

Item 1 Cover Page

A.

Cean N. Kenefick-Rogers

Ironwood Wealth Management, LLC

Brochure Supplement
Dated 9/23/2014

Contact: Robin Dolezal, Chief Compliance Officer
4650 East Cotton Blvd., Suite 130
Phoenix, Arizona 85040

B.

This Brochure Supplement provides information about Cean N. Kenefick-Rogers that supplements the Ironwood Wealth Management, LLC Brochure; you should have received a copy of that Brochure. Please contact Robin Dolezal, Chief Compliance Officer, if you did *not* receive Ironwood Wealth Management, LLC's Brochure or if you have any questions about the contents of this supplement.

Additional information about 80 is available on the SEC's website at www.adviserinfo.sec.gov

Item 2 Education Background and Business Experience

Cean N. Kenefick-Rogers was born in 1980. Mr. Kenefick-Rogers graduated from University of Arizona in 2003, with a Bachelor of Science degree in Finance. Mr. Kenefick-Rogers has been a Member and the Chief Compliance Officer of Ironwood Wealth Management, LLC since August of 2009. Mr. Kenefick-Rogers was a registered representative of Next Financial Group from March of 2006 to August of 2014.

Mr. Kenefick-Rogers has been a CFA[®] Charter Holder since 2008. CFA[®] designates an international professional certificate that is offered by the CFA Institute. Candidates that pursue the certification have in-depth knowledge of securities types and investment vehicles. In order to qualify for a CFA[®] Charter Holder designation, candidates must meet standards for examination, education, experience, and ethics. First, candidates must possess a bachelor's degree from an accredited school, or its equivalent. Second, candidates must have completed 48 months of

qualified professional work experience, generally related to evaluating or applying financial, economic, and/or statistical data as part of the investment decision-making process involving securities or similar investment. Third, candidates must pass a series of three six-hour exams that covers ethics, quantitative methods, economics, corporate finance, financial reporting and analysis, security analysis, and portfolio management. Finally, candidates must meet and continue to adhere to a strict Code of Ethics and Standards governing their professional conduct, as reviewed by the CFA Institute.

Item 3 Disciplinary Information

None.

Item 4 Other Business Activities

- A. **Licensed Insurance Agent.** Mr. Kenefick-Rogers, in his individual capacity, is a licensed insurance agent, and may recommend the purchase of certain insurance-related products on a commission basis. Clients can engage Mr. Kenefick-Rogers to purchase insurance products on a commission basis. **Conflict of Interest:** The recommendation by Mr. Kenefick-Rogers that a client purchase an insurance commission product presents a *conflict of interest*, as the receipt of commissions may provide an incentive to recommend insurance products based on commissions to be received, rather than on a particular client's need. No client is under any obligation to purchase any insurance commission products from Mr. Kenefick-Rogers. Clients are reminded that they may purchase insurance products recommended by Mr. Kenefick-Rogers through other, non-affiliated insurance agents. **The Registrant's Chief Compliance Officer, Robin Dolezal, remains available to address any questions that a client or prospective client may have regarding the above conflict of interest.**

Item 5 Additional Compensation

None.

Item 6 Supervision

The Registrant provides investment advisory and supervisory services in accordance with the Registrant's policies and procedures manual. The primary purpose of the Registrant's Rule 206(4)-7 policies and procedures is to comply with the supervision requirements of Section 203(e)(6) of the Investment Adviser's Act ("Act"). The Registrant's Chief Compliance Officer, Robin Dolezal, is primarily responsible for the implementation of the Registrant's policies and procedures and overseeing the activities of the Registrant's supervised persons. Should an employee, independent contractor, investment adviser representative, or solicitor of the Registrant have any questions regarding the applicability/relevance of the Act, the Rules

thereunder, any section thereof, or any section of the policies and procedures, he/she should address those questions with the Chief Compliance Officer. Should a client have any questions regarding the Registrant's supervision or compliance practices, please contact Mr. Dolezal at (480) 776-5960.