Dream Plan Live

Our goal is to partner with and empower our clients

to realize their dreams and financial goals

by implementing dynamic strategies

tailored to every stage of their lives

with exceptional attention to detail and purpose.

HUDOCK CAPITAL GROUP, LLC

WEALTH PARTNERS WITH PURPOSE

At Hudock Capital Group, LLC (Hudock Capital), we are invested with a deep sense of purpose – to make a positive and profound difference in the lives of our clients and in the communities we serve.

More than Financial Advisors, we are Wealth Partners. We develop a dynamic relationship with each client – one that is centered on a highly personalized and principled approach to investing with purpose. Put simply, we start with your life…and plan your money around it.

Hudock Capital is a group of trusted advisors – client-focused professionals with nearly 300 years of combined experience in the investment business, active members of the Financial Planning Association, the Investment Management Consulting Association, the Academy of Certified Portfolio Managers and other professional organizations.

We understand that you are unique, with your own goals and dreams. We know that your goals and dreams may change over time. We believe in the power of being present as we listen and learn to understand what is important to you. Whether it's retirement planning, funding a child's education, providing for heirs or leaving a philanthropic legacy, we are here to understand what gives you purpose and then dedicate our experience and resources to help you realize it.

We are focused and flexible, principled and purposeful, resourceful and respectful. Above all, we believe in our clients and in their dreams. We find no greater satisfaction than in helping our clients live the lives they've imagined. This unique brand of a purpose-driven client experience is our hallmark. It is who we are and what we do.

Front row, left to right: Penny Di Stefano, Tim Day, Jane Hawkins, Barbara Hudock, Christina Cline, Cheryl Appleton, Kristen Menges, Back row, left to right: Marcia Pauling, Trina Stewart, Holly Tagliaferri, Wayne Dieffenderfer, Michael Hudock, John Kolb, Shelley Whitnack, Amanda Saratowski

[1] *Featured in* The Winner's Circle V, *by R.J. Shook, 2008, in which the author provided analysis of financial advisory practices and rankings of Advisors based on assets under management, revenue generation, and practice quality.*

We Start with Your Life...

At Hudock Capital we believe in finding out what is most important to you and creating a plan to make that happen. Every member of our team is committed to listening intently to help you discover what is most important in your life, and then we plan your money around it. At the core of this effort is building a long-term, dynamic relationship with you — one focused on helping you live the life that you've imagined and grounded in the following elements critical to our success:

- **Trust.** Pure and simple. We promise to do what is in your best interest. We will spend as much time as needed in order to reach a level of mutual trust, so when you leave our office you know we are doing everything we can to help meet and exceed the goals set forth.
- **Accountability.** It is important to you and is very important to us as well. You can rest assured that we will do what we say we will do, and we expect you to share that same commitment to your success.
- **Communication.** We are in touch with you on a regular basis. We have at least annual, and when appropriate, more frequent review meetings to monitor and recommend any changes.

"Never doubt that a small group of thoughtful, committed people can change the world. Indeed, it is the only thing that ever has."
~ Margaret Mead

- **Integrity.** This is a vital part of our practice. The commitment to do what is right for you, sometimes at the expense of our own profitability, is the necessary foundation for the kind of trust that brings about lasting relationships.

  No matter which team member you contact, the message will be the same. We adhere to the philosophy that in doing the right thing that is in the best interests of our clients at all times, profitability will take care of itself via client satisfaction and referrals.
- **Continued Improvement.** At Hudock Capital, continuing education is essential to creating excellence. We are members of many professional organizations and regularly attend conferences and courses to enhance our knowledge so we can better serve you.

...and Plan Your Money Around It

- **Investment Plan.** We find that starting most relationships successfully with a personal investment plan helps us establish and prioritize your values and goals.

- **Investment Strategies.** Essential to a well-balanced portfolio, purpose-driven investment strategies allow us to take the emotional issues largely out of the dialogue. Rebalancing regularly is an integral part of our Investment Policy. As investment professionals, we pursue an ongoing search for outstanding money managers at all times in order to help enhance our clients' portfolios while holding the managers we use to strict guidelines.

- **Community Involvement.** We are committed to giving back and to being a major asset in the communities where we work and live. We meet regularly to discuss how we can best deploy our talents and resources to help the various nonprofit organizations in the communities we serve. Every member of our firm is encouraged to volunteer their time to nonprofit organizations of their choice. Our firm gives team members time off to devote to local nonprofits and matches contributions – up to $5,000 – to nonprofit organizations that are made by any member of our firm. In fact, since starting our firm, Barbara Hudock and our firm have made over $3,000,000 in charitable contributions to benefit many important nonprofit organizations serving our local communities. This level of support reflects our commitment to helping our broader community. It is an important part of who we are.

"No man can tell whether he is rich or poor by turning to his ledger. It is the heart that makes a man rich. He is rich according to what he is, not according to what he has."
~ Henry Ward Beecher

HUDOCK
CAPITAL GROUP, LLC
WEALTH PARTNERS WITH PURPOSE

Our core purpose, our passion,

is to make a

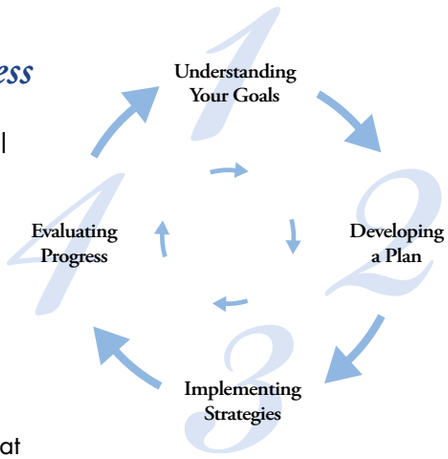
positive and profound difference

in the lives of our clients

and in the

communities we serve.

Disciplined Wealth Management Process



At the heart of each client relationship is a fundamental commitment to helping you achieve your life goals. Whether you are investing for your children's education, an early retirement or other life goals, Hudock Capital offers advice, experience, and guidance to advance your goals toward reality.

