



**Form ADV Part 2B
Brochure Supplement**

Barbara Jean Ray

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Item 1 – Cover Page

This Brochure Supplement provides information about Barbara Jean Ray that supplements the Forum Financial Management, LP (“Forum”) Form ADV Part 2A (“Firm Brochure”). You should have received a copy of that Firm Brochure. Please contact us at (630) 873-8520 if you did not receive Forum’s Firm Brochure or if you have any questions about the contents of this Brochure Supplement. You can also obtain a copy of the Firm Brochure at www.forumfinancial.com. The home office of Forum Financial Management, LP is located at 1900 South Highland Avenue, Suite 100, Lombard, IL 60148.

Additional information about Barbara Jean Ray is available on the SEC’s Investment Adviser Public Disclosure website at www.adviserinfo.sec.gov.

Item 2 – Educational Background and Business Experience

Full Legal Name: Barbara Jean Ray

Individual CRD #: 4635209

Education Background:

- Regis University: Bachelor of Science (BS), Accounting and Business Administration – 1981
- University of Utah: Master of Business Administration (MBA) – 2000

Business Experience:

- Bridge Generations Wealth Management LLC: Managing Member and Investment Adviser Representative – 5/2024 to Present
- Vantage Consulting: Chief Executive Officer and President – 1/2022 to Present
- Forum Financial Management, LP: Investment Adviser Representative – 10/2018 to Present
- Forum Financial Management, LP: Partner – 10/2018 to 9/2023
- Vantage Point Advisors, LLC: Managing Member and Chief Executive Officer – 1/2003 to 1/2019

Professional Designations, Certifications, & Exams:

- Personal Financial Specialist (PFS™), 2010
- Uniform Combined State Law Exam (Series 66 Exam), 2003
- Certified Public Accountant (CPA), 1984

Please refer to [Appendix](#) for definitions of the above.

Year of Birth: 1958

Item 3 – Disciplinary Information

Barbara has no reportable legal or disciplinary history.

Item 4 – Other Business Activities

Barbara is dually registered as a Managing Member and Investment Adviser Representative of Bridge Generations Wealth Management LLC (“Bridge Generations”), a SEC-registered investment adviser. Barbara is in the process of transitioning all her existing client relationships to Bridge Generations, and Forum anticipates that Barbara will withdraw registration as a Partner and Investment Adviser Representative of Forum by December 31, 2024. Barbara will no longer provide investment advisory services through Forum once the transition is complete. Accordingly, Barbara will refer clients to Bridge

Generations, so those clients can continue to receive her advisory services after Forum withdraws her registration as a Partner and Investment Adviser Representative of Forum. This recommendation presents a conflict of interest, to the extent that Barbara receives a direct or indirect economic benefit from any such referral. Barbara and Forum mitigate this conflict by reminding clients that they are not under any obligation to engage Bridge Generations to provide services. However, clients who ultimately decline to transition their relationships to Bridge Generations will not be able to receive ongoing advisory services from Barbara after the transition to Bridge Generations is complete and Barbara withdraws her registration with Forum.

Additionally, Barbara is the Chief Executive Officer and President with Vantage Consulting, providing consulting to business owners for exit strategies. This activity accounts for approximately 10% of her time. Barbara receives additional compensation for this outside business activity. Clients of Vantage Consulting could also be clients of Forum. The compensation received by Barbara in this capacity is separate and apart from the fees clients pay Forum for advisory services. Clients should be aware that the receipt of additional compensation by Barbara in this outside business activity creates a conflict of interest. However, clients are under no obligation to purchase consulting services through Barbara.

Please refer to “Item 10 – Other Financial Industry Activities and Affiliations” of Forum’s Firm Brochure for complete disclosure of the above referenced outside business activities.

Item 5 – Additional Compensation

Barbara receives additional compensation as a result of her other business activities disclosed in Item 4 above. Please also refer to “Item 5 – Fees and Compensation” and “Item 14 – Client Referrals and Other Compensation” of Forum’s Firm Brochure for additional disclosures on this topic.

Item 6 – Supervision

As a registered investment adviser, Forum administers and enforces a regulatory compliance program, reasonably designed to detect and prevent violations of the Investment Advisers Act of 1940 and other applicable state and federal securities laws. Forum’s compliance program is overseen by Forum’s Chief Compliance Officer, Allison Tronnes, who delegates advisor

supervision responsibilities among various advisor support personnel and teams.

Forum has a dedicated Advisor Support Team, and within that team is the primary point of contact for advisor supervision. Should a client or prospective client have any questions or concerns, please reach out to one of the following:

Allison Tronnes
Chief Compliance Officer
(630) 873-8512
atronnes@forumfinancial.com

Nikki Hopson
Advisor Development and Supervision
(630) 376-4367
nhopson@forumfinancial.com

Appendix

Certified Public Accountant (CPA)

The Certified Public Accountant (CPA) is a professional designation for licensed accounting professionals. 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: a bachelor's degree in business administration, finance, or accounting, in addition to having completed 150 hours of education; a minimum of two years of public accounting experience; and successful passage of the Uniform CPA Examination® ("CPA Exam"). The CPA Exam comprises four sections: auditing and attestation, business environment and concepts, financial accounting and reporting, and regulation.

In order to maintain a CPA designation, states generally require completion of continuing professional education (hourly requirements vary by state). Additionally, all American Institute of Certified Public Accountants (AICPA) members must adhere to 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. For more information, refer to the AICPA website at: <https://www.aicpa.org/home>.

Personal Financial Specialist (PFS™)

The Personal Financial Specialist (PFS™) is a professional certification for Certified Public Accountants (CPAs) awarded by the American Institute of Certified Public Accountants (AICPA). The PFS™ certification allows CPAs to expand their expertise and offerings to include financial planning and wealth management.

The requirements for the Personal Financial Specialist (PFS™) credential are established by the Personal Financial Planning (PFP) Division staff at the AICPA, the National Accreditation Commission, and the PFS Credential Committee. The four major requirements are:

- Hold a valid CPA license and be a regular member of the AICPA.
- For the Standard and Certificate pathways, earn a minimum of 75 hours of PFP continuing professional development within the five years preceding your PFS™ application.
- For the Experienced pathway, earn a minimum of 105 hours of PFP continuing professional development within the seven years preceding the PFS application.
- For the Standard and Certificate pathways, within the five years preceding the PFS™ application, complete two years of full-time business or teaching experience (or 3,000 hours equivalent) in personal financial planning or, for candidates in academia, a qualified credential holder should be a full-time professor and have taught at least four accredited college courses with 50% of their material included in the PFS Body of Knowledge.
- For the Experienced pathway, within the seven years preceding the PFS™ application, complete five years of full-time business experience (or 7,500 hours equivalent) in personal financial planning.
- Pass the PFS™ Exam.

A PFS™ professional is required to adhere to AICPA's Code of Professional Conduct and must complete 120 hours (or its equivalent) of continuing professional education every three years. For more information, refer to the AICPA website at: <https://us.aicpa.org/membership/join/pfs-eligibility-requirements>.

Uniform Combined State Law Exam (Series 66 Exam)

The Uniform Combined State Law Exam (Series 66 exam) is a North American Securities Administrators Association (NASAA) exam administered by the Financial Industry Regulatory Authority, Inc. (FINRA). The exam consists of 100 scored questions. Candidates have 150 minutes to complete the exam. In order for a candidate to pass the Series 66 exam, the individual must correctly answer at least 73 of the 100 scored questions. For more information, refer to the NASAA website at: <https://www.nasaa.org/exams/>.