

FORM ADV PART 2B  
BROCHURE SUPPLEMENT

**William O. Morrison Jr.**

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**Forum Financial Management, LP**

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This brochure supplement provides information about William Orrin Morrison, Jr. that supplements the Forum Financial Management, LP brochure. You should have received a copy of that brochure. Contact us at 630-873-8520 if you did not receive Forum Financial Management, LP's brochure or if you have any questions about the contents of this supplement.

Additional information about William Orrin Morrison, Jr. is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).

## Item 2 Educational Background and Business Experience

**Full Legal Name:** William Orrin Morrison, Jr.

**Born:** 1953

### Education Background:

- Millikin University, Decatur IL, BS Accounting, 1975

### Business Experience:

- Forum Financial Management, LP, Investment Adviser Representative, 2/2015 - Present
- Apex CPAs & Consultants, Inc., Tax Preparer, 12/2017 - 08/2019
- Purshe Kaplan Sterling Investments, Registered Representative, 2/2015 - 10/2019
- Morrison & Associates, Owner, 01/1979 - Present
- Cetera Investment Advisers LLC, Investment Adviser Representative, 12/1998 - 2/2015
- Cetera Financial Specialists LLC, Registered Representative, 8/1986 - 2/2015

### Designations/Certifications:

William O. Morrison, Jr. has earned the following designation(s)/certification(s) and is in good standing with the granting authority:

- FINRA Series 7, General Securities Representative Examination, 1986, Expiring 2021.
- NASAA Series 63, Uniform Securities Agent State Law Examination, 1991.
- NASAA Series 65, Uniform Investment Adviser Law Examination, 1998.
- Enrolled Agent (EA), 1980.
- Certified Public Accountant (CPA), 1996.

Please refer to ADV Part 2B Appendix 1 for definitions of the above designations.

## Item 3 Disciplinary Information

Mr. William Orrin Morrison, Jr. does not have any reportable disciplinary disclosure.

## Item 4 Other Business Activities

William Orrin Morrison, Jr is separately licensed as an independent insurance agent. In this capacity, he can effect transactions in insurance products for his clients and earn commissions for these activities. The fees you pay our firm for advisory services are separate and distinct from the commissions earned by Mr. Morrison for insurance-related activities. This presents a conflict of interest because Mr. Morrison may have an incentive to recommend insurance products to you for the purpose of generating commissions rather than solely based on your needs. However, you are under no obligation, contractually or otherwise, to purchase insurance products through any person affiliated with our firm.

Mr. Morrison allocates approximately less than 10% of his professional time to this Outside Business Activities.

## Item 5 Additional Compensation

Refer to the *Other Business Activities* section above for disclosures on Mr. Morrison's receipt of additional compensation as a result of his other business activities.

Also, refer to the *Fees and Compensation, Client Referrals and Other Compensation, and Other Financial Industry Activities and Affiliations* section(s) of Forum Financial Management, LP's firm brochure for additional disclosures on this topic.

## Item 6 Supervision

Forum has implemented a Code of Ethics and an internal compliance program that guides each associated person in meeting their fiduciary obligations to clients. Advice provided to clients is directed by Forum's investment philosophy. The firm monitors the advice given to Forum's advisory clients by its advisors in the following ways:

- an initial review of the asset allocation for a new client as compared to the client's risk tolerance and investment objectives;
- periodic reviews of a random number of the advisor's client files in order to provide reasonable assurance that the advice provided by the advisor to his or her clients is consistent with the client's stated investment objectives and Forum's policies and procedures, and
- in-person or telephonic meetings with advisors to review client activity.

Moreover, on at least an annual basis, Forum offers training to each of its advisors to cover investments, new products, and related compliance concerns.

William Orrin Morrison, Jr. is supervised by Faye H. Nybo, Director of Supervision. Ms. Nybo can be reached at (630) 873-8503 or [fnybo@forumfin.com](mailto:fnybo@forumfin.com).

## Item 7 Part 2B Appendix 1

**Certified Public Accountant (CPA)** - CPA's 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, 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.