Our approach endeavors to ensure you have a plan that keeps pace with changes in the market and changes in your life. It involves four key steps:

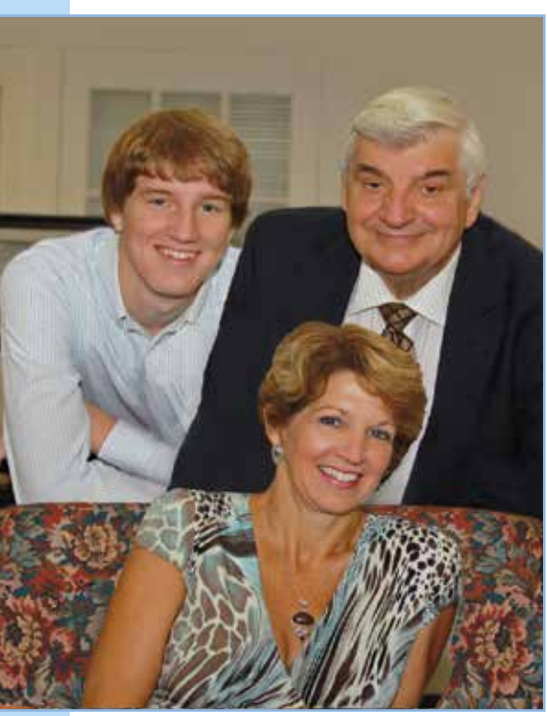
1. **Understanding Your Goals**
   Gaining a clear understanding of your life goals is the first step. We will spend the necessary time getting to know you, your interests, preferences and values. Once these are defined and your goals understood, we can start developing your plan.

2. **Developing a Plan**
   We will work with you to create a customized plan to help you achieve your financial goals. The plan is built on a sound strategy that incorporates your needs, time horizon, and risk tolerance.

3. **Implementing Strategies**
   Once your plan is established, we recommend custom-tailored strategies and coordinate specific recommendations with your other professional advisors as needed. Together, we select from a broad array of investment vehicles and services, and implement the strategies that make sense for your situation.

4. **Evaluating Progress**
   Throughout your relationship with us, we will communicate with you regularly to assess your progress. This ongoing evaluation helps ensure that your needs and expectations are being met. Recommendations and strategies are adjusted over time to address your evolving goals and changes in the markets.

Backed by advanced financial tools and technology, Hudock Capital is committed to helping you manage your financial life today and pursue realistic goals for tomorrow. Working together, we can help make sure your investment plan is up-to-date as your financial situation and life goals change.



Family is of the highest importance to many of our clients. We count several multi-generational families among our clients and consider it a priority and a privilege to help educate the next generation.

Achieving the Right "Fit"

We are selective in establishing new client relationships so that we can focus our attention and resources on you without compromising the quality of our services. We also know that in order for an ideal wealth partnership to work, the right "fit" is necessary. We find that our clients generally share these characteristics:

- They understand the value of working with a wealth partner—someone with whom they can develop a dynamic relationship to build and preserve wealth.
- They share our investment philosophy – one based on a highly personalized and principled approach to investing with purpose.
- They have the capacity, commitment and discipline to set and meet meaningful financial goals.
- They are passionate about their lives and are people with whom we enjoy spending time.
- They are compassionate individuals who believe in making a difference in the lives of others.

Many of our clients hold family and philanthropy among their highest values. They believe in leading by example and have set high standards as role models in their communities, always looking for ways to help other people and to make the world a better place.

"Character is doing the right thing when no one is watching."
~ J.C. Watts

At Hudock Capital, we believe that it's as important to pass the wisdom of wealth to the next generation as it is to pass the wealth itself. Where appropriate, we conduct Family Meetings to educate and enlighten the children and grandchildren of our clients to help pass the baton of wisdom.

"The greatest gifts you can give your children are the roots of responsibility and the wings of freedom."
~ Denis Waitley

Trust

Investment Planning

At Hudock Capital, one of our strengths is our belief in the investment planning process. While not all of our clients need a written, comprehensive plan, we believe everyone can benefit from planning. This process evolves with annual reviews and updates to stay current with each client's life-stage needs. Investment planning services are also provided to address specific goals and needs.

The following components are available separately or as part of a comprehensive plan:

- Retirement Income and Capital Needs Analysis
- Investment Analysis and Strategies
- Estate Planning and Tax Minimization
- Charitable Giving Strategies
- Social Security Optimization

The first phase of your planning process takes into account any special circumstances, such as non-liquid assets, business ownership or transition issues. The second phase entails monitoring of overall holdings, target allocation and related performance, and needs such as cash flow, Social Security optimization, liquidity and tax minimization.

Asset allocation/investment timing cannot eliminate the risk of fluctuating prices and uncertain returns. Hudock Capital associates are not legal or tax advisors. However, as Financial Advisors we will be glad to work with you, your accountant, tax advisor and/or attorney to help meet your financial goals.

Many of our clients are young professionals who have made a commitment to their future financial security. Some of them also spend significant time and resources tirelessly working to enrich their community.

"During my eighty-seven years, I have witnessed a whole succession of technological revolutions. But none of them has done away with the need for character in the individual or the ability to think."
~ Bernard Baruch

Portfolio Design

After the initial planning process is complete, a target return is established. We then develop an Investment Policy and an Asset Allocation Strategy. Investment selection is the final stage of the investment process.

Hudock Capital Investment Committee

Front row, left to right: Marcia Pauling, Barbara Hudock, Christina Cline, Kristen Menges

Back row, left to right: Amanda Saratowski, Wayne Dieffenderfer, Michael J. Hudock Jr., John Kolb, Shelley Whitnack

Portfolio assets are allocated among the major classes of cash, stocks, bonds, real estate and other alternative asset classes, such as commodities, based upon market conditions. Stocks are divided among domestic and foreign, large and small capitalization. We further divide domestic stocks into growth and value styles. Bonds are separated by investment quality, taxability and duration. In addition, we may use real estate investment trusts (REITs) for the real estate component of a portfolio to complement the client's investment property holdings.

Using the Investment Policy created as our guide, we will implement, manage and monitor performance regularly. One of the greatest challenges facing any investor is determining the blend of assets of the portfolio; a blend that is intended to achieve the investment objectives for the portfolio while still exposing the investor to a level of risk he can tolerate both personally and financially.

In addition, while tax considerations do not drive our portfolio management decisions, we exercise care in the appropriate placement of investments within tax-deferred and taxable account structures.

