

NOTICE / NEWS RELEASE

For immediate release

Enforcement Notice

Hearing

18-0090

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IIROC Holds Settlement Hearing for Former Medicine Hat Investment Advisor Sherry Jean Dalla-Longa

April 26, 2018 (Calgary, Alberta) – A hearing has been scheduled before a Hearing Panel of the Investment Industry Regulatory Organization of Canada (IIROC) to consider whether the panel should accept a Settlement Agreement entered into between IIROC staff and Sherry Jean Dalla-Longa.

The Agreement concerns allegations that Ms. Dalla-Longa failed to use due diligence to learn and remain informed of the essential facts in regard to two of her clients; made recommendations that were not suitable for these two clients; and engaged in personal financial dealings with these two clients without the approval of her firm.

The hearing is not open to the public, but will become open in the event that the panel accepts the agreement. If the agreement is accepted, the Panel's decision and the Settlement Agreement 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.

Hearing Date: May 2, 2018 at 1:00 p.m.

Location: Telus Convention Centre – North Building – Telus 101 – 102, Main Level 120 9th Avenue S.E. Calgary, Alberta



IIROC formally initiated the investigation into Ms. Dalla-Longa's conduct in June 2016. The conduct occurred while she was a Registered Representative with the Medicine Hat branch of Edward Jones, and the Medicine Hat branch of Raymond James Ltd., both of which are IIROC-regulated firms. Ms. Dalla-Longa is no longer a registrant with an IIROC regulated-firm.

The Notice of Application announcing the settlement hearing is available at:

<http://docs.iiroc.ca/DisplayDocument.aspx?DocumentID=3BB12D0A49AD47EAADB85CC36BE33E0&Language=en>

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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.

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