

Item 1 - Cover Page

SCHEDULE 2B - BROCHURE SUPPLEMENT

Heather Deaton, CFP®, CSRIC™

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This Brochure Supplement provides information about Heather K. Deaton 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 Heather K. Deaton (CRD No. 5543239) is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2 - Educational Background and Business Experience

Heather was born in 1970. Originally from Burlington, Wisconsin, Heather graduated from University of Wisconsin – Eau Claire in 1992. Heather started with EIG in 2016. She was previously with Northwestern Mutual from 2005 to 2016 as a systems and project consultant in the home office and Director of Operations with Spaeth Barrett Group. Prior to that, Heather was a project manager at eFunds from 2001 to 2005 and Bank of America from 1994 to 2001. She was a research analyst at the Federal Reserve Bank – St Louis immediately after graduation to 1994. She also currently serves as the Chair of the Fondy Food Center Board of Directors.

Heather earned the designation of CERTIFIED FINANCIAL PLANNER™ in 2019. She earned the designation of Chartered SRI CounselorSM (CSRIC™) in 2020. Heather also passed the Series 65 (Investment Advisor Law Exam) in 2017.

CERTIFIED FINANCIAL PLANNER™ professional

Heather 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*.

Item 3 - Disciplinary Information

Heather 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

Heather does not have any other relevant business activities related to her investment advisory activities.

Item 5 - Additional Compensation

Heather 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

Heather is supervised by Julie Ellenbecker-Lipsky, EIG's President & CEO. Her contact information can be found on the cover page of this Schedule 2B supplemental brochure.

Julie and other individuals as she may designate, regularly review the accounts receiving investment advisory services to monitor for compliance with regulatory and internal procedures.