



IAPD Report

DAWN PERNICIARO LITCHFIELD

CRD# 1311347

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When communicating online or investing with any professional, make sure you know who you're dealing with. [Imposters](#) might link to sites like BrokerCheck from [phishing](#) or similar scam websites, or through [social media](#), trying to steal your personal information or your money.

Please contact FINRA with any concerns.



IAPD Information About Representatives

IAPD offers information on all current-and many former representatives. Investors are strongly encouraged to use IAPD to check the background of representatives before deciding to conduct, or continue to conduct, business with them.

What is included in a IAPD report?

IAPD reports for individual representatives include information such as employment history, professional qualifications, disciplinary actions, criminal convictions, civil judgments and arbitration awards.

It is important to note that the information contained in an IAPD report may include pending actions or allegations that may be contested, unresolved or unproven. In the end, these actions or allegations may be resolved in favor of the representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

Where did this information come from?

The information contained in IAPD comes from the Investment Adviser Registration Depository (IARD) and FINRA's Central Registration Depository, or CRD, (see more on CRD below) and is a combination of:

- information the states require representatives and firms to submit as part of the registration and licensing process, and
- information that state regulators report regarding disciplinary actions or allegations against representatives.

How current is this information?

Generally, representatives are required to update their professional and disciplinary information in IARD within 30 days.

Need help interpreting this report?

For help understanding how to read this report, please consult NASAA's IAPD Tips page <http://www.nasaa.org/IAPD/IARReports.cfm>

What if I want to check the background of an Individual Broker or Brokerage Firm?

To check the background of an Individual Broker or Brokerage firm, you can search for the firm or individual in IAPD. If your search is successful, click on the link provided to view the available licensing and registration information in FINRA's BrokerCheck website.

Are there other resources I can use to check the background of investment professionals?

It is recommended that you learn as much as possible about an individual representative or Investment Adviser firm before deciding to work with them. Your state securities regulator can help you research individuals and certain firms doing business in your state. The contact information for state securities regulators can be found on the website of the North American Securities Administrators Association <http://www.nasaa.org>



Report Summary

DAWN PERNICIARO LITCHFIELD (CRD# 1311347)

The report summary provides an overview of the representative's professional background and conduct. The information contained in this report has been provided by the representative, investment adviser and/or securities firms, and/or securities regulators as part of the states' investment adviser registration and licensing process. The information contained in this report was last updated by the representative, a previous employing firm, or a securities regulator on **06/29/2018**.

CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	NAPLES MONEY MANAGEMENT LLC	CRD# 153499	07/06/2011

QUALIFICATIONS

This representative is currently registered in **0** SRO(s) and **1** jurisdiction(s).

Is this representative currently Inactive or Suspended with any regulator? **No**

Note: Not all jurisdictions require IAR registration or may have an exemption from registration.

Additional information including this individual's qualification examinations and professional designations is available in the Detailed Report.

REGISTRATION HISTORY

This representative was previously registered with the following firm(s):

	FIRM	CRD#	LOCATION	REGISTRATION DATES
IA	LITCHFIELD, NELSON & COMPANY	111132	NAPLES, FL	03/06/1989 - 03/15/2010
B	MUTUAL SERVICE CORPORATION	4806	NAPLES, FL	03/31/1989 - 12/31/2008
IA	LITCHFIELD, NELSON & COMPANY	111132	NAPLES, FL	03/06/1989 - 12/31/2002

For additional registration and employment history details as reported by the individual, refer to the Registration and Employment History section of the Detailed Report.

DISCLOSURE INFORMATION

Disclosure events include certain criminal charges and convictions, formal investigations and disciplinary actions initiated by regulators, customer disputes and arbitrations, and financial disclosures such as bankruptcies and unpaid judgments or liens.

Are there events disclosed about this representative?

Yes

The following types of events are disclosed about this representative:

Type	Count
Regulatory Event	1



Qualifications

REGISTRATIONS

This section provides the SRO, states and U.S. territories in which the representative is currently registered and licensed, the category of each registration, and the date on which the registration becomes effective. This section also provides, for each firm with which the representative is currently employed, the address of each location where the representative works.