"Never depend upon institutions or government to solve any problem.
All social movements are founded by, guided by,
motivated and seen through by the passion of individuals."
~ Margaret Mead

Barbara B. Hudock, CIMA®, CPM®

Chief Executive Officer, Founding Partner

With 41 years of financial services experience, Barbara is CEO and Founding Partner of Hudock Capital. *Barron's* ranked Barbara's team in the top 18 in the State of Pennsylvania in 2009, 2010, 2011, 2013, 2014, 2015, and most recently ranked number 23 in 2016. These rankings are published in February of each year in the *Top 1,000 Advisors* ranked by state listing[1]. She was included in the *Barron's Top 100 Women Financial Advisor's*[2] list each year from 2006 through 2010, and again in 2013 through 2016, as well as the *Barron's Top 100 Independent Advisors*[3] ranking in 2007 and 2008. *Forbes* ranked our firm #1 of the *50 Top Wealth Managers* on their 2013 Emerging RIA list[4].

Hudock Capital was named # 22 out of the *Top 50 Emerging RIAs*[5] in the country by *Financial Planning* and named #40 out of the *Top 50 Women-Owned RIAs* in 2013 by *Wealth Management*[6]. In 2011, Barbara completed her Certified Portfolio Manager (CPM) certification through Columbia University and the Academy of Portfolio Management. Barbara is a 2007 recipient of the Wachovia Way Award which recognized her "extraordinary personal and professional achievements and her continuing dedication to the quality of life for her family, friends, clients, and community." She was named in *Registered Rep*'s *Top 100 Independent Advisors in America* in the August 2009[7] issue, ranking as #49 in the country. Barbara holds the professional designation of Certified Investment Management Analyst (CIMA). She is a graduate of the Securities Industry Institute—one of the industry's premier education programs and a joint effort of Wharton Business School faculty and the Securities Industry Association (SIA). A member of the Investment Management Consulting Association (ICMA), Barbara is actively involved in both giving and receiving continuing education for the betterment of her practice and the financial planning industry. She is often invited to present at industry conferences. Hudock Moyer Wealth Management, Hudock Capital's predecessor, was named one of the 85 *Forbes* 2006 Small Business Enterprise Award[8] recipients at a ceremony at Lincoln Center, Manhattan, New York.

Before founding her own firm, Barbara worked as a Financial Advisor for Merrill Lynch Private Client Group. She rose to become a First Vice President at Merrill Lynch and was an instructor of financial planning for five years at their Princeton Professional Development Center.

"Our secret mission is that when clients walk through our doors, they're magically transported to a world that's kinder, gentler, warmer, friendlier, and where their dreams come true."
~ Barbara Hudock

Barbara and her team were profiled in *The Winner's Circle V: Wealth Management Insights from America's Best Financial Advisory Teams* by R.J. Shook. Barbara was profiled in *The Trust Equation* by Steven Drozdeck and Lyn Fisher. The Hudock Capital Team was profiled in *Wealth Management Teams*: *The Investor's Guide to Evaluating and Selecting the Best Alliance of Financial Pros* by Sydney LeBlanc and Lyn Fisher.

Originally from Charlotte, North Carolina, Barbara has lived in Williamsport for more than 43 years. She earned a Bachelor of Arts degree from Bloomsburg University, served on its Foundation Board from 1990 - 2005, and was named Young Alumna of the Year in 1997. Barbara received the Pennsylvania Governor's Patron of the Arts award in 2008. She was honored at a ceremony in May, 2009 with the Director's Chair by the Community Arts Center in Williamsport; the purpose of this honor is "to recognize 'unsung hero' friends of the Community Arts Center who have over the course of many years quietly worked to promote the present programs and serve the long-range future of the facility." At the State of Israel Bonds dinner in April, 2011, Barbara received the Jerusalem Star award as well as citations from Congress, the Senate, and the Governor. In 2002, Barbara was nominated by the Chairman of the Board of Governors and the Chancellor of the State System of Higher Education to receive the volunteerism award for her contributions to Bloomsburg University. She served as Director of The First Community Foundation of Pennsylvania and the Williamsport Lycoming Foundation for eight years and currently is a director for WVIA Public TV & Radio, Susquehanna Health Foundation, and the Woodcock Foundation for the Appreciation of the Arts, Inc. She also serves on the Pershing Advisors Solutions (PAS) Advisor Council. She is a past Director for the Williamsport / Lycoming Chamber of Commerce. Barbara and her husband Mike have two grown and married children, Valerie (Pedro) and Michael (Lyneah), two grandchildren, Michael Joseph and Benner, and one "granddog."
Her hobbies include scuba diving, skiing, yoga and reading.

"To give beyond reason. To care beyond hope. To love without limit.
To reach, stretch, and dream in spite of your fears. These are the hallmarks of divinity —
traits of the immortal — your badges of honor, and your ticket home."
~ Mike Dooley

1 *Barron's* Magazine *Top 1,000 Advisers*, February 9, 2009, February 22, 2010, February 21, 2011, February 18, 2013, February 24, 2014, February 23, 2015, March 7, 2016.

2 *Barron's* Magazine *Top 100 Women Financial Advisers*, June 12, 2006, June 11, 2007, June 9, 2008, June 8, 2009, June 7, 2010, June 10, 2013, June 9, 2014, June 8, 2015. *Barron's* Magazine, a weekly business periodical published by Dow Jones. Rankings are based on assets under management, revenue generated for Advisors' firms, quality of practices and philanthropic work.

3 *Barron's* Magazine *Top 100 Independent Financial Advisers*, August 27, 2007, August 18, 2008.

4 *Forbes* Magazine *Top 50 Emerging Wealth Managers* list ranked RIA's (Registered Investment Advisors) under $500 million in total assets under management (AUM) based on growth from March 31, 2011 through March 31, 2013. Advisors qualified based on quantitative and qualitative factors. *Forbes* 2013 *Top 50 Wealth Managers Emerging RIA*.

5 Financial Planning Magazine Top 50 Emerging RIAs, January 2013.

6 WealthManagement.com *Top 50 Women-Owned RIAs*, April 2013.

7 WealthManagement.com Registered Rep *Top 100 Independent Advisors in America* list, August 1, 2009.

8 *Forbes* Magazine, April 16, 2007. Businesses were evaluated in five areas: Marketing, Customer Service, Employee Relations, Community Service, and New Product/Service Offerings.

Michael J. Hudock, Jr., CPM®

Founding Partner, President,Wealth Consultant

Michael J. Hudock, Jr. provides comprehensive wealth management services to high net worth individuals and families. As President of Hudock Capital, he is responsible for strategic development initiatives while focusing on advising families and individuals on their trust and estate planning needs, wealth transfer strategies and generational asset management. He has been with Hudock Capital or its predecessor firm since 2003.

Previously, Michael worked for Wells Fargo Bank in Atlanta, GA as a Credit Manager where he consistently ranked among the top three performers in loan acquisition within the bank's Southeastern Region. Michael is a Certified Portfolio Manager (CPM) having received his certification through Columbia University and the Academy of Certified Portfolio Managers.

