

NASD
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. 2005003207201

TO: Department of Enforcement
NASD

RE: Daniel Keith Poland
General Securities Representative
CRD No. 1230652

Pursuant to Rule 9216 of NASD Code of Procedure, Daniel Keith Poland ("Poland" or "Respondent") submits this Letter of Acceptance, Waiver and Consent ("AWC") for the purpose of proposing a settlement of the alleged rule violations described in Part II below. This AWC is submitted on the condition that, if accepted, NASD will not bring any future actions against Respondent alleging violations based on the same factual findings.

Respondent understands that:

1. Submission of this AWC is voluntary and will not resolve this matter unless and until it has been reviewed and accepted by NASD's Department of Enforcement and National Adjudicatory Council ("NAC") Review Subcommittee or Office of Disciplinary Affairs ("ODA"), pursuant to NASD Rule 9216;
2. If this AWC is not accepted, its submission will not be used as evidence to prove any of the allegations against Respondent; and
3. If accepted:
 - a. this AWC will become part of Respondent's permanent disciplinary record and may be considered in any future actions brought by NASD or any other regulator against Respondent;
 - b. this AWC will be made available through NASD's public disclosure program in response to public inquiries about Respondent's disciplinary record;
 - c. NASD may make a public announcement concerning this agreement and the subject matter thereof in accordance with NASD Rule 8310 and IM-8310-2; and
 - d. Respondent may not take any action or make or permit to be made any public statement, including in regulatory filings or otherwise, denying,

directly or indirectly, any finding in this AWC or create the impression that the AWC is without factual basis. Nothing in this provision affects Respondent's testimonial obligations or right to take legal or factual positions in litigation or other legal proceedings in which NASD is not a party.

Respondent also understands that his experience in the securities industry and disciplinary history may be factors that will be considered in deciding whether to accept this AWC. That experience and history are as follows:

Daniel Keith Poland entered the securities industry in February 1984, as a General Securities Representative with NASD member firm NEL Equity Services Corporation. Between June 1984, when he left NEL Equity, and May 1999, he registered with five other NASD member firms. In May 1999, Poland registered with Park Avenue Securities, LLC ("Park Avenue") as a General Securities Representative. He remained at Park Avenue until his termination on November 4, 2005. Since then, he has not registered with any other NASD member firm. He has no prior disciplinary history.

I.

WAIVER OF PROCEDURAL RIGHTS

Respondent specifically and voluntarily waives the following rights granted under NASD's Code of Procedure:

- A. To have a Formal Complaint issued specifying the allegations against Respondent;
- B. To be notified of the Formal Complaint and have the opportunity to answer the allegations in writing;
- C. To defend against the allegations in a disciplinary hearing before a hearing panel, to have a written record of the hearing made and to have a written decision issued; and
- D. To appeal any such decision to the NAC and then to the U.S. Securities and Exchange Commission and a U.S. Court of Appeals.

Further, Respondent specifically and voluntarily waives any right to claim bias or prejudgment of the General Counsel, the NAC, or any member of the NAC, in connection with such person's or body's participation in discussions regarding the terms and conditions of this AWC, or other consideration of this AWC, including acceptance or rejection of this AWC.

Respondent further specifically and voluntarily waives any right to claim that a person violated the ex parte prohibitions of Rule 9143 or the separation of functions prohibitions of Rule 9144, in connection with such person's or body's participation in discussions regarding the terms and conditions of this AWC, or other consideration of this AWC, including its acceptance or rejection.

II.

ACCEPTANCE AND CONSENT

- A. Respondent hereby accepts and consents, without admitting or denying the findings, and solely for the purposes of this proceeding and any other proceeding brought by or on behalf of NASD, or to which NASD is a party, prior to a hearing and without an adjudication of any issue of law or fact, to the entry of the following findings by NASD:

In approximately August 2005, while associated with NASD member firm Park Avenue Securities, LLC, Daniel Keith Poland engaged in an outside business activity without providing prompt written notice to Park Avenue. Specifically, Poland provided estate planning services to at least one individual in exchange for a fee. Poland provided the services through his company, First Sterling Financial Advisors ("FSFA"). In approximately May 2001, Poland had requested permission to engage in outside business activities through FSFA. However, Park Avenue denied his request subject to Poland becoming a registered investment advisor. Poland never registered as an investment advisor and never disclosed any outside business activities through FSFA, including the August 2005 activities.

Such acts, practices, and conduct constitute separate and distinct violations of NASD Conduct Rules 2110 and 3030 by Daniel Keith Poland.

- B. Respondent also consents to the imposition, at a maximum, of the following sanctions:

A monetary fine in the amount of \$7,500 and a 60 day suspension from association with any NASD member firm in any capacity.

The sanctions imposed herein shall be effective on a date set by NASD staff.

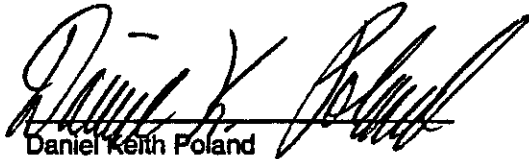
III.

OTHER MATTERS

- A. Respondent understands that he may attach a Corrective Action Statement to this AWC that is a statement of demonstrable corrective steps taken to prevent future misconduct. Respondent understands that he may not deny the charges or make any statement that is inconsistent with the AWC in this Statement. This Statement does not constitute factual or legal findings by NASD, nor does it reflect the views of NASD or its staff.
- B. Respondent agrees to pay any monetary sanctions imposed on him upon notice that this AWC has been accepted and that such payments are due and payable and have attached an Election of Payment form showing the method by which he proposes to pay any fine imposed.
- C. Respondent specifically and voluntarily waives any right to claim that he is unable to pay, now or at any time hereafter, any monetary sanction imposed in this matter.
- D. Respondent understands that if he is barred or suspended from associating with any NASD member, he becomes subject to a statutory disqualification as that term is defined in Section 3(a)(39) of the Securities Exchange Act of 1934, as amended. Accordingly, Respondent may not be associated with any NASD member in any capacity, including clerical or ministerial functions, during the period of the bar or suspension. (See NASD Rule 8310 and IM-8310-1.)

Respondent certifies that he has read and understands all of the provisions of this AWC and has been given a full opportunity to ask questions about it, and that no offer, threat, inducement, or promise of any kind, other than the terms set forth herein, has been made to induce him to submit it.

6/20/06
Date


Daniel Keith Poland

Letter of Acceptance, Waiver and Consent
2005003207201/Daniel Keith Poland

Reviewed by:

Counsel for Respondent

Accepted by NASD:

8/16/2006
Date

Signed on behalf of the
Director of ODA, by delegated authority



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