This individual is currently registered with **1** jurisdiction(s) and **0** SRO(s) through his or her employer(s).

Employment 1 of 1

Firm Name: **NAPLES MONEY MANAGEMENT LLC**

Main Address: 10001 TAMIAMI TRAIL NORTH
NAPLES, FL 34108

Firm ID#: 153499

	Regulator	Registration	Status	Date
	Florida	Investment Adviser Representative	Approved - Pending IAR CE	01/01/2026

Branch Office Locations

NAPLES MONEY MANAGEMENT LLC

10001 TAMIAMI TRAIL NORTH
NAPLES, FL 34108



Qualifications



PASSED INDUSTRY EXAMS

This section includes all industry exams that the representative has passed. Under limited circumstances, a representative may attain registration after receiving an exam waiver based on a combination of exams the representative has passed and qualifying work experience. Likewise a new exam requirement may be grandfathered based on a representative's specific qualifying work experience. Exam waivers and grandfathering are not included below.

This individual has passed 0 principal/supervisory exams, 2 general industry/product exams, and 1 state securities law exam.

Principal/Supervisory Exams

Exam	Category	Date
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No information reported.

General Industry/Product Exams

Exam	Category	Date
B National Commodity Futures Examination (S3)	Series 3	02/18/1985
B General Securities Representative Examination (S7)	Series 7	10/20/1984

State Securities Law Exams

Exam	Category	Date
B Uniform Securities Agent State Law Examination (S63)	Series 63	10/18/1985



PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **0** professional designation(s).

No information reported.



Registration & Employment History

PREVIOUSLY REGISTERED WITH THE FOLLOWING FIRMS

This representative held registrations with the following firms:

	Registration Dates	Firm Name	ID#	Branch Location
IA	03/06/1989 - 03/15/2010	LITCHFIELD, NELSON & COMPANY	CRD# 111132	NAPLES, FL
B	03/31/1989 - 12/31/2008	MUTUAL SERVICE CORPORATION	CRD# 4806	NAPLES, FL
IA	03/06/1989 - 12/31/2002	LITCHFIELD, NELSON & COMPANY	CRD# 111132	NAPLES, FL
B	10/26/1987 - 03/31/1989	LOWRY FINANCIAL SERVICES CORPORATION	CRD# 7291	
B	04/10/1985 - 11/04/1987	INTERSTATE SECURITIES CORPORATION	CRD# 431	
B	10/25/1984 - 04/02/1985	RICHARDSON GREENSHIELDS SECURITIES INC.	CRD# 3178	

EMPLOYMENT HISTORY

Below is the representative's employment history for up to the last 10 years.

Employment Dates	Employer Name	Position	Investment Related	Employer Location
03/2010 - Present	NAPLES MONEY MANAGEMENT, LLC	PARTNER	Y	NAPLES, FL, United States
01/1996 - Present	LITCHFIELD & NELSON PARTNERS	MANAGING PARTNER/PRESIDENT	Y	NAPLES, FL, United States
03/1989 - Present	MUTUAL SERVICE CORPORATION	REGISTERED REPRESENTATIVE	Y	WEST PALM BEACH, FL, United States
02/1988 - Present	LITCHFIELD & NELSON, INC.	PRESIDENT	N	NAPLES, FL, United States

OTHER BUSINESS ACTIVITIES

This section includes information, if any, as provided by the representative regarding other business activities the representative is currently engaged in either as a proprietor, partner, officer, director, employee, trustee, agent, or otherwise. This section does not include non-investment related activity that is exclusively charitable, civic, religious, or fraternal and is recognized as tax exempt.

No information reported.



Disclosure Summary

Disclosure Information

What you should know about reported disclosure events:

(1) Certain thresholds must be met before an event is reported to IARD, for example:

- A law enforcement agency must file formal charges before an Investment Adviser Representative is required to report a particular criminal event.;
- A customer dispute must involve allegations that an Investment Adviser Representative engaged in activity that violates certain rules or conduct governing the industry and that the activity resulted in damages of at least \$5,000.

