

Item 1: Cover Sheet

William S. Bonwell
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This Brochure Supplement provides information about William S. Bonwell that supplements the Bonwell Capital Management, LLC Brochure. You should have received a copy of that Brochure. Please contact William S. Bonwell at the number above if you did not receive Bonwell Capital Management, LLC's Brochure or if you have any questions about the contents of this supplement.

Additional information about William S. Bonwell is available on the SEC's website at www.adviserinfo.sec.gov.

Item 2: Educational Background and Business Experience

William S. Bonwell

Born: 1968

EDUCATION:

Virginia Commonwealth University

B.S. Interdisciplinary Studies: 12/2010

Political Science, Economics, Financial Planning

PROFESSIONAL LICENSES & DESIGNATIONS:

FINRA Examinations Passed:

Investment Advisor Series 65;

General Securities Representative Series 7

Investment Company Products/Variable Contracts Limited Representative Series 6

State Securities Series 63

Life & Health Insurance License

CERTIFIED FINANCIAL PLANNER[™] certificant

The Certified Financial Planner[™], CFP[®] and federally registered CFP (with flame design) marks (collectively, the “CFP[®] marks”) are professional certification marks granted in the United States by Certified Financial Planner Board of Standards, Inc. (“CFP Board”).

The CFP[®] certification is a voluntary certification; no federal or state law or regulation requires financial planners to hold CFP[®] certification. It is recognized in the United States and a number of other countries for its (1) high standard of professional education; (2) stringent code of conduct and standards of practice; and (3) ethical requirements that govern professional engagements with clients. Currently, more than 62,000 individuals have obtained CFP[®] certification in the United States.

To attain the right to use the CFP[®] marks, an individual must satisfactorily fulfill the following requirements:

Education – Complete an advanced college-level course of study addressing the financial planning subject areas that CFP Board’s studies have determined as necessary for the competent and professional delivery of financial planning services, and attain a Bachelor’s Degree from a regionally accredited United States college or university (or its equivalent from a foreign university). CFP Board’s financial planning subject areas include insurance planning and risk management, employee benefits planning, investment planning, income tax planning, retirement planning, and estate planning;

Examination – Pass the comprehensive CFP® Certification Examination. The examination, administered in 10 hours over a two-day period, includes case studies and client scenarios designed to test one's ability to correctly diagnose financial planning issues and apply one's knowledge of financial planning to real world circumstances;

Experience – Complete at least three years of full-time financial planning-related experience (or the equivalent, measured as 2,000 hours per year); and

Ethics – Agree to be bound by CFP Board's *Standards of Professional Conduct*, a set of documents outlining the ethical and practice standards for CFP® professionals.

Individuals who become certified must complete the following ongoing education and ethics requirements in order to maintain the right to continue to use the CFP® marks:

Continuing Education – Complete 30 hours of continuing education hours every two years, including two hours on the *Code of Ethics* and other parts of the *Standards of Professional Conduct*, to maintain competence and keep up with developments in the financial planning field; and

Ethics – Renew an agreement to be bound by the *Standards of Professional Conduct*. The *Standards* prominently require that CFP® professionals provide financial planning services at a fiduciary standard of care. This means CFP® professionals must provide financial planning services in the best interests of their clients.

CFP® professionals who fail to comply with the above standards and requirements may be subject to CFP Board's enforcement process, which could result in suspension or permanent revocation of their CFP® certification.

AAMS® Accredited Asset Management Specialist -certificant

- Individuals who hold the AAMS® designation have completed a course of study encompassing investments, insurance, tax, retirement, and estate planning issues. The program is designed for approximately 120-150 hours of self-study. The program is self-paced and must be completed within one year from enrollment.

CRPC® Chartered Retirement Planning Counselor -certificant

- Individuals who hold the CRPC® designation have completed a course of study encompassing pre-and post-retirement needs, asset management, estate planning and the entire retirement planning process using models and techniques from real client situations. The program is designed for approximately 120-150 hours of self-study. The program is self-paced and must be completed within one year from enrollment.

