

NOTICE / NEWS RELEASE

For immediate release

Enforcement Notice Hearing 19-0015

For further information, please contact:

Enforcement Contact:

Charles Corlett
Director, Enforcement Litigation
416 646-7253
ccorlett@iiroc.ca

Media Contact:

Andrea Zviedris
Manager, Media Relations
416 943-6906
azviedris@iiroc.ca

IIROC to hold Settlement Hearing for Toronto Investment Advisor Colin George Graham Baird

January 31, 2019 (Toronto, Ontario) – 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 Colin George Graham Baird.

The Settlement Agreement concerns the allegation that Mr. Baird failed to ensure his use of margin was suitable for a retired senior client. The client was wholly dependent on her account and the income it generated.

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.

Hearing Date: February 21, 2019 at 10:00 a.m.

Location: IIROC – 121 King Street West, Suite 2000, Toronto, Ontario

IIROC formally initiated the investigation into Mr. Baird's conduct in September 2016. The conduct occurred while he was a Registered Representative with the Toronto branch of Industrial Alliance Securities Inc., an IIROC-regulated firm (and MGI Securities Inc. which that firm acquired in April 2014). Mr. Baird continues to be registered with Industrial Alliance Securities.



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

http://www.iiroc.ca/Documents/2019/e804418f-6b47-4054-ab75-1a36864d5d46_en.pdf

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.

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IIROC is the national self-regulatory organization that 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 more than 170 Canadian investment dealer firms and their more than 29,000 registered employees, the majority of whom are commonly referred to as investment advisors. IIROC also sets and enforces market integrity rules regarding trading activity on Canadian debt and 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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