(2) Disclosure events in IAPD reports come from different sources:

As mentioned in the "About IAPD" section on page 1 of this report, information contained in IAPD comes from Investment Adviser Representatives, firms and regulators. When more than one of these sources reports information for the same disclosure event, all versions of the event will appear in the IAPD report. The different versions will be separated by a solid line with the reporting source labeled.

(3) There are different statuses and dispositions for disclosure events:

- A disclosure event may have a status of *pending*, *on appeal*, or *final*.
 - A "pending" disclosure event involves allegations that have not been proven or formally adjudicated.
 - A disclosure event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
 - A "final" disclosure event has been concluded and its resolution is not subject to change.
- A final disclosure event generally has a disposition of *adjudicated*, *settled* or *otherwise resolved*.
 - An "adjudicated" matter includes a disposition by (1) a court of law in a criminal or civil matter, or (2) an administrative panel in an action brought by a regulator that is contested by the party charged with some alleged wrongdoing.
 - A "settled" matter generally represents a disposition wherein the parties involved in a dispute reach an agreement to resolve the matter. Please note that Investment Adviser Representatives and firms may choose to settle customer disputes or regulatory matters for business or other reasons.
 - A "resolved" matter usually includes a disposition wherein no payment is made to the customer or there is no finding of wrongdoing on the part of the Investment Adviser Representative. Such matters generally involve customer disputes.

(4) You may wish to contact the Investment Adviser Representatives to obtain further information regarding any of the disclosure events contained in this IAPD report.

**DISCLOSURE EVENT DETAILS**

When evaluating this information, please keep in mind that some items may involve pending actions or allegations that may be contested and have not been resolved or proven. The event may, in the end, be withdrawn, dismissed, resolved in favor of the Investment Adviser Representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

This report provides the information exactly as it was reported to the Investment Adviser Registration Depository. Some of the specific data fields contained in the report may be blank if the information was not provided.

The following types of events are disclosed about this representative:

Type	Count
Regulatory Event	1

Regulatory Event

This disclosure event may include a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, a federal regulator such as the Securities and Exchange Commission or the Commodities Futures Trading Commission, or a foreign financial regulatory body) for a violation of investment-related rules or regulations. This disclosure event may also include a revocation or suspension of an Investment Adviser Representative's authority to act as an attorney, accountant or federal contractor.

Disclosure 1 of 1

Reporting Source:	Regulator
Regulatory Action Initiated By:	FLORIDA OFFICE OF FINANCIAL REGULATION
Sanction(s) Sought:	Other: N/A
Date Initiated:	07/06/2011
Docket/Case Number:	151-SR-4/11
URL for Regulatory Action:	
Employing firm when activity occurred which led to the regulatory action:	NAPLES MONEY MANAGEMENT LLC
Product Type:	No Product
Allegations:	CONDUCTED INVESTMENT ADVISORY BUSINESS FROM OFFICES WITHIN THIS STATE WITHOUT THE BENEFIT OF LAWFUL REGISTRATION
Current Status:	Final
Resolution:	Order
Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?	No
Resolution Date:	07/06/2011
Sanctions Ordered:	Cease and Desist Civil and Administrative Penalty(ies)/Fine(s)

**Monetary Sanction 1 of 1****Monetary Related Sanction:** Civil and Administrative Penalty(ies)/Fine(s)**Total Amount:** \$5,000.00**Portion Levied against individual:** \$5,000.00**Payment Plan:****Is Payment Plan Current:****Date Paid by individual:** 07/06/2011**Was any portion of penalty waived?** No**Amount Waived:****Regulator Statement**