Michael is a graduate of the Institute for Preparing Heirs®. The Institute for Preparing Heirs was created by founding directors Roy Williams and Vic Preisser and is dedicated to increasing the success rates of wealth transitions from one generation to the next. Data collected during their field work indicated that in spite of excellent tax and estate planning by professional advisors, most wealth transfers fail over one to three generations; "failure" is defined as "loss of control of family assets and harmony." The main contributors to this loss were in the realm of family dynamics, most notably in a lack of trust and communication, lack of preparation of heirs and lack of a unified vision regarding the wealth. Michael devotes a significant portion of his practice to helping his clients avoid these pitfalls and achieve a successful transfer of wealth.

Michael earned his Bachelor of Arts degree with a double major in Financial Planning and Consumer Economics from the University of Alabama in 2001. He is committed to creating client partnerships based upon trust and synergy. He embraces the life goals and financial objectives of his clients and develops them into real-life action plans uniquely designed to align with their lifestyle and long-term goals and dreams.

"Enthusiasm is one of the most powerful engines of success.
When you do a thing, do it with all your might. Put your whole soul into it.
Stamp it with your own personality. Be active, be energetic, be enthusiastic and faithful,
and you will accomplish your object. Nothing great was ever achieved without enthusiasm."
~ Ralph Waldo Emerson

"The essence of America — that which really unites us —
is not ethnicity, or nationality or religion —
it is an idea — and what an idea it is:
That you can come from humble circumstances and do great things.
That it doesn't matter where you came from
but where you are going."
~ Condoleezza Rice

A driving force behind Hudock Capital's commitment to help make our community a better place to live, Michael maintains and continues to build the firm's philanthropic efforts on many fronts. He is directly involved in support of local organizations including the American Cancer Society, James V. Brown Library, The Gatehouse (Susquehanna Health System's Hospice Unit), Habitat for Humanity, YWCA, Williamsport Symphony Orchestra and The Uptown Music Collective, among others.

Michael is passionate about music and serves on the Board of Trustees for the Williamsport Symphony Orchestra. He is also on the Board of Directors of the Penn College Foundation. Among his many activities in the Williamsport community, he is an active volunteer for the Susquehanna Health System and a member of the John F. Laedlein Lodge Number 707 of the Ancient Accepted Scottish Rite.

When he's away from the office, Michael enjoys spending time with his wife Lyneah, and sons Michael Joseph and Benner. He enjoys sports, including golf, Kettlebells, and Takata. He is also a supporting member of the University of Alabama Alumni Association and a Roll Tide fan.

Scan the code to view Michael's remarks at the dedication ceremony for The Benner-Hudock Center for Financial Analysis at Bloomsburg University.

Passion

Wayne Dieffenderfer

Branch Office Manager, Chief Compliance Officer, Wealth Consultant

Wayne has been instrumental in the establishment and growth of Hudock Capital. He holds the titles of Branch Office Manager and Chief Compliance Officer in addition to his responsibilities as a Wealth Consultant. He provides comprehensive wealth management services to clients. He holds Series 7, 24, 63, and 65 securities registrations and is licensed to sell life and health insurance products in Pennsylvania. Wayne is also a member of the Hudock Capital Investment Committee. He focuses on helping clients assess life goals and build portfolios around these goals.

Wayne is a 1999 cum laude graduate of Lycoming College with a Bachelor of Arts degree in Business Administration with a double major in Finance and Managerial Economics. He is a graduate of the 2008 Leadership Lycoming class and has been involved with the Williamsport Young Professionals Organization. Before joining our firm, Wayne worked closely with Barbara at Merrill Lynch. He serves on the board of the Montgomery Red Raider Foundation as Treasurer and is a current school board member for the Montgomery Area School District.

Away from the office, Wayne enjoys spending time with his wife, Marsha, and their daughters, Emily and Madelyn. He spends as much time as possible outdoors, usually accompanied by his family's Labrador Retriever, Molly. He enjoys playing golf and introducing his daughters to a variety of sports and new experiences. His commitment to his family is reflected in his commitment to his clients. He values family life and strives to help clients achieve the most fulfilling lives possible.

"We do not remember days...we remember moments."
~ Cesare Pavese

Howard J. Lamade Stadium in South Williamsport, PA where the Little League World Series is played.

*"Every day is a new opportunity.
You can build on yesterday's success
or put its failures behind and
start over again.
That's the way life is,
with a new game every day,
and that's the way baseball is."
~ Bob Feller*

Helping foundations and nonprofits manage their assets is a core part of our practice. We appreciate the unique challenges they face and manage around them, while we explore unique opportunities for growth.

*"Little League baseball is
a very good thing
because it keeps the parents
off the streets."
~ Yogi Berra*

Many of our clients and team members are avid golfers. Hudock Capital sponsors the Martha Lloyd Golf Tournament. This event benefits Martha Lloyd Services, Inc., a Troy, PA based nonprofit organization.

Jane Hawkins

There is one very special person who is integral to carrying out Barbara's "secret mission" for Hudock Capital, always there with a welcoming smile and warm hello and upon whom we can always count to epitomize the best of our firm. That individual is C. Jane Hawkins, Hudock Capital's **Coordinator of First and Lasting Impressions**.

A special bond is shared between Barbara and Jane as their relationship has spanned 40 years in the wealth management industry. Jane, a vivacious octogenarian, retired from Merrill Lynch after more than 28 years, at the age of 74, where she had worked with Barbara and then joined her to help establish our firm. She's a mother and grandmother and inspiration to all.

Each morning, she leaves her home at 6 am to carry out her mission of making others feel special and strives to help create an exceptional and unique client experience that remains long after each visit. From provider of beverages and tasty treats to conversationalist and most importantly, purposeful listener, Jane also feels hugs are essential to those who need them, and believes that most people do.

From her command center at the front desk, Jane warmly greets each person who enters from clients to couriers. In addition to being the ever-pleasant voice answering the firm's phone, she makes special calls to clients wishing them a happy birthday or welcoming a new addition to the family and then may seamlessly transition to hand writing personal notes to others. It's all in a day's work for someone who deals in lasting impressions. Like everyone on the Hudock Capital team, Jane is community-minded and has served on the Board of Advisors of the local chapter of CASA (Court Appointed Special Advocates for Children) and has also been a literacy volunteer and served on the Literacy Board of Advisors at the James V. Brown Library.

