

The Connemara Group, LLC

Registered Investment Advisor
CRD # 281262

506 Diamondback Drive Unit 438
Gaithersburg MD 20878

Telephone: (301) 321-3600
Fax: (301) 321-3610
www.connemara.com

**Thomas B. Conway, JD CFP® CIMA® CPWA® CTFA® CLU® RICP®
RMA® CRC® AEP® TEP® CAP®**

Principal/Chief Compliance Officer
Investment Advisor Representative
CRD # 2755774

Form ADV Part 2B
Brochure Supplement
January 4, 2022

This brochure provides information about Thomas B. Conway that supplements The Connemara Group, LLC Form ADV Part 2A Firm brochure. You should have received a copy of that brochure. Please contact Thomas B. Conway at (301) 321-3600 if you did not receive the full brochure or if you have any questions about the contents of this supplement. Additional information about Thomas B. Conway is available on the Securities and Exchange Commission's (SEC) website at www.adviserinfo.sec.gov under CRD # 2755774.

Item 2 - Educational Background and Business Experience

Regulatory guidance requires the Firm to disclose relevant post-secondary education and professional training for each principal executive and associate of the Firm, as well as their business experience for at least the most recent five years.

Principal Executive Officers and Management Persons

Founder/Managing Member/Chief Compliance Officer/Investment Advisor Representative

Thomas Blakely Conway

Year of Birth: 1959 / CRD Number: 2755774

Educational Background and Business Experience

Educational Background

BA, Double Major, English & Classical Languages (Latin & Ancient Greek), Lawrence University, Appleton, JD, University of Maryland School of Law, Baltimore, MD

Business Experience

The Connemara Group, LLC (2016-Present)

Founder/Managing Member/Chief Compliance Officer/Investment Advisor Representative

Connemara Fee Only Planning, LLC (2010-2015)

President, Founder & Managing Member

Connemara Family Office Management, LLC (2009-2015)

President, Founder & Managing Member

Wachovia Wealth Management (2007-2009)

Senior Vice President & Private Client Advisor

Private Bank at Bank of America (2001-2007)

Senior Vice President & Private Client Advisor

Merrill Lynch & Co. (1996-2001)

Vice President & Financial Consultant

American Express Financial Advisors (1996-1997)

Financial Advisor

Item 3 - Disciplinary Information

Registered investment advisors are required to disclose certain material facts about its associated personnel regarding any legal or disciplinary events, including criminal or civil action in a domestic, foreign or military court, or any proceeding before a state, federal or foreign regulatory agency, self-regulatory organization, or suspension or sanction by a professional association for violation of its conduct rules, that would be material to your evaluation of each officer or a supervised person providing investment advice. Tom Conway has not been the subject of any such event.

Item 4 - Other Business Activities

Neither Thomas B. Conway nor our advisory Firm has a material relationship with the issuer of a security. He is not registered, nor has an application pending to register, as a registered representative of a broker/dealer or associated person of a futures commission merchant, commodity pool operator, or commodity trading advisor. He does not receive commissions, bonuses or other compensation based on the sale of securities, including that as a registered representative of a broker/dealer or the distribution or service (“trail”) fees from the sale of mutual funds.

Item 5 - Additional Compensation

Neither our advisory Firm nor Mr. Conway are compensated for advisory services involving performance-based fees. In addition, Firm policy does not allow associated persons to accept or receive additional economic benefit, such as sales awards or other prizes, for providing advisory services to Firm clients.

Item 6 – Supervision

Thomas B. Conway serves as the Firm’s Chief Compliance Officer. Because supervising oneself poses a conflict of interest, the Firm has adopted policies and procedures to mitigate this conflict and may use the services of unaffiliated professionals to ensure the Firm’s oversight obligations are met. Questions relative to the Firm, its services, or this Form ADV Part 2B brochure supplement may be made to the attention of Mr. Conway at (301) 321-3600.

Additional information about the Firm, other advisory Firms, or an associated investment advisor representative is available on the internet at www.adviserinfo.sec.gov. A search of this site for Firms may be accomplished by Firm name or a unique Firm identifier, known as an IARD or CRD number. The IARD number for The Connemara Group, is 281262. The business and disciplinary history, if any, of an investment advisory Firm and its representatives may also be obtained by calling the Maryland Division of Securities or the state securities administrator in which the client resides.

Item 7 - Requirements for State-Registered Advisers

There have been neither awards nor sanctions or other matter where Thomas B. Conway or The Connemara Group, has been found liable in an arbitration, self-regulatory or administrative proceeding. Neither Mr. Conway nor our advisory Firm has been the subject of a bankruptcy petition.

Information Regarding Professional Designations

Mr. Conway holds several professional designations. Firms are required to disclose certain information about such designations.

