



**Denise Halford Holder, CFP®**  
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## **Part 2B of Form ADV: *Brochure Supplement***

**This brochure supplement provides information about Denise Halford Holder that supplements the Noyes Advisors, LLC ADV Form Part 2A brochure. You should have received a copy of that brochure. Please contact Matt Reynolds, Chief Compliance Officer, at (312) 782-0400 if you did not receive Noyes Advisors, LLC's brochure or if you have any questions about the contents of this supplement.**

**Additional information about Noyes Advisors, LLC is available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).**

## **Educational Background and Business Experience**

Denise Halford Holder, born in 1960, is First Vice President of Wealth Management at Noyes Advisors, LLC (“Noyes”), an affiliate of David A. Noyes & Company. She joined David A. Noyes & Company in 2008. She specializes in wealth transition, financial & estate planning and portfolio management for families, institutions, endowments, and foundations. Denise has facilitated and conducted several client and public educational programs and has written articles on financial, estate, and charitable planning. She has been an instructor for financial/estate planning courses at the Lawrence Township, Washington Township, and IUPUI Continuing Education Programs.

Denise has 20 years of experience in the financial services industry. Denise began her career in the financial services industry in 1985 with Dean Witter Reynolds in Boston. She continued her career in Indianapolis as a financial advisor and investment manager at Merrill Lynch and A.G. Edwards & Sons. Prior to entering the financial services industry, Denise worked in the non-profit industry for Master Software Corporation and Blackbaud, Inc., developers of fund raising, fund accounting, and planned giving software applications. Her experience with both companies involved marketing and implementation of financial computer systems for educational, cultural, and health care foundations throughout the United States. During this time, Denise had been a speaker at numerous industry conferences and published articles on donor solicitation.

Denise received a Masters of Business Administration (MBA) in Finance and Accounting from Boston University, her Bachelor of Science (B.S.) degree in Marketing from Indiana University and her Certified Financial Planner (CFP) designation from the College for Financial Planning. There are four initial areas of requirements to complete this program: Education, Examinations, Experience, and Ethics. After completing the CFP program, the candidate must earn continuing education and ethics credits on an ongoing basis. She also attended the Indiana University Fund Raising School. Her licenses include the Series 7, Series 9, Series 10, Series 63, and Series 65.

## **Disciplinary Information**

Denise Holder has had no legal or disciplinary events.

## **Other Business Activities**

Noyes is an affiliate of David A. Noyes & Company, a member of NYSE, FINRA, and SIPC. It is Noyes' policy and mandate to its employees to conduct business under the high standards and principles of the rules governing our industry. Employees are expected to deal with customers in a fair and honest way, with the customer's interest of primary concern.

Employees are required to disclose to Noyes, in writing, any outside business activities and obtain approval prior to engaging in such activity. Compliance's awareness of any outside business activities conducted by a representative will allow them to more closely monitor those

representatives trading activities in order to detect and deter any conflicts of interest that such activities might create.

Outside business activities may include a wide range of activities including but not limited to the following;

- Employment with an outside entity;
- Acting as an independent contractor to an outside party;
- Serving as an officer, director, or partner;
- Acting as a finder;
- Referring someone and receiving a referral fee; and
- Receiving compensation or having the reasonable expectation of compensation from any other person as a result of a business activity outside the scope of employment or other relationship with Noyes.

Compensation may include salary, stock options or warrants, referral fees, or providing of services or products as remuneration. Generally, remuneration consisting of anything of present or future value for services rendered may be considered compensation.

Denise Holder is not engaged in an outside business activity that is unrelated to the business of Noyes, or its affiliates.

### **Additional Compensation**

Denise Holder is also registered with David A. Noyes & Company. She receives no additional compensation from sources other than Noyes, and affiliates.

### **Supervision**

Designated Supervisors are responsible for enforcing the day-to-day activities of Investment Advisers within their respective offices comply with industry regulations and firm policies and procedures. They are required to submit a monthly Supervision Report to Compliance Department stating that they have fulfilled all of their supervisory responsibilities for the previous month and raising awareness to any departures from compliance with industry regulations and firm policies and procedures.

Supervisor responsibilities include, but are not limited to, the daily review and/or approval of all Investment Advisers' correspondence, including fax, traditional mail, and email; trading activity, including annuity and insurance transactions, options, low-priced securities purchases, cancels and rebills, and discretionary trades; and operational functions, such as new accounts, wires, letters of authorization, extensions and complaints; and advertising activities, such as sales literature, public speaking materials, and radio and television scripts.

The Supervisor is also responsible for completing monthly tasks such as reviewing the discretionary account statements of Investment Advisers, recording any gifts and gratuities received by Investment Advisers, reviewing Investment Advisers transactions, ensuring that

brokers are reviewing the missing document report for their accounts and taking the appropriate steps to obtain them, and review the Monthly Active Account and Mutual Fund Switch Reports.

Each Noyes office is subjected to an annual audit that is carried out by the firm's Compliance Department. As part of the audit, members of the Compliance Department visit the office for compliance with industry regulations and firm policies and procedures. Any exceptions noted during the audit are then followed-up with to ensure that corrective action is taken.

Your Investment Adviser, Denise Halford Holder, is supervised by:

James Russell Longstreth  
Supervisor  
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