

FINANCIAL INDUSTRY REGULATORY AUTHORITY

LETTER OF ACCEPTANCE, WAIVER AND CONSENT

NO. 2007011017001

RECEIVED

DEC - 1 P 4: 35
REGISTRATION & DISCLOSURE

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

RE: Amalia L. Helton, Respondent
Limited Registered Representative
(CRD No. 4633432)

Pursuant to NASD Rule 9216 of FINRA's Code of Procedure, I, Amalia L. Helton 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

Amalia L. Helton ("Helton") entered the securities industry on April 15, 2003, as an Investment Company and Variable Contracts Products Representative of a member of FINRA. From July 6, 2005 to October 18, 2007, Helton was registered in the same capacity with Chase Investment Services Corp. ("Member"), a member of FINRA. She is currently not registered with any member of FINRA and has no disciplinary history.

OVERVIEW

In August 2007, Helton owed JP Morgan Chase Bank ("Chase Bank") about \$533 due to overdraft charges and other charges to her checking account. She wrote a check from a checking account that she maintained with a Credit Union to pay Chase Bank, when she knew that there were insufficient funds in her Credit Union

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checking account to pay the check. Such conduct violated NASD Rule 2110. When FINRA staff ("Staff") requested that Helton answer questions about her actions, she failed to respond. Helton's conduct violated NASD Rules 2110 and 8210.

FACTS AND VIOLATIVE CONDUCT

1. In August 2007, Helton maintained a checking account with Chase Bank and with a Credit Union. During that month, Helton owed Chase Bank \$533 for checks that she had written from that account and for fees and charges that were assessed against the account.
2. In August 2007, Helton wrote a check from her account with the Credit Union for \$533 knowing that she had inadequate funds in the account to clear the check. She then submitted the \$533 check to Chase Bank, and the check was returned for non-sufficient funds. Helton submitted a written statement in which she stated, "I am aware that I was writing checks without the funds in the other account. ... I was doing it in an attempt to keep [up] with the NSF & OD fees I was receiving from both the Credit Union and Chase." Helton's conduct violated NASD Rule 2110.
3. On November 5, and November 20, 2007, the Staff sent letters to Helton requesting a written response to the allegations described in paragraphs 1 and 2 above. Helton failed to provide any written response to these requests for additional information, in violation of NASD Rules 2110 and 8210.

B. I also consent to the imposition, at a maximum, of the sanction of a bar from association with any member of FINRA in any capacity.

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

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.)

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 prejudice 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.

Nov. 24, 2008

Date

Amalia L. Helton

Amalia L. Helton

Limited Registered Representative

Reviewed by:

Counsel for Respondent

Accepted by FINRA:

December 1, 2008

Date

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

Richard S. Schultz

Richard S. Schultz

Senior Regional Counsel

FINRA Department of Enforcement

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