CFP® - Certified Financial Planner MINIMUM QUALIFICATIONS:

- Bachelor’s degree or its equivalent, in any discipline, from an accredited university
- Minimum 15-hour curriculum necessary to prepare for the CFP exam (you may challenge the educational requirements if you are a licensed attorney or are hold any of the following certifications or degrees: Certified Public Accountant, Chartered Financial Analyst, Chartered

Financial Consultant, Chartered Life Underwriter, Doctor of Business Administration or PhD in business or economics).

- Apply for and achieve a passing score on the Certified Financial Planner exam.
- Possess at least 3 years of work experience in the financial planning industry - teaching, assisting, supervising, or delivering financial planning services to a client base for a minimum of 3 years prior to certification.
- Pass a background check and candidate fitness standards test. You must reveal any criminal history, pending litigation or ethical violations. The CFP board verifies all employment history, qualifications, and disciplinary issues via FINRA's Central Registration Depository.

AEP® - Accredited Estate Planner®

- The AEP® designation, awarded by the National Association of Estate Planners & Councils (NAEPC), demonstrates a focus on all components of the estate planning process and a commitment to excellence and professionalism in all areas relating to estate planning.
- The AEP® designation is a graduate level specialization in estate planning obtained in addition to already recognized professional credentials within the various disciplines of estate planning. It is awarded by the NAEPC to recognize estate planning professionals who meet stringent requirements of experience, knowledge, education, professional education, and character.
- The AEP® designation contains five (5) specific prerequisites including a credential requirement; a professional discipline engaged in estate planning requirement; an experience requirement; an education requirement; and a membership requirement.

CTFA® - Certified Trust & Financial Advisor®

- The CTFA® designation, awarded by the American Bankers Association, demonstrates competency and a commitment to excellence and professionalism in all areas relating to trust and estate planning, fiduciary law, and fiduciary asset management.
- The CTFA® is the premier designation for trust officers and trust professionals. Mr. Conway has earned this designation to provide advice with a significant degree of professional competence regarding trust and estate planning and related matters. With particular emphasis placed on ethics and commitment to clients, the CTFA® has earned a distinguished reputation backed by security and stewardship.
- Mr. Conway is a graduate of Cannon Trust School Level I (Atlanta GA), Level II (Hilton Head SC) and Level III (University of Notre Dame, South Bend IN). Each Level involves an intensive week of classroom review preceded by months of extensive study and culminates in a rigorous examination in areas relating to Property Law, Tax Law, Fiduciary Law and Asset Management.

- The CTFA® examination is a four (4) hour examination containing 200 questions on relevant subject matter and must be passed as a prerequisite for CTFA® certification. Significant continuing professional education is required.

CIMA® - Certified Investment Management Analyst®

- The CIMA® designation, awarded by the Investments and Wealth Institute (IWI®), demonstrates competency and a commitment to excellence and professionalism in all areas of investment management consulting and analysis.
- The CIMA® program is a 9-month program administered by The Investments and Wealth Institute (IWI®) in conjunction with The Wharton School, University of Pennsylvania. Three separate examinations, including a prequalification examination; an examination at The Wharton School following an intensive week of instruction; and a final comprehensive examination last up to four (4) hours must be passed as prerequisites for CIMA® certification.
- The CIMA® program contains five (5) core topics, including Fundamentals; Portfolio Performance and Risk Measurements; Traditional and Alternative Investments; Portfolio Theory and Behavioral Finance; and the Investment Consulting Process. In addition, the program contains a section on Governance, including the *IMCA Code of Professional Responsibility and Standards of Practice* and Regulatory Considerations.
- CIMA® professionals integrate a complex body of investment knowledge, ethically contributing to prudent investment decisions by providing objective advice and guidance to individual and institutional investors.

CPWA® - Certified Private Wealth Analyst®

- The CPWA® designation, awarded by the Investments and Wealth Institute (IWI®), demonstrates competency and a commitment to excellence and professionalism in all areas relating to working with High-Net-Worth and Ultra-High-Net Worth individuals, couples and families, including family businesses.
- The CPWA® program is a 9-month program administered by the Investments and Wealth Institute (IWI®) in conjunction with The University of Chicago Booth School of Business. Eleven (11) core subject matter areas are covered in extensive detail, including Ethics; Family Dynamics; Applied Behavioral Finance; Portfolio Management; Asset Protection and Risk Management; Income Taxation and Planning; Planning for Executives; Planning for Closely Held Businesses; Retirement Planning; Charitable Giving; and Estate Planning. Eleven (11) separate prequalification examinations must be passed followed by an intensive week-long program of instruction at The University of Chicago Booth School of Business. The program culminates in a comprehensive examination lasting up to four (4) hours.
- The CPWA® certification program is an advanced credential created specifically for wealth Managers who work with high-net-worth and ultra-high-net-worth individuals and families. The program focuses on the life cycle of wealth: accumulation, preservation, and distribution. Candidates who earn the certification learn to identify and analyze challenges high-net-worth

- individuals face. They also learn to understand and develop specific strategies to minimize taxes, monetize and protect assets, maximize growth, and transfer wealth.
- CPWA® certification includes as a prerequisite separate professional credentialing and a minimum of five (5) years of experience delivering services to high-net-worth investors.

