

**Item 1: Cover Page for  
Part 2B of Form ADV:  
Brochure Supplement**

**Dated August 2012**

**William Beltzhoover Conner**

**iTrust Asset Management, LLC  
3320 Tates Creek Road, Suite 100  
Lexington, Kentucky 40502  
(859) 425-1222**

**Firm Contact: Todd Stricklin, Managing Member and Chief Compliance Officer**

**This brochure supplement provides information about Mr. Conner that supplements our brochure. You should have received a copy of that brochure. Please contact Mr. Stricklin, Managing Member and Chief Compliance Officer, if you did not receive iTrust Asset Management, LLC's brochure or if you have any questions about the contents of this supplement.**

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

## **Item 2. Educational Background and Business Experience**

### **William Beltzhoover Conner**

**Year of Birth:** 1961

#### **Educational Background:**

- 1984; Auburn University; BS Civil Engineering

#### **Business Background:**

- 06/2012 – Present; LPL Financial; Registered Representative
- 06/2012 – Present; iTrust Asset Management, LLC; Managing Member/Financial Advisor
- 08/2002 – 06/2012; Morgan Keegan and Company, Inc.; Financial Advisor
- 06/1991 – 08/2002; J.B.B. Hilliard, W.L. Lyons, Inc.; Financial Advisor

#### **Exams, Licenses and Other Professional Designations:**

- 01/2004 – Series 31
- 06/2001 – Series 7, 63
- 11/1999 – Series 65
- 11/1991 – KY Insurance License
- 11/2006 – AAMS<sup>®</sup>
- 05/2007 – AWMA<sup>®</sup>

#### **AAMS<sup>®</sup> - Accredited Asset Management Specialist:**

The College for Financial Planning<sup>®</sup> awards the ACCREDITED ASSET MANAGEMENT SPECIALIST<sup>SM</sup> AND AAMS<sup>®</sup> designation to students who:

- successfully complete the program;
- pass the final examination; and
- comply with the Code of Ethics, which includes agreeing to abide by the Standards of Professional Conduct and Terms and Conditions. Applicants must also disclose of any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct. Conferment of the designation is contingent upon the College for Financial Planning's review of matters either self-disclosed or which are discovered by the College that are required to be disclosed.

Students must sign and return the Code of Ethics forms within six months of passing the final exam. Failure to complete and submit the forms within this time frame may result in termination of the individual's candidacy. If an individual wishes to apply for authorization to use the Marks in the future, he or she may be required to fulfill the initial designation requirements in place at the time of passing the exam.

Successful students receive a certificate and are granted the right to use the designation on correspondence and business cards for a two-year period.

Continued use of the AAMS<sup>®</sup> designation is subject to ongoing renewal requirements. Every two years individuals must renew their right to continue using the AAMS<sup>®</sup> designation by:

- completing 16 hours of continuing education;
- reaffirming to abide by the Standards of Professional Conduct, Terms and Conditions, and self disclose any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct; and
- paying a biennial renewal fee of \$75.

Detailed renewal requirements for the College for Financial Planning's professional designation programs can be found on [www.cffpalum.org/renewal](http://www.cffpalum.org/renewal).

## EXAMINATION

Students must test at a testing center and are eligible to take the final exam 24 hours after enrollment. The exam is a multiple-choice exam, offered electronically, permitting you to test at your convenience.

## CONTINUING EDUCATION CREDIT

The Accredited Asset Management Specialist<sup>SM</sup> Professional Designation Program is registered with CFP Board, NASBA, TX State Board of Accountancy, NJ State Board of Accountancy, and certain State Insurance departments for continuing education (CE) credit. The program may also qualify for firm element requirements of the securities industry.

## **AWMA<sup>®</sup> - Accredited Wealth Management Advisor<sup>SM</sup>:**

The College for Financial Planning<sup>®</sup> awards the ACCREDITED WEALTH MANAGEMENT ADVISOR<sup>SM</sup> AND AWMA<sup>®</sup> designation to students who:

- successfully complete the program;
- pass the final examination; and
- comply with the Code of Ethics, which includes agreeing to abide by the Standards of Professional Conduct and Terms and Conditions. Applicants must also disclose of any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct. Conferment of the designation is contingent upon the College for Financial Planning's review of matters either self-disclosed or which are discovered by the College that are required to be disclosed.

Successful students receive a certificate and are granted the right to use the designation on correspondence and business cards for a two-year period.

Continued use of the AWMA<sup>®</sup> designation is subject to ongoing renewal requirements. Every two years individuals must renew their right to continue using the AWMA<sup>®</sup> designation by:

- completing 16 hours of continuing education;
- reaffirming to abide by the Standards of Professional Conduct, Terms and Conditions, and self disclose any criminal, civil, self-regulatory organization, or governmental agency inquiry, investigation, or proceeding relating to their professional or business conduct; and
- paying a biennial renewal fee of \$75.

#### Continuing Education Credit

The Accredited Wealth Management Advisor Professional Designation Program is registered with CFP Board, NASBA, TX State Board of Accountancy, NJ State Board of Accountancy, and certain State Insurance departments for continuing education (CE) credit. The program may also qualify for firm element requirements of the securities industry.

