailto:mameagher@Semita-AM.com)

***Item 7 – Requirements for State Registered Advisers:***

In addition to the disciplinary requirements listed above:

A. Mr. Reede has not been involved in an award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:

- 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.

B. Mr. Reede has not been involved in an award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:

- 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.

C. Mr. Reede has not been the subject of a bankruptcy petition.

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