

**FINANCIAL INDUSTRY REGULATORY AUTHORITY
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. 2006006476901**

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REGISTRATION & DISCLOSURE

TO: Department of Enforcement
Financial Industry Regulatory Authority ("FINRA")

RE: Wayne Allen Ritenour, Jr., Respondent
General Securities Representative, General Securities Principal, and Investment Company and
Variable Contracts Products Representative
CRD No. 3206373

Pursuant to NASD Rule 9216 of FINRA's Code of Procedure, I submit this Letter of Acceptance, Waiver and Consent ("AWC") for the purpose of proposing a settlement of the alleged rule violations described below. This AWC is submitted on the condition that, if accepted, FINRA will not bring any future actions against me alleging violations based on the same factual findings described herein.

I.

ACCEPTANCE AND CONSENT

- A. I hereby accept and consent, without admitting or denying the findings, 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, prior to a hearing and without an adjudication of any issue of law or fact, to the entry of the following findings by FINRA:

BACKGROUND

Wayne Allen Ritenour, Jr. ("Ritenour") entered the securities industry in March 1999, when he was employed by a FINRA member. Subsequently, Ritenour became registered as an Investment Company and Variable Contracts Products Representative in April 1999. Ritenour then became registered as a General Securities Representative in September 2001. Furthermore, in May 2002, Ritenour also became registered as a General Securities Principal. Ritenour was registered by another FINRA member before he was registered with G.A. Repple & Company ("GARC") in September 2003. Ritenour remained with GARC until September 2006. Ritenour is not currently registered with a FINRA member and does not have a prior disciplinary history.

OVERVIEW

Ritenour failed to give GARC prior written notice of his intent to participate in a private securities transaction, and refused to appear and give an on-the-record ("OTR") sworn statement, as requested by FINRA, in violation of NASD Conduct Rule 2110, 3040, and NASD Procedural Rule 8210.

FACTS AND VIOLATIVE CONDUCT

1. On or about July 14, 2006, Wayne Allen Ritenour, Jr. purchased 5,000 shares of Destin First Bank common stock for \$10 per share or a total purchase price of \$50,000. These shares were purchased in a private transaction. Ritenour did not

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provide prior written notice of his purchase of the Destin First Bank common stock to GARC and obtain its approval for this purchase.

Such acts, practices and conduct constitute violations of NASD Conduct Rules 2110 and 3040 by Respondent Wayne Allen Ritenour, Jr.

2. On or about July 26, 2007, FINRA sent Ritenour a letter, by first class and certified mail, requesting that he appear and give an on-the-record ("OTR") sworn statement. The July 26, 2007 letter cited NASD Procedural Rule 8210, and scheduled the requested testimony for August 15, 2007. Counsel for Ritenour responded in writing on August 3, 2007, indicating that Ritenour would not attend the scheduled OTR. As counsel represented, Ritenour did not appear for the OTR on August 15, 2007.

Such acts, practices and conduct constitute violations of NASD Conduct Rule 2110 and NASD Procedural Rule 8210 by Respondent Wayne Allen Ritenour, Jr.

- B. I also consent to the imposition of the following sanctions:

A bar from association with any FINRA Member in all capacities.

I understand that if I am barred or suspended from associating with any FINRA member, I become 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, I may not be associated with any FINRA 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.)

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

II.

WAIVER OF PROCEDURAL RIGHTS

I specifically and voluntarily waive the following rights granted under FINRA's Code of Procedure:

- A. To have a Formal Complaint issued specifying the allegations against me;
- 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 National Adjudicatory Council ("NAC") and then to the U.S. Securities and Exchange Commission and a U.S. Court of Appeals.

Further, I specifically and voluntarily waive 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.

I further specifically and voluntarily waive any right to claim that a person violated the ex parte prohibitions of NASD Rule 9143 or the separation of functions prohibitions of NASD 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.

III.

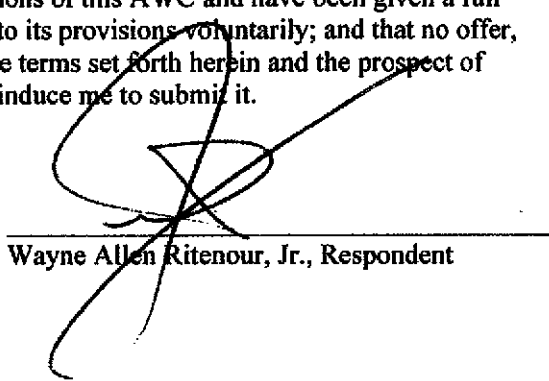
OTHER MATTERS

I understand that:

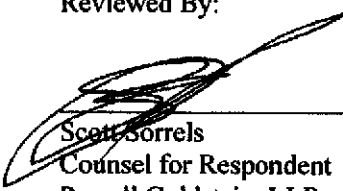
- A. Submission of this AWC is voluntary and will not resolve this matter unless and until it has been reviewed and accepted by the NAC, a Review Subcommittee of the NAC, or the Office of Disciplinary Affairs ("ODA"), pursuant to NASD Rule 9216;
- B. If this AWC is not accepted, its submission will not be used as evidence to prove any of the allegations against me; and
- C. If accepted:
 - 1. This AWC will become part of my permanent disciplinary record and may be considered in any future actions brought by FINRA or any other regulator against me;
 - 2. This AWC will be made available through FINRA's public disclosure program in response to public inquiries about my disciplinary record;
 - 3. FINRA may make a public announcement concerning this agreement and the subject matter thereof in accordance with NASD Rule 8310 and IM-8310-3; and
 - 4. I 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. I may not take any position in any proceeding brought by or on behalf of FINRA, or to which FINRA is a party, that is inconsistent with any part of this AWC. Nothing in this provision affects my right to take legal or factual positions in litigation or other legal proceedings in which FINRA is not a party.

I certify that I have read and understand all of the provisions of this AWC and have been given a full opportunity to ask questions about it; that I have agreed to its provisions voluntarily; and that no offer, threat, inducement, or promise of any kind, other than the terms set forth herein and the prospect of avoiding the issuance of a Complaint, has been made to induce me to submit it.

3-11-2008
Date


Wayne Allen Ritenour, Jr., Respondent

Reviewed By:



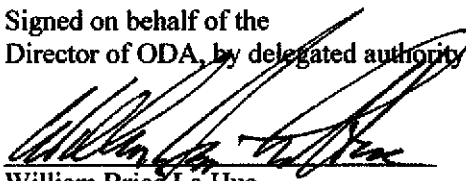
Scott Sorrels

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Accepted by FINRA:

3/27/08
Date

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



William Brice La Hue

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