When asked what it was that inspired her to fulfill her unique and indispensable duties as Coordinator of First and Lasting Impressions at Hudock Capital, Jane said, "I consider myself very fortunate each and every day that I am able to come into a lovely office, work with thoughtful leaders and interact with a great team, where all of them forget my age – but never my title."

"What's more meaningful is creating positive, uplifting outcomes for human experiences and human relationships. Business, like life, is how you make people feel.
It's that simple and it's that hard."
~ Danny Meyer

Certifications and Specialties

At Hudock Capital, we regard our certifications and professional designations, as well as the ongoing training and education necessary to maintain them, as critical to earning our clients' trust.

Barbara Hudock
CIMA,® CPM®

Michael Hudock, Jr.
CPM,® Preparing Heirs®

CIMA®

The CIMA (Certified Investment Management Analyst) certification program is the only credential designed specifically to recognize the achievement of financial professionals who attain a level of competency as an advanced investment consultant. It is also the only financial services credential recognized in the U.S. to have met an international standard for personal certification (ISO 17024) and has earned accreditation by the American National Standards Institute.

Barbara Hudock holds CIMA certification through The Wharton Business School, an Aresty Institute of Executive Education at the University of Pennsylvania. Certification provides successful financial planning advisors the skills and experience necessary to integrate a complex body of financial management knowledge, while ethically contributing to prudent wealth management decisions by providing objective advice and guidance, to high net worth clients.

CPM®

The CPM (Certified Portfolio Manager) designation, held by both **Barbara Hudock** and **Michael Hudock, Jr.**, is a collaboration of the Academy of Certified Portfolio Managers and Columbia University. The designation program provides a deeper understanding of security analysis and asset allocation as well as portfolio management and focuses on three vital areas: Valuation Analysis, Portfolio Construction and Risk Management.

Preparing Heirs®

Michael Hudock, Jr. has earned the Preparing Heirs designation from the Institute of Preparing Heirs, an innovative training company serving Wealth Advisors who provide services and products to high and ultra-high net worth clients. The designation training provides proficient Wealth Advisors with tools and ongoing support to prepare families for successful generational wealth transfer.

Our Dedicated Team of Professionals Stands Behind Everything We Do

"Excuses are lies wrapped up in reasons." – *Howard Wright*

Holly L. Tagliaferri
Communications Specialist

"Trust in the Lord with all your heart and lean not on your own understanding: in all ways acknowledge Him and He will make your paths straight."
– Proverbs 3:5-6

Cheryl Appleton, SPHR
Director of Human Resources, Compliance Associate

"There are two ways to live life…one as though nothing is a miracle and the other as though everything is."
— Albert Einstein

Marcia Pauling
Operations Manager, Registered Associate (Series 7, 63 and 65)

"Faith is seeing light with your heart, when all your eyes see is darkness."
— Anonymous

Trina N. Stewart
Client Service Associate

"The best way to find out if you can trust somebody is to trust them."
— Ernest Hemingway

Christina J. Cline
Relationship Manager, Registered Paraplanner

"True humility is not thinking less of yourself; it is thinking of yourself less."
— C.S. Lewis, Mere Christianity

Shelley S. Whitnack
Relationship Manager

"The future belongs to those who believe in the beauty of their dreams."
— Eleanor Roosevelt

Kristen Menges
Research Associate, Client Service Associate

"You'll hit gold more often if you simply try out a lot of things."
— Ira Glass

Amanda M.W. Saratowski
Relationship Manager, Executive Associate

"Simplicity is the key to brilliance."
— Bruce Lee

Tim Day
Technology Specialist

"For HE has not given me a spirit of fear, but of power, and of love and a sound mind"
— 2 Timothy 1:7

Penny Di Stefano
Operations Assistant

"Insanity: doing the same thing over and over again and expecting different results."
— Albert Einstein

John Kolb
Registered Associate

HUDOCK CAPITAL GROUP, LLC
WEALTH PARTNERS WITH PURPOSE

Hudock Capital Board of Advisors

James Bower, Sr.

Jim is a lifelong resident of Williamsport, PA. At the age of 26, Jim obtained the local rights to the Mister Donut franchise. After opening eight shops, he determined they would be better if built the way he wanted them to be built, so he began his next enterprise, Keystone Construction Specialties. In addition to over a hundred donut shops, the company built Burger Kings, banks, warehouses, and office buildings over the next several years.

In 1980, he formed Christy Associates, a national buying cooperative for the Mister Donut franchises. Selling his Mister Donut franchise to his sons in 1984, Bower then was a principal in creating Key Development Corporation, a development company led by his daughter.

Active in community affairs, Bower has served as chairman of the Williamsport / Lycoming Chamber of Commerce, the Industrial Properties Corporation, the Lycoming Water & Sewer Authority, the Directors' Loan Committee of Commonwealth Bank, the Board of Directors of Commonwealth Bank Central, the Northcentral Pennsylvania Conservancy, and the Williamsport YMCA.

He also served as a member of the corporate board and of the holding company of Commonwealth Bank.

After trying "retirement" in 1994, Jim once again turned his love of business to the hospitality sector, entering into partnerships to develop hotels. He now serves as president of Susquehanna Associates Management, Inc. and as general partner for M & B Partners and J & J Inn Partners.

Jim has three children and eight grandchildren.

Lynne Gale

Lynne is the co-founder of Woodcock Foundation of the Appreciation of the Arts, Inc. Lynne and her sister, Lorrin Watson, have spent years selflessly creating a way to make a tremendous difference in the arts in our communities. The Woodcock Foundation for the Appreciation of the Arts. Inc. mission is: "So long as there are little children to be introduced to the creative arts, and harried adults who missed exposures to great art and literature and timeless music to be shared across all age groups, there will be a need for efforts to encourage the appreciation of the arts."

Lynne was born in St. Louis, MO and came to Lewisburg in 1967. She is a former elementary teacher and is a retired Neonatal Special Care Nurse (NSCU) at Geisinger.

Lynne has three Chihuahuas, Sucia, Matia and Pippin. Sucia and Matia are retired therapy and agility dogs. All three are now avidly involved in the newly developing dog sport of Canine Nosework, which is patterned after the type of training given to drug/bomb sniffing dogs.

Lynne has two sons, two daughters, ten grandchildren and two great grandchildren, with one more coming in August, 2015.

Jeri Sims

Jeri currently serves as the Assistant Executive Director and Director of Development for the Community Arts Center.