#### Topics

- The Asset Management Process
- Investors, Policy & Change
- Risk, Return & Investment Performance
- Asset Allocation & Selection
- Investment Strategies
- Taxation of Investment Products
- Investment Opportunities for an Individual's Retirement
- Investment Considerations for Small-Business Owners
- Deferred Compensation & Other Benefit Plans for Key Executives
- Insurance Products for Investment Clients
- Estate Planning for Investment Clients
- Regulatory & Ethical Issues for the Investment Professional
- Risk Management & Investment Issues for High Net Worth Clients
- Income Tax & Executive Benefits Planning for High Net Worth Clients
- Estate Planning for High Net Worth Clients

### **Item 3. Disciplinary Information**

If there are legal or disciplinary events material to your evaluation of Mr. Conner, we are required to disclose all material facts regarding those events.

We have nothing to disclose in this regard.

#### **Item 4. Other Business Activities**

A. If Mr. Conner is actively engaged in any investment-related business or occupation, including if Mr. Conner is registered, or has an application pending to register, as a broker-dealer, registered representative of a broker-dealer, futures commission merchant ("FCM"), commodity pool operator ("CPO"), commodity trading advisor ("CTA"), or an associated person of an FCM, CPO, or CTA, we are required to disclose this fact and describe the business relationship, if any, between the advisory business and the other business.

1. If a relationship between the advisory business and Mr. Conner's other financial industry activities creates a material conflict of interest with you, the SEC requires us to describe the nature of the conflict and generally how we address it.

Mr. Conner is a licensed insurance agent and may offer insurance products and receive normal and customary fees as a result of insurance sales. A conflict of interest may arise as these insurance sales may create an incentive to recommend products based on the compensation adviser and/or our supervised persons may earn and may not necessarily be in the best interests of the client. He devotes approximately five-percent (5%) of his professional time on this other business.

2. If Mr. Conner receives commissions, bonuses or other compensation based on the sale of securities or other investment products, including as a broker-dealer or registered representative, and including distribution or service ("trail") fees from the sale of mutual funds, we have to disclose this fact. If this compensation is not cash, we are required to explain what type of compensation Mr. Conner receives. We must explain that this practice gives Mr. Conner an incentive to recommend investment products based on the compensation received, rather than on your needs.

Mr. Conner is a registered representative of LPL Financial, member FINRA/SIPC. He may offer securities and receive normal and customary commissions as a result of securities transactions. A conflict of interest may arise as these commissionable securities sales may create an incentive to recommend products based on the compensation Mr. Conner may earn and may not necessarily be in the best interests of the client.

B. If Mr. Conner is actively engaged in any business or occupation for compensation not discussed in response to Item 4.A, above, and the other business activity or activities provide a substantial source of Mr. Conner's income or involve a substantial amount of Mr. Conner's time, we are required to disclose this fact and must describe the nature of that business. If the other business activities represent less than 10 percent of Mr. Conner's time and income, we may presume that they are not substantial.

Mr. Conner is the owner of Aaron's Sales & Lease Ownership and offers non-investment related services. Mr. Conner devotes approximately 10% of his time to this activity.

### **Item 5. Additional Compensation**

If someone who is not a client provides an economic benefit to Mr. Conner for providing advisory services, we are required to generally describe the arrangement. For purposes of this Item, economic benefits include sales awards and other prizes, but do not include Mr. Conner's regular salary. Any bonus that is based, at least in part, on the number or amount of sales, client referrals, or new accounts should be considered an economic benefit, but other regular bonuses should not.

We have nothing to disclose in this regard.

### **Item 6. Supervision**

We are required to explain how we supervise Mr. Conner, including how we monitor the advice Mr. Conner provides to you. Our firm has to provide the name, title and telephone number of the person responsible for supervising Mr. Conner's advisory activities on behalf of our firm.

Todd Stricklin, Managing Member and Chief Compliance Officer of iTrust Asset Management, LLC, supervises and monitors Mr. Conner's activities on a regular basis. Mr. Stricklin reviews all outgoing correspondence for written financial advice that Mr. Conner provides to his clients. Please contact Mr. Stricklin if you have any questions about Mr. Conner's brochure supplement at (859) 425-1222.

### **Item 7. Requirements for State-Registered Advisers**

A. In addition to the events listed in Item 3 of Part 2B, if Mr. Conner has been involved in one of the events listed below, we disclose all material facts regarding the event.

1. An award or otherwise being found liable in an arbitration claim alleging damages in excess of \$2,500, involving any of the following:
  - (a) an investment or an investment-related business or activity;
  - (b) fraud, false statement(s), or omissions;
  - (c) theft, embezzlement, or other wrongful taking of property;
  - (d) bribery, forgery, counterfeiting, or extortion; or
  - (e) dishonest, unfair, or unethical practices.

We have nothing to disclose in this regard.

2. An award or otherwise being found liable in a civil, self-regulatory organization, or administrative proceeding involving any of the following:

- (a) an investment or an investment-related business or activity;
- (b) fraud, false statement(s), or omissions;
- (c) theft, embezzlement, or other wrongful taking of property;
- (d) bribery, forgery, counterfeiting, or extortion; or
- (e) dishonest, unfair, or unethical practices.

We have nothing to disclose in this regard.

B. If Mr. Conner has been the subject of a bankruptcy petition, we must disclose that fact, the date the petition was first brought, and the current status.

We have nothing to disclose in this regard.