

Item 1: Cover Page
Part 2B of Form ADV: Brochure Supplement
July 2016

Joseph Daniel Sweeney

Sweeney & Michel
ASSET MANAGEMENT GROUP

2452 Lakewest Drive
Chico, CA 95928
www.sweeneymichelamg.com

Firm Contact:
Renee Michel
Chief Compliance Officer

This brochure supplement provides information about Joe Sweeney that supplements our brochure. You should have received a copy of that brochure. Please contact Renee Michel if you did not receive Sweeney & Michel, LLC's brochure or if you have any questions about the contents of this supplement. Additional information about Joe Sweeney is available on the SEC's website at www.adviserinfo.sec.gov by searching CRD# 4968553.

Item 2: Educational Background & Business Experience

Joe Daniel Sweeney

Year of Birth: 1985

Educational Background:

- 2008: Azusa Pacific University; Bachelor of Science in Finance
- 2005: Butte Community College; Associate of Arts in Behavioral Science

Business Background:

- 03/2016 – Present Sweeney & Michel, LLC; Managing Member & Investment Adviser Representative
- 10/2010 – Present Cetera Advisor Networks, LLC; Investment Adviser Representative
- 06/2010 – Present Cetera Advisor Networks, LLC; Registered Representative
- 04/2010 – 06/2010 Financial Network; Administrative Assistant
- 01/2010 – 04/2010 Accountemps; Loan Processor at Berkadia Commercial Mortgage
- 07/2009 – 12/2009 Unemployed
- 03/2009 – 06/2009 Appleone; Loan Processor at Wells Fargo Home Mortgage
- 11/2008 – 03/2009 Unemployed
- 08/2008 – 11/2008 Wallace Partners Environmental; Research Assistant
- 09/2005 – 06/2008 Azusa Pacific University; Student

Exams, Licenses & Other Professional Designations:

- 06/2010: Series 7 Exam
- 09/2010: Series 66 Exam
- 03/2013: Certified Financial Planner (CFP)

CERTIFIED FINANCIAL PLANNER™ (CFP®) certification is obtained by completing an advanced college-level course of study addressing the financial planning subject areas that the CFP board's studies have determined as necessary for the competent and professional delivery of financial planning services, a comprehensive certification exam (administered in 10 hours over a 2 day period) and agreeing to be bound by the CFP board's standard of professional conduct. As a prerequisite the IAR must have a bachelor's degree from a regionally accredited United States college or university (or foreign university equivalent) and have at least 3 years of full time financial planning experience (or equivalent measured at 2,000 hours per year). This designation requires 30 hours of continuing education every 2 years and renewing an agreement to be bound by the standards of professional conduct.

Item 3: Disciplinary Information

There are no legal or disciplinary events material to the evaluation of Joe Sweeney.

Item 4: Other Business Activities

Joe Sweeney is a registered representative and investment adviser representative of Cetera Advisor Networks, LLC, member FINRA/SIPC. He may offer products and receive normal and customary commissions as a result of these transactions. A conflict of interest may arise as these commissionable securities sales may create an incentive to recommend products based on the compensation earned.

Joe Sweeney is also licensed insurance professionals. The receipt of insurance commissions presents a conflict of interest as the sale or implementation of insurance recommendations will result in commissions payable to our firm. Clients are under no obligation to implement any recommendations made by Joe Sweeney.

Item 5: Additional Compensation

Joe Sweeney does not receive any other economic benefit for providing advisory services in addition to advisory fees.

Item 6: Supervision

Renee Michel, Chief Compliance Officer of Sweeney & Michel, LLC, supervises and monitors Joe Sweeney's activities on a regular basis to ensure compliance with our firm's Code of Ethics. Please contact Mrs. Michel if you have any questions about Joe Sweeney's brochure supplement at 530-342-2900.

Item 7: Requirements for State-Registered Advisers

Joe Sweeney has not been involved in any arbitration claim alleging damages in excess of \$2,500. Furthermore, he has neither been involved in nor found liable in any civil, self-regulatory organization, or administrative proceeding nor has been the subject of any bankruptcy petitions.