

**FINANCIAL INDUSTRY REGULATORY AUTHORITY
OFFICE OF HEARING OFFICERS**

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REGISTRATION & DISCLOSURE

DEPARTMENT OF ENFORCEMENT,

COMPLAINANT,

v.

ROBERT FINSTRA,
Associated Person
(CRD No. 5127389),

Disciplinary Proceeding
No. 2006005704601

Hearing Officer: SNB

**ORDER ACCEPTING OFFER
OF SETTLEMENT**

Date: August 30, 2007

INTRODUCTION

Disciplinary Proceeding No. 2006005704601 was filed on May 8, 2007, by the Department of Enforcement of the Financial Industry Regulatory Authority ("FINRA") or ("Complainant"). Respondent Robert Finstra submitted an Offer of Settlement ("Offer") to Complainant on August 1, 2007. Pursuant to NASD Rule 9270(e), the Complainant and the National Adjudicatory Council ("NAC"), a Review Subcommittee of the NAC, or the Office of Disciplinary Affairs ("ODA") have accepted the uncontested Offer. Accordingly, this Order now is issued pursuant to NASD Rule 9270(e)(3). The findings, conclusions and sanctions set forth in this Order are those stated in the Offer as accepted by the Complainant and approved by the NAC.

Under the terms of the Offer, Respondent has consented, without admitting or denying the allegations of the Complaint, and solely for the purposes of this proceeding and any other proceeding brought by or on behalf of FINRA, or to which FINRA is a party, to the entry of

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findings and violations consistent with the allegations of the Complaint, and to the imposition of the sanctions set forth below, and fully understands that this Order will become part of Respondent's permanent disciplinary record and may be considered in any future actions brought by FINRA.

BACKGROUND

Robert Finstra ("Finstra") was associated with member firm T. Rowe Price Investment Services, Inc. ("T. Rowe Price") from April 3, 2006, until his termination on May 22, 2006. T. Rowe Price filed a Uniform Application for Securities Industry Registration or Transfer ("Form U4") on behalf of Finstra on April 24, 2006. Although Finstra scheduled the examination for the Series 6 (Investment Company and Variable Contracts Products Representative), he did not take the examination. Therefore, Finstra was never registered with FINRA. FINRA, however, has jurisdiction over Finstra as an associated person by virtue of his completing and signing the Form U4 on April 11, 2006. T. Rowe Price filed Finstra's Uniform Termination Notice for Securities Industry Registration ("Form U5") on May 22, 2006. Finstra is not currently associated with a FINRA member and has not previously been the subject of a formal disciplinary action by any regulatory body.

FINDINGS AND CONCLUSIONS

It has been determined that the Offer be accepted and that findings be made as follows:

1. On or about April 11, 2006, Robert Finstra willfully failed to disclose certain material information on a Form U4. Specifically, while associated with T. Rowe Price, Finstra answered "No" to Items 14A(1)(a) and (b) on Form U4, which ask whether the applicant has ever been convicted of or pled guilty to any felony, or been charged with any felony. Finstra answered "No", despite the fact that on two occasions he had pled guilty before

the General Court of Justice, Superior Court Division, Stanley County, North Carolina, to felonies of Habitual Impaired Driving, on March 14, 1996 and March 12, 1998, respectively.

3. Such acts, practices, and conduct constitute separate and distinct violations of NASD Conduct Rule 2110 and IM-1000-1 by Respondent Robert Finstra.
4. By letters dated July 6, 2006, July 24, 2006, and August 9, 2006, the FINRA District staff requested that Finstra provide certain information to the staff concerning the activities described in the First Cause of Complaint. These requests for information were sent pursuant to, and in accordance with, the provisions of Procedural Rule 8210.
5. Respondent Finstra failed to respond to the above requests.
6. On or about August 15, 2006, FINRA received a telephone voice mail message from an individual identifying himself as Robert Finstra. The message stated that he had received the FINRA request for information. The caller provided a telephone number, which the staff called. A telephone voicemail message was left for Finstra, but no return call has been received by the FINRA District staff.
7. Such acts, practices, and conduct constitute separate and distinct violations of NASD Conduct Rule 2110 and Procedural Rule 8210 by Respondent Robert Finstra.

Based on the foregoing, Respondent violated NASD Conduct Rule 2110 and IM-1000-1, and Procedural Rule 8210.

Based on these considerations, the sanctions hereby imposed by the acceptance of the Offer are in the public interest, are sufficiently remedial to deter Respondent from any future misconduct, and

represent a proper discharge by FINRA, of its regulatory responsibility under the Securities Exchange Act of 1934.

SANCTIONS

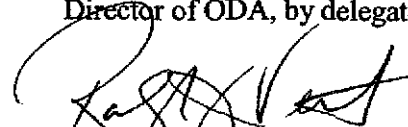
It is ordered that Respondent Robert Finstra be barred from association with any FINRA member in any capacity.

The sanctions imposed herein shall be effective on a date set by FINRA staff. Pursuant to IM-8310-3(e), a bar or expulsion shall become effective upon approval or acceptance of this Order.

SO ORDERED.

FINRA

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



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