ON 7/6/2011, THE OFFICE OF FINANCIAL REGULATION ENTERED A FINAL ORDER ADOPTING THE STIPULATION AND CONSENT AGREEMENT IN THE MATTER OF DAWN PERNICIARO LITCHFIELD. MS. LITCHFIELD NEITHER ADMITTED NOR DENIED THE FINDINGS BUT CONSENTED TO THE ENTRY OF FINDINGS BY THE OFFICE. THE OFFICE FOUND THAT MS. LITCHFIELD ENGAGED IN INVESTMENT ADVISORY BUSINESS FROM OFFICES WITHIN THIS STATE WITHOUT THE BENEFIT OF LAWFUL REGISTRATION IN THE STATE OF FLORIDA PURSUANT TO SECTION 517.12(4), F. S. MS. LITCHFIELD AGREED TO CEASE AND DESIST FROM ALL PRESENT AND FUTURE VIOLATIONS OF CHAPTER 517, F.S. AND THE ADMINISTRATIVE RULES THEREUNDER; AND TO PAY AN ADMINISTRATIVE FINE IN THE AMOUNT OF \$ 5,000. THE OFFICE AGREED TO APPROVE MS. LITCHFIELD APPLICATION AS AN ASSOCIATED PERSON (RA) WITH NAPLES MONEY MANAGEMENT LLC EFFECTIVE 7/6/2011.

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Reporting Source: Individual**Regulatory Action Initiated By:** STATE OF FLORIDA OFFICE OF FINANCIAL REGULATION**Sanction(s) Sought:** Cease and Desist
Civil and Administrative Penalty(ies)/Fine(s)**Date Initiated:** 12/21/2010**Docket/Case Number:** 151-SR-4/11**Employing firm when activity occurred which led to the regulatory action:** NAPLES MONEY MANAGEMENT**Product Type:** No Product**Allegations:** STATE ALLEGED THAT THE RESPONDENT ENGAGED IN INVESTMENT ADVISORY BUSINESS FROM OFFICES WITHIN THE STATE WITHOUT THE BENEFIT OF LAWFUL REGISTRATION IN FLORIDA.**Current Status:** Final**Resolution:** Stipulation and Consent



Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?

Yes

Resolution Date:

07/06/2011

Sanctions Ordered:

Cease and Desist
Civil and Administrative Penalty(ies)/Fine(s)

Monetary Sanction 1 of 1

Monetary Related Sanction:

Civil and Administrative Penalty(ies)/Fine(s)

Total Amount:

\$10,000.00

Portion Levied against individual:

\$5,000.00

Payment Plan:

PAID IN FULL

Is Payment Plan Current:

Yes

Date Paid by individual:

06/28/2011

Was any portion of penalty waived?

No

Amount Waived:

Broker Statement

DAWN LITCHFIELD AND DENNIS NELSON BOTH SIGNED STIPULATIONS AND CONSENT AGREEMENTS WITH THE STATE OF FLORIDA'S OFFICE OF FINANCIAL REGULATION AND PAID FINES TO THE STATE IN RESPONSE TO THE STATE'S ALLEGATIONS THAT THEY WERE ENGAGED IN AN INVESTMENT ADVISORY BUSINESS FROM OFFICES WITHIN THE STATE WITHOUT THE BENEFIT OF LAWFUL REGISTRATION. NAPLES MONEY MANAGEMENT WAS CREATED TO TAKE OVER THE BUSINESS OF ITS PREDECESSOR FIRM. THE REASON FOR ITS REEMERGENCE AS IN INDEPENDENT COMPANY WAS THE DEFAULT BY THE PURCHASER OF THE PREDECESSOR FIRM ON A NOTE THAT WAS PART OF THE CONSIDERATION PAID TO MR. NELSON AND TO MS. LITCHFIELD FOR THE SALE OF THEIR COMPANY. NAPLES MONEY MANAGEMENT REGISTERED AS AN INVESTMENT ADVISOR WITH THE SECURITIES AND EXCHANGE COMMISSION, BUT INADVERTENTLY FAILED TO REGISTER WITH THE STATE OF FLORIDA. AT ALL TIMES NAPLES MONEY MANAGEMENT CONDUCTED ITS BUSINESS IN COMPLIANCE WITH ALL STATE AND FEDERAL REGULATIONS COVERING THE CONDUCT OF AN INVESTMENT ADVISORY BUSINESS, AND AT NO TIME WAS THERE ANY HARM TO ITS CUSTOMERS.



End of Report

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