

*This brochure supplement provides information about Michael O'Donnell that supplements the Chico Wealth RIA, Inc. d/b/a The O'Donnell Group brochure. You should have received a copy of that brochure. Please contact Michael O'Donnell, IAR if you did not receive Chico Wealth RIA, Inc. d/b/a The O'Donnell Group's brochure or if you have any questions about the contents of this supplement.*

*Additional information about Michael O'Donnell is also available on the SEC's website at [www.adviserinfo.sec.gov](http://www.adviserinfo.sec.gov).*

**Chico Wealth, RIA Inc.**  
**d/b/a The O'Donnell Group**  
Form ADV Part 2B – Individual Disclosure Brochure  
*for*  
**Michael O'Donnell**  
Personal CRD Number: 4719248  
Investment Adviser Representative

Chico Wealth, RIA Inc. d/b/a The O'Donnell Group  
2571 California Park Drive, Suite 130  
Chico, California 95928  
(530) 564-0960  
[mike@chicowealth.com](mailto:mike@chicowealth.com)

UPDATED: 12/19/2018

## Item 2: Educational Background and Business Experience

**Name:** Michael O'Donnell **Born:** 1981

### Education Background and Professional Designations:

#### Education:

BS Agriculture & Managerial Economics, University of California, Davis - 2003

#### Designations:

##### CFP® - Certified Financial Planner

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:

- i. 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
- ii. 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.

## **Business Background:**

06/2012 - Present	Investment Adviser Representative Chico Wealth, RIA Inc. d/b/a The O'Donnell Group
06/2012 - 12/2018	Registered Rep Purshe Kaplan Sterling Investments
09/2009 - 06/2012	Registered Rep Cambridge Investment Research
06/2007 - 09/2009	Registered Rep Raymond James
02/2004 - 06/2007	Registered Rep Merrill Lynch
02/2004 - 02/2004	Registered Rep AG Edwards
10/2003 - 02/2004	Registered Rep American Express Financial

### **Item 3: Disciplinary Information**

Michael O'Donnell has a customer complaint against him while he was a representative at Tri Counties Bank and registered representative for Raymond James Financial Services. The representative recommended a product to one of the bank customers which the representative believed to be suitable and accomplished all the objectives that the customer stated. After the stock market downturn in 2008 the client decided that although the financial product was still meeting her objective as previously discussed she was not happy with the value, and wanted to take her money out and get her money out and get her money back and go with a different product. As this wasn't possible it ended up in arbitration, which was settled shortly thereafter by Raymond James Financial Services.

### **Item 4: Other Business Activities**

Michael O'Donnell is not engaged in any investment-related business or occupation (other than this advisory firm).

### **Item 5: Additional Compensation**

Other than salary, annual bonuses, or regular bonuses, Michael O'Donnell does not receive any economic benefit from any person, company, or organization, in exchange for providing clients advisory services through Chico Wealth, RIA Inc. d/b/a The O'Donnell Group.

### **Item 6: Supervision**

As a representative of Chico Wealth, RIA Inc. d/b/a The O'Donnell Group, Michael O'Donnell works closely with the supervisor, Ryan O'Donnell, to come up with advice and create recommendations provided to clients. Ryan O'Donnell's contact information is: (530) 564-0960, [ryan@chicowealth.com](mailto:ryan@chicowealth.com).