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SCHEDULE 2B - BROCHURE SUPPLEMENT

Julie A. Ellenbecker-Lipsky, CFP®

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This Brochure Supplement provides information about Julie Ellenbecker-Lipsky that supplements the Ellenbecker Investment Group, Inc. ("EIG") brochure. You should have received a copy of that brochure. Please contact EIG if you did not receive our brochure or if you have any questions about the contents of this supplement.

Additional information about Julie A. Ellenbecker-Lipsky (CRD No. 3044053) is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 - Educational Background and Business Experience

Julie was born in 1974. She graduated from the University of Wisconsin-Milwaukee. She is currently the President of EIG. She has been with the firm since its formation in 1996. She was a financial advisor with SII Investment Inc. from 1998 until 2014. Julie is a founding member of the EIG Charitable Foundation which was formed in 2006 and is currently serving on the Boys and Girls Club of Greater Milwaukee – Camp Whitcomb Mason Committee. She has also served as a Director on the Rogers Memorial Hospital Foundation Board from 2009 to 2013 and as the Chair from 2013 to 2020.

Julie has earned the designation of CERTIFIED FINANCIAL PLANNER™ in 2005 and Certified Divorce Financial Analyst™ (CDFA™) in 2014 and has passed the Series 65 Uniform Investment Adviser Law exam. She also passed the FINRA Series 7 General Securities Representative exam, Series 6 Investment Company Products/Variable Contracts Limited Representative exam, Series 63 Uniform Securities Agent State Law exam which were all registered through a previous broker/dealer.

CERTIFIED FINANCIAL PLANNER™ professional

Julie is certified for financial planning services in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”). Therefore, she may refer to herself as a CERTIFIED FINANCIAL PLANNER™ professional or a CFP® professional, and may use these and CFP Board’s other certification marks (the “CFP Board Certification Marks”). The CFP® certification is voluntary. No federal or state law or regulation requires financial planners to hold the CFP® certification. You may find more information about the CFP® certification at www.CFP.net.

CFP® professionals have met CFP Board’s high standards for education, examination, experience, and ethics. To become a CFP® professional, an individual must fulfill the following requirements:

- **Education** – Earn a bachelor’s degree or higher from an accredited college or university and complete CFP Board-approved coursework at a college or university through a CFP Board Registered Program. The coursework covers the financial planning subject areas CFP Board has determined are necessary for the competent and professional delivery of financial planning services, as well as a comprehensive financial plan development capstone course. A candidate may satisfy some of the coursework requirement through other qualifying credentials. CFP Board implemented the bachelor’s degree or higher requirement in 2007 and the financial planning development capstone course requirement in March 2012. Therefore, a CFP® professional who first became certified before those dates may not have earned a bachelor’s or higher degree or completed a financial planning development capstone course.
- **Examination** – Pass the comprehensive CFP® Certification Examination. The examination is designed to assess an individual’s ability to integrate and apply a broad base of financial planning knowledge in the context of real-life financial planning situations.

- **Experience** – Complete 6,000 hours of professional experience related to the personal financial planning process, or 4,000 hours of apprenticeship experience that meets additional requirements.
- **Ethics** – Satisfy the *Fitness Standards for Candidates for CFP® Certification and Former CFP® Professionals Seeking Reinstatement* and agree to be bound by CFP Board's *Code of Ethics and Standards of Conduct* ("Code and Standards"), which sets forth the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements to remain certified and maintain the right to continue to use the CFP Board Certification Marks:

- **Ethics** – Commit to complying with CFP Board's *Code and Standards*. This includes a commitment to CFP Board, as part of the certification, to act as a fiduciary, and therefore, act in the best interests of the client, at all times when providing financial advice and financial planning. CFP Board may sanction a CFP® professional who does not abide by this commitment, but CFP Board does not guarantee a CFP® professional's services. A client who seeks a similar commitment should obtain a written engagement that includes a fiduciary obligation to the client.
- **Continuing Education** – Complete 30 hours of continuing education every two years to maintain competence, demonstrate specified levels of knowledge, skills, and abilities, and keep up with developments in financial planning. Two of the hours must address the *Code and Standards*.

The Certified Divorce Financial Analyst™ is a designation awarded by the Institute for Divorce Financial Analysts™ (IDFA™). Candidates are required to have a minimum of three years working experience as a financial professional, accountant or matrimonial lawyer before starting the program. The program consists of four self-study modules, each requiring the passing by at least 70% of an exam. The modules are: the fundamentals of divorce; the financial issues of divorce; the tax issues of divorce and working as a CDFA™ - case study. Once you pass the exams and earn the designation you are required to meet continuing education requirements of obtaining at least 15 hours of divorce-related continuing education every two years to remain in good standing. The candidate must also comply with a "Code of Ethics and Professional Responsibility" established by the IDFA™.

Item 3 - Disciplinary Information

Julie does not have any disciplinary information to disclose. She has not: (a) been party to a criminal or civil action in a domestic, foreign or military court, (b) been party to an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency or any foreign financial regulatory authority; or (c) been party to a self-regulatory proceeding.

Item 4 - Other Business Activities

Julie is also licensed to sell insurance products through various insurance companies in addition to the other activities previously noted above.

Item 5 - Additional Compensation

Julie may receive compensation for the sale of insurance products, but she does not receive any additional economic benefit from third parties for providing advisory services.

Item 6 - Supervision

Julie is responsible for the overall supervision of the investment adviser representatives of the firm. She also has others which she designates to assist in this process and who review the services that she provides to clients for compliance with internal and regulatory compliance procedures. Her contact information can be found on the cover page of this Schedule 2B supplemental brochure.