In her role as Development Director she has increased annual giving to the CAC by over 400% and corporate giving by 1200%. She successfully oversaw the *Keep the Community in the Spotlight Campaign* that raised over one million dollars in less than eight months. She also created the Educational Series program that serves over 10,000 area students a year by connecting students and curriculum based performing art opportunities that promote a new dimension of learning and enhance the classroom experience. Her passions are the arts and education.

Jeri was born in Williamsport, PA. Jeri is a graduate of Choate Rosemary Hall, American College for the Applied Arts and Emory University. Her previous careers include commercial real estate broker in Washington DC, corporate travel consultant in Williamsport, PA, and Director of Development for the Williamsport Symphony Orchestra.

She has volunteered her time for numerous organizations including Big Brothers Big Sisters; Washington DC, Boarder Babies; Washington DC, Loyalsock Township School Director; serving eight years, two as president, Education Committee; Williamsport /Lycoming Chamber of Commerce, Loyalsock Township Recreation Board; Vice President, Children's Development Center and Williamsport Symphony Orchestra. Jeri is the very proud mother of her son Bailey Stroehmann Sims.

Barbara Jarmoska

Barb is the founder of Freshlife, Inc. a natural products supermarket in Williamsport, PA. She served as the company's president for 32 years, of during of which of time she proclaimed the benefits of natural and holistic health by hosting a call-in radio program, providing seminars and lectures, authoring a daily e-letter, and publishing a monthly magazine.

Barb holds B.S. Special Education and a Master's Equivalency in Early Childhood Development and has spent four decades studying the principles of naturopathic medicine.

In 2006, she rode her bicycle across America, a 3,200-mile journey from San Diego to St. Augustine to raise funds for Breast Cancer Action, a nonprofit that works to end breast cancer by exposing the real truth about the epidemic. In October of 2007, Barb was named a national "Breast Cancer Hero" by Lifetime Television and honored at the network's annual event in Los Angeles.

Since her retirement in 2013, Barb remains actively engaged in enlightening clients and seminar audiences on healthy choices and natural living.

She currently serves as treasurer of RDA and editor of the organization's newsletter. RDA is a grassroots environmental education and advocacy group seeking to balance the conversation regarding the truth about the consequences of unconventional gas drilling.

Barb's passion and vision remains unchanged as she continues to focus her energy on issues of social and environmental justice, health, and sustainability.

John Meckley

John grew up in Milton, PA and graduated from Milton High School, Class of 88. He graduated Phi Beta Kappa from Dickinson College, Class of 92 where he double majored in International Studies and French. John graduated first in his class at George Washington University Law School, Class of 95. He was admitted to practice in PA, in DC, and before the Supreme Court of the U.S. and served as former Assistant District Attorney for Northumberland County, PA.

At age 27, John was the 1998 Republican Nominee for US Congress in PA's 6th Congressional District. He worked for nearly twenty years, "retiring" early, as Counsel, at the Wall Street firm of Skadden Arps specializing in international corporate law,"telecommuting" from home in Pottsgrove, PA. He now spends his professional time consulting on various projects in PA and across the country.

John has served on boards of Susquehanna Council, Boy Scouts of America, Greater Susquehanna Valley United Way, Milton Public Library, Milton Historical Society, the Milton High School Alumni Association and The Improved Milton Experience (Milton's Main Street program). He chaired for several years the Joint Governmental Affairs Committee for both Greater Susquehanna Valley Chamber of Commerce and Central PA Chamber of Commerce and served as Chairman of the Northumberland County Republican Committee. He currently serves on the board of Evangelical Community Hospital, where he chairs the finance committee and recently helped found, and chairs, the Milton Panther Foundation—an educational foundation focused on STEM and the Arts.

Andrée Phillips

President and CEO of Radiant Steel Products Company since 1983, Andrée is heavily involved in community activities. She and her late husband have seven children and twelve grandchildren. *The Ray of Light Award* celebrating excellence in high school theatre was created by Andrée in memory of her husband, Ray, a college professor and actor.

Andrée serves on the following Community Boards: Williamsport Branch YMCA; River Valley Regional YMCA, Trustee chair, Williamsport/Lycoming Chamber of Commerce, Executive, Board, chair Education Committee; Manufacturers CEO Forum, co-chair; Community Theatre League, Founder and President; Pennsylvania College of Technology, Corporate Advisory Board.

In 1998, Andrée received the *Lycoming County Brotherhood USA Award*. The same year, the Chamber of Commerce named Radiant Steel the Small Business of the Year, and the company was a national runner-up for the *Blue Chip Enterprise Initiative Award*. Andrée was named the Volunteer of the Year by the Williamsport/Lycoming Chamber of Commerce in 2000, and in 2002 she received recognition from the Lycoming and Sullivan County School Districts for her contributions to the Performance Standards in Education Consortium. In 2003, she was named one of *Pennsylvania's 50 Best Women* and was the recipient of the *State of Israel Bonds Award*. In 2005, Andrée was recognized by the Williamsport/Lycoming Arts Council for her efforts on behalf of the Arts. She appeared on WVIA's Business Leaders in Pennsylvania series in 2012 and was a finalist in the Sun-Gazette *Person of the Year* in 2013. Business Central Magazine named Andrée, one of the *100 Best Business People* in 2014.

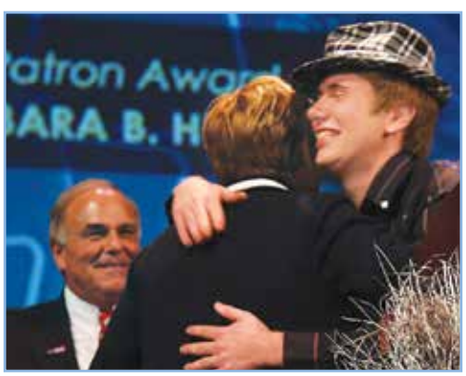
At Hudock Capital We Believe in Making a Difference

Barbara received the 2008 Governor's *Patron of the Arts Award* from then Governor Rendell at a grand ceremony at the Community Arts Center. This was a great honor to all of us at Hudock Capital and confirmed that we are, indeed, making a difference in the arts in our communities. Following is an excerpt from Barbara's comments when accepting this award:

"There's something magical, something mystical, about the arts. Lives, young and old, have been inspired and transformed by their enchanting nature. Music and art allow us to connect on a non-physical, non-verbal level where we can simply 'be.' It's been said that we're not human beings having spiritual experiences but, in reality, we're spiritual beings having human experiences.