Examination

Individuals are required to pass an online, timed and proctored end-of-course examination with a 70% score or higher. The examination tests the individual's ability to relate complex concepts and apply theoretical concepts to real-life situations.

Designation Application

After successful completion of the end-of-course examination, individuals apply for authorization to use the designation. The application includes:

1. Adherence to Standards of Professional Conduct.

- Integrity-Provide professional services with integrity, honor, fairness, and dignity and maintain client trust and confidence.
- Objectivity-Maintain objectivity and impartiality with respect to services rendered and advice given.
- Competency-Maintain an adequate level of knowledge and skill and effectively apply that knowledge while recognizing its limitations.
- Confidentiality-Keep client information confidential, disclosing only when authorized or compelled by law.
- Professionalism-Comply with all laws and regulations as required and applicable, refraining from actions that bring dishonor to you or your profession.

2. Self-Disclosure

Applicants must disclose any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct. Conferment of the designation is contingent upon the College for Financial Planning's review of matters either self-disclosed or which are discovered by the College that are required to be disclosed.

3. Adherence to Terms and Conditions

The Terms and Conditions outline designees' rights to use the College's Marks and acknowledge the rights of the College to protect the Marks from unauthorized use by individuals or entities.

Renewal Requirements

Following initial conferment of one of the College for Financial Planning's professional designations, authorization for continued use of the credential must be renewed every two years by completing 16 hours of continuing education; reaffirming compliance with the Standards of Professional Conduct, Terms and Conditions; and complying with self-disclosure requirements. The College monitors its designees' compliance with the designation requirements and standards. Any alleged violations are subject to disciplinary procedures.

BUSINESS EXPERIENCE:

Bonwell Capital Management, LLC
President; 01/2006 - present

Synergy Investment Group
Registered Representative; 01/2006-09/2008

American Express Financial Advisors/IDS Life Insurance Company
Senior Financial Advisor; 04/1995-12/2005

Waddell & Reed Financial Services
Registered Representative; 04/1994-12/1994

Item 3: Disciplinary Information

Registered investment advisers are required to disclose all material facts regarding any legal or disciplinary events that would be material to your evaluation of each supervised person providing investment advice. No information is applicable to this Item for Mr. Bonwell.

Item 4: Other Business Activities

Mr. Bonwell is separately licensed as an independent insurance agent. As such, Mr. Bonwell may conduct insurance product transactions for Bonwell Capital Management clients, in his capacity as a licensed insurance agent, and will receive customary commissions for these transactions in addition to any compensation received in his capacity as an employee of Bonwell Capital Management. Commissions from the sale of insurance products will not be used to offset or as a credit against advisory fees. Mr. Bonwell therefore has an incentive to recommend insurance products based on the compensation to be received, rather than on a client's needs. The receipt of additional fees for insurance commissions is therefore a conflict of interest, and clients should be aware of this conflict when considering whether to engage Bonwell Capital Management or utilize Mr. Bonwell to implement any insurance recommendations. Bonwell Capital Management attempts to mitigate this conflict of interest by disclosing the conflict to clients, and informing the clients that they are always free to purchase insurance products through other agents that are not affiliated with Bonwell Capital Management, LLC, or to determine not to purchase the insurance product at all. Bonwell Capital Management also attempts to mitigate the conflict of interest by requiring employees to acknowledge in the firm's Code of Ethics, their individual fiduciary duty to the clients of Bonwell Capital Management, LLC, which requires that employees put the interests of clients ahead of their own.

Item 5: Additional Compensation

Registered investment advisers are required to disclose all material facts regarding any additional compensation the individual receives related to his advisory activities. Examples of this include sales awards or referral fees. No information is applicable to this Item for Mr. Bonwell.

Item 6: Supervision

Mr. Bonwell is the only principal of Bonwell Capital Management, LLC and thus has no direct supervisor. However, Mr. Bonwell's activities follow the firm's Compliance Manual, which includes policies and procedures designed to provide supervision to all investment adviser representatives in guiding them through compliance with applicable laws, rules and regulations, including the fiduciary duty owed to clients.