

This brochure provides information about Alissa L. Conklin that supplements the Trustmont Advisory Group, Inc. brochure. You should have received a copy of that brochure for your perusal. Please contact Alissa Conklin, Investment Advisor Representative, if you did not receive your copy of the brochure or if you have any questions about the contents of this supplement.

Additional information about Alissa L. Conklin (CRD #3262147) is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).



**Form ADV Part 2 B ~ Individual Disclosure Brochure**

**for**

**Alissa L. Conklin,**

**Investment Advisor Representative**

Trustmont Advisory Group, Inc.  
200 Brush Run Road, Suite A  
Greensburg, PA 15601  
(724) 468-5665  
[www.trustmontgroup.com](http://www.trustmontgroup.com)

Appelman Financial  
250 Schoolhouse Road  
Bloomsburg, PA 17815  
(570) 784-1716 or 1 (800) 598-4998  
[www.appelmanfinancial.com](http://www.appelmanfinancial.com)

*Updated 10/24/2019*

**Educational Background and Business Experience**

**Name:** Alissa Lynne Conklin

**Born:** 1981

**Educational Background**

Graduated Bloomsburg Christian School 1999 with Honors

Attended Pennsylvania College of Technology 1999 – Economics and Financial Planning

**Business Background and Professional Designations**

**2013 – Present**      **Chartered Financial Consultant™, ChFC®**

from the American College in Bryn Mawr, PA

*The ChFC® consists of nine courses and exams. Three years of full-time business experience is required. Designees must meet code of ethics standards and complete 30 hours of CE credit every two years.*

**2012 – Present**      **Annual Filing Season Program – Record of Completion from the IRS**

**2010 – Present**      **Resident Producer Individual Pennsylvania Insurance License**

Lines of Authority: Variable Life/Variable Annuity, Life & Fixed Annuities, License# 541698

|                       |   |
|-----------------------|---|
| <b>2005 – Present</b> | <b>Investment Advisor Representative, Series 65</b>   |
| <b>2003 – Present</b> | <b>Registered Tax Return Preparer</b>   |
| <b>2002 – Present</b> | <b>Financial Paraplanner Qualified Professional™, FPQP®</b><br>from the College of Financial Planning<br><i>Initial criteria included 180 hours of self-studying in the Foundations of Financial Planning, passing an on-line timed end-of-course exam, completing a 3-month internship where program skills had to be mastered, and acceptance and adherence to professional code of ethics and conduct. Continuing education of 16 credit hours is required every two years as well as reaffirmation of the code of ethics.</i> |
| <b>2001 – 2008</b>    | <b>Pennsylvania Mortgage Broker</b>   |
| <b>2000 – Present</b> | <b>Account Executive, Series 6 &amp; 63 Securities Representative</b>   |
| <b>1999 – Present</b> | <b>Employee and Administrative Director of Appelman Financial</b>   |

#### **Disciplinary Information**

There are no legal or disciplinary events that are material to a client's or prospective client's evaluation of this advisory business.

#### **Other Business Activities**

Alissa L. Conklin is a licensed insurance agent as well as a registered representative with Trustmont Financial Group, Inc. as well as her other Financial Planning designations. From time to time, she will offer clients advice or products from those activities. Clients should be aware that annuities and insurance services pay a commission and involve a possible conflict of interest, as commissionable products can differ with the fiduciary duties of an Investment Adviser Representative. Alissa always acts in the best interest of the client; including the sale of commissionable products to advisory clients.

#### **Additional Compensation**

Other than salary, annual bonuses, regular bonuses, Alissa L. Conklin does not receive any economic benefit from any person, company or organization in exchange for providing advisory services through Appelman Financial.

#### **Supervision**

Trustmont Advisory Group, Inc. has created policies and procedures reasonably designed to prevent violation of the Investment Advisers Act of 1940 and the rules that the Security and Exchange Commission have adopted under the Act. Trustmont Advisory Group, Inc. does not oversee the direct investment advice that Alissa L. Conklin gives to a client or potential client. Clients or potential clients should rely exclusively on the expertise and knowledge of Alissa for all advice and recommendations. Trustmont Advisory Group, Inc. does have guidelines on the advice that Alissa Conklin provides. These guidelines include but are not limited to: As an investment advisor representative, Alissa L. Conklin must provide advice that is in the client's best interest and must not place their interests ahead of the client's interest under any circumstances. Alissa must follow specific fiduciary obligations when dealing with clients, obligations such as but not limited to: the duty to have a reasonable, independent basis for the investment advice provided, the duty to ensure that the investment advice is suitable to meeting the client's individual objectives, needs and circumstances and a duty to be loyal to clients. Engaging in any fraudulent or deceitful conduct with clients or potential clients is strictly prohibited. Examples of fraudulent conduct include but are not limited to: misrepresentation, nondisclosure of fees and/or misappropriation of client funds.

Alissa L. Conklin is supervised by Chief Compliance Officer MaryLynne Hixenbaugh of Trustmont Advisory Group, Inc. Contact information is on the cover page of this supplement.