

WESTWOOD HOLDINGS GROUP INC

Form SC 13G/A

January 05, 2017

UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SCHEDULE 13G

Under the Securities Exchange Act of 1934

(Amendment No. 5)*

Westwood Holdings Group, Inc.

(Name of Issuer)

Common Stock, \$0.01 Par Value

(Title of Class of Securities)

961765104

(CUSIP Number)

December 31, 2016

(Date of Event which Requires Filing of this Statement)

Check the appropriate box to designate the rule pursuant to which this Schedule is filed:

Rule 13d-1(b)

Rule 13d-1(c)

Rule 13d-1(d)

* The remainder of this cover page shall be filled out for a reporting person's initial filing on this form with respect to the subject class of securities, and for any subsequent amendment containing information which would alter the disclosures provided in a prior cover page.

The information required in the remainder of this cover page shall not be deemed to be "filed" for the purpose of Section 18 of the Securities Exchange Act of 1934 ("Act") or otherwise subject to the liabilities of that section of the Act but shall be subject to all other provisions of the Act (however, see Instructions).

CUSIP No.: 961765104

1 NAME OF REPORTING PERSON
Conestoga Capital Advisors LLC
I.R.S. IDENTIFICATION NO. OF ABOVE
PERSON (ENTITIES ONLY)
23-3072906

2 CHECK THE APPROPRIATE BOX IF A
MEMBER OF A GROUP
(a)
(b)

3 SEC USE ONLY

4 CITIZENSHIP OR PLACE OF
ORGANIZATION
Delaware

NUMBER OF 5 SOLE VOTING POWER
SHARES 511,691

BENEFICIALLY 6 SHARED VOTING POWER
OWNED BY EACH None

REPORTING 7 SOLE DISPOSITIVE POWER
PERSON WITH 576,191

8 SHARED DISPOSITIVE POWER
None

9 AGGREGATE AMOUNT BENEFICIALLY
OWNED BY EACH REPORTING PERSON
576,191

10 CHECK BOX IF THE AGGREGATE
AMOUNT IN ROW (9) EXCLUDES
CERTAIN SHARES

11 PERCENT OF CLASS REPRESENTED BY
AMOUNT IN ROW (9)
6.55%

12 TYPE OF REPORTING PERSON
IA

CUSIP No.: 961765104

ITEM NAME OF ISSUER:

1(a). Westwood Holdings Group, Inc.

ITEM ADDRESS OF ISSUER'S PRINCIPAL EXECUTIVE OFFICES:

1(b). 200 Crescent Court, Suite 1200, Dallas, Texas 75201

ITEM NAME OF PERSON FILING:

2(a). This statement is filed by Conestoga Capital Advisors LLC, a Delaware limited liability company (the Reporting Person), which acts as an investment advisor or investment manager to one or more private investment funds and accounts (collectively, the Accounts).

ITEM ADDRESS OF PRINCIPAL BUSINESS OFFICE OR, IF NONE, RESIDENCE:

2(b). 550 E. Swedesford Rd. Suite 120 Wayne, PA 19087

ITEM CITIZENSHIP:

2(c). Delaware

ITEM TITLE OF CLASS OF SECURITIES:

2(d). Common Stock, \$0.01 Par Value

ITEM CUSIP NUMBER:

2(e). 961765104

**ITEM IF THIS STATEMENT IS FILED PURSUANT TO SECTION 240.13d-1(b), or 13d-2(b) or (c)
3. CHECK WHETHER THE PERSON FILING IS A:**