RMA® - Retirement Management Analyst®

- The RMA® designation, awarded by the Investments and Wealth Institute (IWI®), demonstrates competency and a commitment to excellence and professionalism in all areas relating to retirement income planning.
- The RMA® program is a 6-month program administered by the Investments and Wealth Institute (IWI®) by staff and member faculty and includes presentations by highly regarded academic and industry speakers. The program provides an intensive review of current leading approaches to retirement income planning including, but not limited to, Household Balance Sheet preparation and analysis, secure income flooring, tax-efficient drawdown strategies, negative sequence of return risk management and other issues.

AIF® - Accredited Investment Fiduciary®

- The AIF® designation, awarded by the Center for Fiduciary Studies, a fi360 company, demonstrates a focus on all the components of a comprehensive investment process, related fiduciary standards of care, and commitment to fiduciary excellence.
- AIF® designees must complete 6 steps to earn the designation: 1. Submit registration and fee; 2. Successfully complete a specialized program on investment fiduciary standards of care; 3. Pass a comprehensive examination; 4. Upon passing, submit the accreditation application and fee; 5. Complete annual continuing educational requirements; 6. Pledge to abide by the designation's code of ethics.

CLU® - Chartered Life Underwriter®

- The CLU® designation, awarded by the American College of Financial Services, demonstrates competency and a commitment to excellence and professionalism in all areas of planning relating to life insurance and related products and services. The program is a 12-month program covering extensive subject matter material.
- The CLU® is the premier designation for insurance professionals. Mr. Conway has earned this designation to provide advice with a significant degree of professional competence regarding insurance and related matters. With particular emphasis placed on ethics and commitment to clients, the CLU® has earned a distinguished reputation backed by security and stewardship.
- Required courses for CLU® certification include Fundamentals of Insurance Planning; Individual Life Insurance; Life Insurance Law; Fundamentals of Estate Planning; and Planning

for Business Owners and Professionals. Mr. Conway has also completed at least three additional elective courses including Financial Planning: Process and Environment; Investments; and Income Taxation.

- Eight (8) separately administered examinations each lasting up to two (2) hours and containing 100 questions on relevant subject matter material must be passed as prerequisites for CLU® certification. Significant continuing professional education is required.

RICP® - Retirement Income Certified Professional ®

- The RICP® designation, awarded by the American College of Financial Services, demonstrates a focus on all aspects of the post-retirement investment distribution process or decumulation phase, including all aspects of the retirement income planning process.
- RICP® designees must complete 6 steps to earn the designation: 1. Submit registration and fee; 2. Successfully complete a three-part specialized program on retirement income planning; 3. Pass three (3) separately administered detailed written examinations; 4. Upon passing the examinations, submit the accreditation application and fee; 5. Complete annual continuing educational requirements; 6. Pledge to abide by the designation's Code of Ethics.

CRC® - Certified Retirement Counselor®

- The CRC® designation, awarded by the International Foundation for Retirement Education (InFRE), demonstrates a concentration on all aspects of personal financial planning and investment advice relating to retirement.
- CRC® designees must complete 6 steps to earn the designation: 1. Submit registration and fee; 2. Successfully complete 4 modules on retirement planning, including Fundamentals of Retirement Planning; Fundamentals of Investments; Fundamentals of Retirement Income; and Fundamentals of Retirement Plan Design; 3. Pass a comprehensive and detailed written examination; 4. Upon passing the examination, submit the accreditation application and fee; 5. Complete annual continuing educational requirements; 6. Pledge to abide by the designation's Code of Ethics.

CAP® - Chartered Advisor in Philanthropy®

- The CAP® designation, awarded by The American College of Financial Services, provides professional advisors with the knowledge and tools necessary to help clients articulate and advance their highest aspirations for self, family and society. CAP® designees are members of a growing network of top planners who are working to make our towns and cities better places to live for generations to come. The CAP® program is designed to provide important insights into the process of philanthropic planning, including, but not limited to, tax implications as well as leading tools and estate planning techniques. Experienced advisors seek the CAP® designation to assist clients in making major gifts as part of their lifetime and testamentary planning. The program requires a rigorous course of study and successful completion of three (3) separate graduate level courses and examinations. Designees must

meet experience requirements and enhanced ethical standards and agree to comply with The American College Code of Ethics and Procedures. Continuing professional education is also required to maintain the designation.

CPO® - Certified Professional Organizer®

- The CPO® designation, awarded by the National Association of Professional Organizers, demonstrates competency and professionalism in all aspects of personal organization.
- Certified Professional Organizers (CPOs) have proven industry proficiency by demonstrating they possess the body of knowledge and experience essential to professional organizing and productivity consulting. The CPO® credential identifies professional organizers who meet an experience requirement and who have passed the Board of Certification for Professional Organizers (BCPO®) professional examination. Candidates must complete at least 1,500 hours of paid client work prior to applying for the certification examination. Continuing professional education is required.