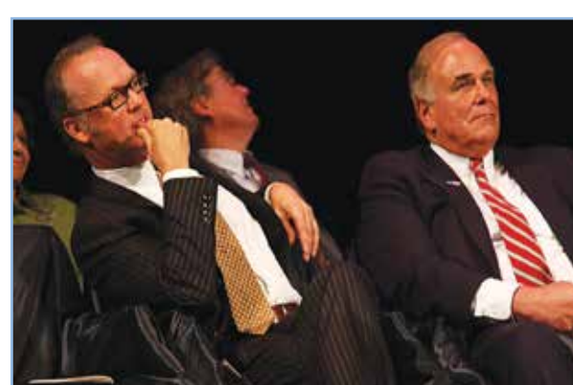
Great art reminds me of that and commands my presence.

We believe that, like nature, great music and art speak to us, touch us, in that place beyond our separateness and our egos, perhaps where spirit lives. People believe that we give to charity because we can. That's not true. We can give, because we do give. It's a priority. It's an obligation. It's really true that it's in giving—and in serving— that we receive but…it's like exercise. You won't get the amazing fulfillment unless you do it yourself. We believe it's one of the greatest secrets to abundant happiness and success. It's critically important for us to remember that without our support, music and art don't financially support themselves. Without our support, the artists and musicians can't speak to us in that place our spirit lives. We're so blessed to have the amazing talent we have locally and it's our obligation as a community to support them."



Look at the face of Caleb Feigles (right). That's what makes it all worthwhile. Left is former Governor Edward Rendell and Barbara Hudock.

Hudock Capital is committed to supporting the arts so that more people, young and old, and from every economic background, have the opportunity to be inspired and transformed by the power and beauty of the arts.



Actor Michael Keaton and former Governor Rendell listening to Barbara's comments at the Governors Awards *Event.*

Hudock Capital is proud to be known for its commitment to the arts. We've been honored to be able to work together with the Woodcock Foundation for the Appreciation of the Arts, Inc. on several occasions, creating a wonderful synergy which magnifies the effect both organizations have been able to have on local arts organizations, such as those represented here.

Front row, left to right: Rob Steele, Community Arts Center; Fred Holland, Williamsport Chamber Choir and Orchestra; Gerardo Edelstein, Williamsport Symphony Orchestra; Dave Brumbaugh, Uptown Music Collective. Back row, left to right: Michael Hudock, Jr., Barbara Hudock; and Lynne Gale, Co-Founder of the Woodcock Foundation.

Pictured above, Gerardo Edelstein (left), Williamsport Symphony Orchestra's Conductor and Music Director receives a check from Michael Hudock, Jr. The funds were raised by the Hudock Moyer Charity Classic Golf Tournament, which was created by Michael as a means of bringing people together to have fun and golf while giving back to worthy causes in our community.

"Art washes away from the soul the dust of everyday life."
~ Pablo Picasso

Employees of Hudock Capital are actively involved in area organizations. Pictured is Shelley Whitnack, Registered Associate, playing viola as a member of Williamsport Symphony Orchestra. Shelley uses her musical talents to support many area groups and schools throughout the year.

Community

Bloomsburg University Dedication and Commencement

On November 11, 2013, the dedication of the Benner-Hudock Center for Financial Analysis in Bloomsburg University's Sutliff Hall recognized the history of philanthropic initiatives established by Barbara Hudock, who was joined by family, including her husband, Mike, and her son and business partner, Michael Hudock Jr., in their most recent gift to the Bloomsburg University Foundation. The Center was named to honor Barbara's parents and Michael's grandparents, Frank J. and Margaret B. Benner.

Photo credit: Eric Foster

Gail Benner-Victory, Michael Hudock, Margaret Benner-Reese, Barbara Benner-Hudock, Mike Hudock

Excerpt from Barbara's speech dedicating the Benner-Hudock Center for Financial Analysis…

" By making this gift to Bloomsburg University along with my son and business partner, Michael, I am thanking every teacher, every instructor, and every professor we have ever had and who has touched our lives. I am also thanking my amazing family who has always been there to love me and support me through thick and thin. Steven Covey has a quote that we use in our Hudock Capital Principles that goes, 'The more deeply you understand other people, the more you will appreciate them, the more reverent you will feel about them. To touch the soul of another human being is to walk on holy ground.'"

– November 11, 2013

Scan the code to view a video of Barbara's Commencement Address to the 2013 Graduates of Bloomsburg University

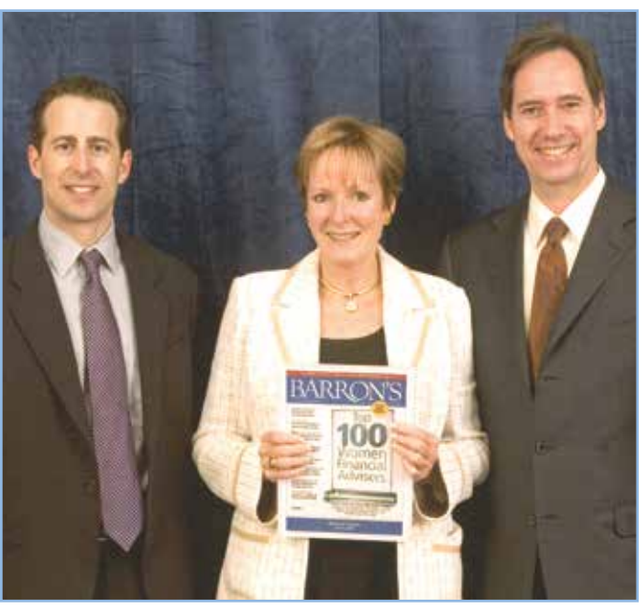
Barbara Hudock's 11 Lessons in Life

When Barbara Hudock spoke to Bloomsburg University's May 2013 graduates, she shared *11 Lessons for Life* from her nearly 40-year career in financial services and her lifetime of community involvement. The commencement address for nearly 1,300 graduates and their families offered guidelines for success, happiness, and fulfillment. These life lessons are shared by every member of our firm.

