

BEFORE THE
STATE OF WISCONSIN
DEPARTMENT OF FINANCIAL INSTITUTIONS
DIVISION OF SECURITIES

In the Matter of

PETITION FOR ORDER

WINDSOR ASSET MANAGEMENT LLC

Respondent.

File No. S-225733(LX)

The staffs of the Professional Registration & Compliance Bureau and the Enforcement Bureau, of the Division of Securities (“Division”), Department of Financial Institutions, State of Wisconsin have conducted an investigation in this matter pursuant to Wis. Stat. § 551.602 and as a result thereof allege as follows:

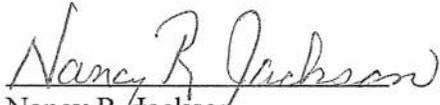
1. Windsor Asset Management, LLC (“Windsor”) is an investment adviser applicant (IARD #159566) with a last known address at 2068 North Cambridge Road, Milwaukee, Wisconsin 53202.
2. On November 23, 2011, Windsor filed an application via the IARD with the Division to become registered as an investment adviser in Wisconsin.
3. By letter dated November 29, 2011, the staff requested that Windsor file additional information to complete its application, and informed Windsor of the May 23, 2012 date by which the application must be completed.
4. The November 29, 2011 letter was followed up by a second letter on March 14, 2012 reminding Windsor of the date by which the application must be completed.
5. On May 30, 2012, the staff sent a letter and informed Windsor that the completion date has passed and that Windsor should contact our office by June 8, 2012 regarding the firm’s intention to complete the application, or the firm should file an ADV-W by June 8, 2012. The firm was also advised that if the firm remained unresponsive, a referral will be made to our Enforcement Bureau requesting an Order be issued to deny the application and that this a reportable event on the firm’s IARD record. The firm did not respond.
6. On June 19, 2012, a phone call was placed to Windsor at 414-810-2146, a number listed on the firm’s website. The call went to an answering system at which a return number of 608-267-9140 was left. Mr. Eugene A. Groysman returned the call. Mr. Groysman is identified on the application as the managing member of Windsor and listed as the contact person. Mr. Groysman was told that Windsor’s application must be withdrawn by Friday, June 22, 2012 or an Order would be issued denying the firm’s application.

7. To date the firm has neither completed its application nor filed a Form ADV-W to withdraw its registration application.

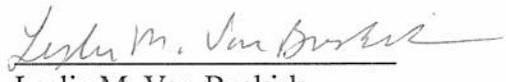
8. Windsor's failure to complete its application provides a basis, pursuant to Wis. Adm. Code § DFI-Sec 5.01(6) to deny the application.

THEREFORE, the staffs of the Professional Registration & Compliance Bureau and the Enforcement Bureau petition the Administrator for the issuance of the attached Order.

DATED this 28th day of June, 2012


Nancy R. Jackson
Examiner

Professional Registration and Compliance Bureau



Leslie M. Van Buskirk
Attorney Supervisor
Enforcement Bureau