- | | |
|-------------------------------------|--|
| (a) | Broker or dealer registered under Section 15 of the Act (15 U.S.C. 78c); |
| <input type="checkbox"/> | |
| (b) | Bank as defined in Section 3(a)(6) of the Act (15 U.S.C. 78c); |
| <input type="checkbox"/> | |
| (c) | Insurance company as defined in Section 3(a)(19) of the Act (15 U.S.C. 78c); |
| <input type="checkbox"/> | |
| (d) | Investment company registered under Section 8 of the Investment Company Act of 1940 (15 U.S.C 80a-8); |
| <input type="checkbox"/> | |
| (e) | An investment adviser in accordance with 240.13d-1(b)(1)(ii)(E); |
| <input checked="" type="checkbox"/> | |
| (f) | An employee benefit plan or endowment fund in accordance with 240.13d-1(b)(1)(ii)(F); |
| <input type="checkbox"/> | |
| (g) | A parent holding company or control person in accordance with 240.13d-1(b)(1)(ii)(G); |
| <input type="checkbox"/> | |
| (h) | A savings associations as defined in Section 3(b) of the Federal Deposit Insurance Act (12 U.S.C. 1813); |
| <input type="checkbox"/> | |

- (i) A church plan that is excluded from the definition of an investment company under Section 3(c)(14) of the Investment Company Act of 1940 (15 U.S.C. 80a-3);
- (j) A non-U.S. institution in accordance with 240.13d-1(b)(1)(ii)(J);
- (k) Group, in accordance with 240.13d-1(b)(1)(ii)(K). If filing as a non-U.S. institution in accordance with 240.13d1(b)(1)(ii)(J), please specify the type of institution:

ITEM OWNERSHIP

4.

(a) Amount beneficially owned:

As of December 31, 2016, the Reporting Person indirectly beneficially owned 576,191 shares 6.55% of the Issuers Common Stock. Such shares of the Issuers Common Stock were directly beneficially owned by the Accounts.

(b) Percent of class:

As of December 31, 2016, the Reporting Person indirectly beneficially owned 6.55% of the Issuers issued and outstanding Common Stock (based on 8,799,797 shares of the Issuers Common Stock outstanding as of October 26, 2016, as reported by the Issuer in its Quarterly Report on Form 10-Q filed with the Securities and Exchange Commission on October 19, 2016). Such shares of the Issuers Common Stock were directly beneficially owned by the Accounts, none of which beneficially owned more than

(c) Number of shares as to which the person has:

(i) sole power to vote or to direct the vote:

511,691

(ii) shared power to vote or to direct the vote:

None

(iii) sole power to dispose or direct the disposition of:

576,191

(iv) shared power to dispose or to direct the disposition of:

None

ITEM OWNERSHIP OF FIVE PERCENT OR LESS OF A CLASS:

5. If this statement is being filed to report the fact that as of the date hereof the reporting person has ceased to be the beneficial owner of more than five percent of the class of securities, check the following [].

ITEM OWNERSHIP OF MORE THAN FIVE PERCENT ON BEHALF OF ANOTHER PERSON:

6.

ITEM IDENTIFICATION AND CLASSIFICATION OF THE SUBSIDIARY WHICH ACQUIRED THE SECURITY BEING REPORTED ON BY THE PARENT HOLDING COMPANY:

7.

ITEM IDENTIFICATION AND CLASSIFICATION OF MEMBERS OF THE GROUP:

8.

ITEM NOTICE OF DISSOLUTION OF GROUP:

9.

ITEM CERTIFICATION:

10. By signing below I certify that, to the best of my knowledge and belief, the securities referred to above were acquired and are held in the ordinary course of business and were not acquired and are not held for the purpose of or with the effect of changing or influencing the control of the issuer of the securities and were not acquired and are not held in connection with or as a participant in any transaction having that purpose or effect.

CUSIP No.: 961765104

SIGNATURE

After reasonable inquiry and to the best of my knowledge and belief, I certify that the information set forth in this statement is true, complete and correct.

January 04 2017 Conestoga Capital Advisors LLC

By:

/s/ Duane R. DOrazio

Name:

Duane R. DOrazio

Title:

Chief Compliance Officer

Attention — Intentional misstatements or omissions of fact constitute Federal criminal violations (See 18 U.S.C. 1001).