1. *When in doubt, just take the next small step.*
2. *Life is too short to waste time hating anyone or being jealous.*
3. *Pay off credit cards every month.*
4. *Save for retirement starting with your first pay check.*
5. *Do one thing every day that scares you.*
6. *No one is in charge of your happiness but you.*
7. *Frame every so-called disaster with, "In a 100 years will this matter?"*
8. *Forgive everyone, everything.*
9. *However good or bad a situation is now, it will change.*
10. *Believe in miracles.*
11. *No matter how you feel...get up, dress up, and show up.*

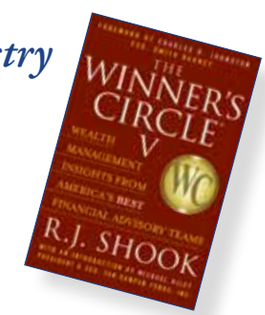
Forbes® Enterprise Awards

Our firm was a recipient of the 2006 *Forbes® Enterprise Awards* [1]. After a rigorous judging process, which considered thousands of entries, we were selected as one of 85 winners for the *Forbes® Enterprise Awards* for 2006. The *Forbes® Enterprise Awards* recognizes outstanding small businesses for their visionary practices and achievements.



R.J.Shook, author of The Winner's Circle series of books, and Ed Finn, Editor and President of Barron's, *present Barbara with the* Barron's Top 100 Women Financial Advisors *Award* [3] *at the recognition conference at the Ritz Carlton in Orlando, Florida. Hudock Moyer Wealth Resources was subsequently included in the* *The Winner's Circle V; Wealth Management Insights from America's Best Financial Advisory Teams*, *by R.J. Shook.*

Recognition Within Our Industry



Named One of the Top Financial Advisors According to Barron's Magazine

Barbara Hudock was ranked among the top advisors in the state of Pennsylvania in 2009 (#12), 2010 (#11), 2011 (#12), 2013 (#14), 2014 (#14), 2015 (#18), in the rankings published each year in the *Top 1,000 Advisors* [2] ranked by state listing. Barbara has also been included in the *Barron's Top 100 Women Financial Advisors* Award [3] every year from 2006 through 2010, plus 2013, 2014, and 2015, and the *Barron's Top 100 Independent Advisors* [4] in 2007 and 2008. *Barron's* Magazine is a weekly business periodical published by Dow Jones.

1 *Forbes* Magazine, April 16, 2007. Businesses were evaluated in five areas: Marketing, Customer Service, Employee Relations, Community Service and New Product/Service Offerings. Forbes is a registered trademark of Forbes LLC. Use of the trademark herein is by permission of Forbes LLC.

2 *Barron's* Magazine *Top 1,000 Advisers*, February 9, 2009, February 22, 2010, February 21, 2011, February 18, 2013, February 24, 2014, February 23, 2015, June 4, 2016.

3 *Barron's* Magazine *Top 100 Women Financial Advisers*, June 12, 2006, June 11, 2007, June 9, 2008, June 8, 2009, June 7, 2010, June 10, 2013, June 9, 2014, June 8, 2015. *Barron's* Magazine is a weekly business periodical published by Dow Jones. Rankings are based on assets under management, revenue generated for advisors' firms, quality of practices and philanthropic work.

4 *Barron's* Magazine *Top 100 Independent Financial Advisers*, August 27, 2007, August 18, 2008.

"The last of human freedoms — the ability to chose one's attitude in a given set of circumstances."
~Viktor E. Frankl

Hudock Capital was instrumental in bringing Dr. Ben Carson, Chief Pediatric Neurosurgeon of Johns Hopkins to Williamsport as part of the YWCA Capital campaign. Dr. Carson raised himself out of abject poverty to renown and success with strong principles and values intact. Pictured here is a group from the private reception with Dr. Carson.

"The point of the struggle is not just to survive, but to build an enterprise that makes such a distinctive impact on the world it touches, and does so with such supreme performance, that it would leave a gaping hole — a hole that could not be easily filled by any other institution, if it ceased to exist."
~ Jim Collins

Barbara was named Wise Woman of the Year by the YWCA at a ceremony on November 7, 2012. Because she couldn't be there to accept the award, a fabulous group of women who are changing the world by their very presence in it, accepted it on her behalf. Members of the Hudock Capital team, front row, left to right: Shelley Whitnack, Christina Cline, Cheryl Appleton and Jane Hawkins. Back row, left to right: Marcia Pauling, Trina Stewart, Holly Tagliaferri, and Jeri Sims, Assistant Executive Director and Director of Development, at the Community Arts Center in downtown Williamsport.

"Give a man a fish and you feed him for a day. Teach a man to fish and you feed him for a lifetime."
~ Chinese Proverb

Catch and Release, Spruce Creek, PA

Hudock Capital Group, LLC, Corporate Headquarters

Williamsport, Pennsylvania

Hudock Capital's Core Principles

Every member of our firm is guided by our core set of principles. Every decision we make, every action we take, is informed by these principles. Hudock Capital's core principles are the cornerstone of our relationship with you.

1. **Clients' Interests Come First**
   We are committed to do what is right for the client sometimes at the expense of our own profitability.
2. **Integrity**
   We pledge to always strive to do the right thing even when no one is watching.
3. **Respect for the Individual**
   Everyone has substantial qualities. We honor these, indeed, with awe.
4. **Kindness**
   We always remember compassion and empathy in whatever we do.
5. **Teamwork**
   We work together as individuals within our company, on teams within our company, and with our clients for win/win solutions.
6. **Community Involvement**
   We give back to our communities both in time and treasure, because it's the right thing to do.
7. **Continuing Education**
   We continue to educate ourselves and our clients to maintain up-to-date and time-tested strategies within our industry.
8. **Commitment to Excellence**
   Because we value our employees and our clients, we strive to perform at our best at all times and in all ways.

HUDOCK CAPITAL GROUP, LLC
WEALTH PARTNERS WITH PURPOSE






Hudock Capital's Relationship Managers — Always Ready to Serve You

Left to right: Barbara Hudock, Michael Hudock, Wayne Dieffenderfer, Shelley Whitnack, Christina Cline, Amanda Saratowski

HUDOCK CAPITAL GROUP, LLC

WEALTH PARTNERS WITH PURPOSE

With appreciation for the trust placed in us and respect for the individual, Hudock Capital is more than a team of trusted advisors — we are Wealth Partners. We develop a dynamic relationship with each client — one that is centered on a highly personalized and principled approach to investing with purpose.

We find no greater satisfaction than in helping our clients live the lives they've imagined.

We are a dynamic, privately-held company — valued by our clients, respected by our competitors and acknowledged as a leader by experts in our industry. An active participant in philanthropic endeavors, Hudock Capital believes in giving back to the communities we serve.

We invite you to contact us to learn more about our unique brand of a purpose-driven client experience.

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Scan this code to visit hudockcapital.com

Esse Quam Videri
To be rather than to seem