

NOTICE / NEWS RELEASE

For immediate release

Enforcement Notice

Decision

18-0005

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IN THE MATTER OF Brenda Louise Asplund– Settlement Accepted

January 3, 2018 (Calgary, Alberta) – On December 19, 2017, a Hearing Panel of the Investment Industry Regulatory Organization of Canada (IIROC) accepted a Settlement Agreement, with sanctions, between IIROC staff and Brenda Louise Asplund.

Ms. Asplund admitted that she engaged in conduct unbecoming by accepting funds from a client in order to jointly participate in a private placement without the knowledge or consent of her employer, contrary to IIROC Dealer Member Rule 29.1.

Pursuant to the Settlement Agreement, Ms. Asplund agreed to the following penalties:

- a) A fine in the amount of \$15,000; and
- b) Successful rewrite of the Conduct and Practices Handbook examination within 90 days of acceptance of the Settlement Agreement by the Hearing Panel.

Ms. Asplund also agreed to pay costs in the amount of \$1,500.

The Settlement Agreement is available at:

<http://docs.iiroc.ca/DisplayDocument.aspx?DocumentID=1CF38B019E7F41339622C82F1CF77830&Language=en>

The Hearing Panel's decision will be made available at: www.iiroc.ca



Documents related to ongoing IIROC enforcement proceedings – including Reasons and Decisions of Hearing Panels – are posted on the IIROC website as they become available. Click [here](#) to search and access all IIROC enforcement documents.

IIROC formally initiated the investigation into Ms. Asplund’s conduct in September 2016. The conduct occurred while she was a Registered Representative with the Calgary branch of Leede Jones Gable Inc., an IIROC-regulated firm. Ms. Asplund continues to be registered with the same firm.

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IIROC is the national self-regulatory organization which oversees all investment dealers and their trading activity in Canada’s debt and equity markets. IIROC sets high quality regulatory and investment industry standards, protects investors and strengthens market integrity while supporting healthy Canadian capital markets. IIROC carries out its regulatory responsibilities through setting and enforcing rules regarding the proficiency, business and financial conduct of dealer firms and their registered employees and through setting and enforcing market integrity rules regarding trading activity on Canadian equity marketplaces.

IIROC investigates possible misconduct by its member firms and/or individual registrants. It can bring disciplinary proceedings which may result in penalties including fines, suspensions, permanent bars, expulsion from membership, or termination of rights and privileges for individuals and firms.

All information about disciplinary proceedings relating to current and former member firms is available in the [Enforcement](#) section of the IIROC website. Background information regarding the qualifications and disciplinary history, if any, of advisors currently employed by IIROC-regulated firms is available free of charge through the [IIROC AdvisorReport](#) service. Information on how to make investment dealer, advisor or marketplace-related complaints is available by calling 1 877 442-4322.