



Utah Department of Commerce

**Division of Securities**

[securities.utah.gov](http://securities.utah.gov)

Protecting Investors. Regulating Industry. Promoting Commerce.

# Investment Adviser Workshop:

the New Form ADV Part 2, New Rules, and the IA Switch



# Keith Woodwell

## Division Director



Utah Department of Commerce

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**For more information, please call  
(801) 530-6600**



# Dave Hermansen

Director of Licensing & Compliance



# INTRODUCTION

## Our Role

- **State-Covered Advisers** 159  
(licensed in Utah as of FYE 2010)
- **Federal-Covered Advisers** 74  
(domiciled in Utah as of FYE 2010)
- **Expected from IA Switch** 75-100
- **Resources**
- **Staff**



## INTRODUCTION

# Workshop Goals

- Guidance on the New Form ADV Part 2
  - New Content and Organization
  - Rewriting in Plain English
  - Creating PDF and Filing Electronically
  - Narrative Format Pro's and Con's
    - Consider counsel or consultants for help
- New State Rules & New SEC Custody Rules
- Preview of the IA Switch



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