

**Harvey Siegel**  
5 Walker Street  
Lenox, MA 01240

**Apella Capital, LLC**  
151 National Drive  
Glastonbury, CT 06033  
860-785-2260

May 2020

**FORM ADV PART 2B  
BROCHURE SUPPLEMENT**

**This brochure supplement provides information about Harvey Siegel that supplements the Apella Capital, LLC (“Apella”) brochure. You should have received a copy of that brochure. Please contact Timothy Richards at 860-781-6550 if you did not receive the brochure or if you have any questions about the contents of this supplement.**

**Additional information about Harvey Siegel is available on the SEC’s website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## Table of Contents

<b><i>Educational Background and Business Experience</i></b> .....	<b>1</b>
<b><i>Disciplinary Information</i></b> .....	<b>2-3</b>
<b><i>Other Business Activities</i></b> .....	<b>4</b>
<b><i>Additional Compensation</i></b> .....	<b>5</b>
<b><i>Supervision</i></b> .....	<b>6</b>

## ***Educational Background and Business Experience***

Form ADV Part 2B, Item 2

### **Harvey Siegel**

*Year of Birth:* 1946

*Formal Education after High School:*

- City University of New York, B.B.A. Accounting, 1969

*Business Background for the Previous Five Years:*

- Mr. Siegel is registered as an investment adviser representative of Apella and holds the title of Senior Financial Advisor.
- Mr. Siegel previously acted as Chief Executive Officer and Chief Compliance Officer with ARC Investment Planning & Management, Inc.

*Certifications:*

- Mr. Siegel earned the Certified Public Accountant designation, ("CPA"). Issued by the American Institute of Certified Public Accountants (AICPA) and administered by the National Association of State Boards of Accountancy (NASBA). CPAs are licensed and regulated by their state boards of accountancy. While state laws and regulations vary, the education, experience and testing requirements for licensure as a CPA generally include minimum college education (typically 150 credit hours with at least a baccalaureate degree and a concentration in accounting), minimum experience levels (most states require at least one year of experience providing services that involve the use of accounting, attest, compilation, management advisory, financial advisory, tax or consulting skills, all of which must be achieved under the supervision of or verification by a CPA), and successful passage of the Uniform CPA Examination. In order to maintain a CPA license, unless exempt, states generally require the completion of 40 hours of continuing professional education (CPE) each year (or 80 hours over a two year period or 120 hours over a three year period). Additionally, all American Institute of Certified Public Accountants (AICPA) members are required to follow a rigorous Code of Professional Conduct which requires that they act with integrity, objectivity, due care, competence, fully disclose any conflicts of interest (and obtain client consent if a conflict exists), maintain client confidentiality, disclose to the client any commission or referral fees, and serve the public interest when providing financial services. The vast majority of state boards of accountancy have adopted the AICPA's Code of Professional Conduct within their state accountancy laws or have created their own.

### ***Disciplinary Information***

Form ADV Part 2B, Item 3

Apella is 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.

#### **Harvey Siegel**

No information is applicable to this item for Mr. Siegel.

- A. Mr. Siegel has never been subject to a criminal or civil action in a domestic, foreign or military court of competent jurisdiction in which the supervised person
1. was convicted of, or pled guilty or nolo contendere ("no contest") to (a) any felony; (b) a misdemeanor that involved investments or an investment-related business, fraud, false statements or omissions, wrongful taking of property, bribery, perjury, forgery, counterfeiting, or extortion; or (c) a conspiracy to commit any of these offenses;
  2. is the named subject of a pending criminal proceeding that involves an investment-related business, fraud, false statements or omissions, wrongful taking of property, bribery, perjury, forgery, counterfeiting, extortion, or a conspiracy to commit any of these offenses;
  3. was found to have been involved in a violation of an investment-related statute or regulation; or
  4. was the subject of any order, judgment, or decree permanently or temporarily enjoining, or otherwise limiting, the supervised person from engaging in any investment-related activity, or from violating any investment-related statute, rule, or order.
- B. Mr. Siegel has never been subject to an administrative proceeding before the SEC, any other federal regulatory agency, any state regulatory agency, or any foreign financial regulatory authority in which the supervised person
1. was found to have caused an investment-related business to lose its authorization to do business; or
  2. was found to have been involved in a violation of an investment-related statute or regulation and was the subject of an order by the agency or authority
    - a) denying, suspending, or revoking the authorization of the supervised person to act in an investment-related business;
    - b) barring or suspending the supervised person's association with an investment-related business;
    - c) otherwise significantly limiting the supervised person's investment-related activities; or
    - d) imposing a civil money penalty of more than \$2,500 on the supervised person.
- C. Mr. Siegel has never been subject to a self-regulatory organization (SRO) proceeding in which the supervised person
1. was found to have caused an investment-related business to lose its authorization to do business; or
  2. was found to have been involved in a violation of the SRO's rules and was: (i) barred or suspended from membership or from association with other members, or was expelled from membership; (ii) otherwise significantly limited from investment-related activities; or (iii) fined more than \$2,500.

Form ADV Part 2B, Item 3

- D. Mr. Siegel has never been subject to any other proceeding 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.

***Other Business Activities***

**Harvey Siegel**

Form ADV Part 2B, Item 4

- Mr. Siegel has no other business activities.

***Additional Compensation***

Form ADV Part 2B, Item 5

Harvey Siegel does not receive any additional compensation such as, but not limited to, sales awards, other prizes and from any other source outside of Apella.

***Supervision***

Form ADV Part 2B, Item 6

Mr. Siegel is supervised by Joshua Pace, Chief Executive Officer at Apella. Mr. Pace can be reached at 415-717-2771.