

**FINANCIAL INDUSTRY REGULATORY AUTHORITY
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. 2009017685601**

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

RE: Guy T. Piche, Respondent
General Securities Representative
CRD No. 2332581

Pursuant to FINRA Rule 9216 of FINRA's Code of Procedure, Guy T. Piche ("Piche" or "Respondent") submits 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 Respondent alleging violations based on the same factual findings described herein.

I.

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 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

Guy T. Piche entered the securities industry in March 1993, when he associated with a FINRA member firm. He subsequently associated with four other FINRA members before registering with Chase Investment Services Corp. (f/k/a WaMu Investments, Inc.) in April 2001. He remained at Chase until March 18, 2009, and has not since been registered with a FINRA member firm. During his career in the securities industry, Piche obtained Series 7, 63 and 65 securities licenses. He has no prior disciplinary history.

OVERVIEW

This matter involves registered representative Piche, who participated in a private securities transaction without providing notice, written or otherwise, to his employer member firm, in violation of NASD Conduct Rules 2110 and 3040.

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During 2006, while registered with Chase Investment Services Corp., Piche facilitated an investment in a life settlement bond by at least one customer of his employer member firm. Piche also failed to provide documents requested by FINRA staff pursuant to Rule 8210.

FACTS AND VIOLATIVE CONDUCT

1. During 2006, Piche engaged in a private securities transaction without providing notice, written or otherwise, to his employer member firm. Specifically, he facilitated an investment in a life settlement bond by a customer of his employer member firm by bringing the investment opportunity to the customer's attention and providing her with the name of a salesperson. The customer subsequently invested \$75,000, on which she was promised a 10% annual return.

Such acts, practice and course of conduct constitute violations of NASD Conduct Rules 2110 and 3040 by Guy T. Piche.

2. During the period from May 2010 through March 2011, Piche failed to respond to two requests by FINRA staff for copies of his 2006 Form W-2 Wage and Tax Statements. The statements were requested, pursuant to FINRA Rule 8210, in order to determine if Piche had received compensation in connection with the customer's investment.

Such acts, practice and course of conduct constitute violations of FINRA Rules 8210 and 2010 by Guy T. Piche.

- B. Respondent also consents to the imposition of the following sanctions:

A bar from association with any FINRA member firm in any capacity.

Respondent understands that if he is barred or suspended from associating with any FINRA member, he becomes subject to a statutory disqualification as that term is defined in Article III, Section 4 of FINRA's By-Laws, incorporating Section 3(a)(39) of the Securities Exchange Act of 1934. Accordingly, he 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 FINRA Rules 8310 and 8311).

Pursuant to FINRA Rule 8313(e), a bar or expulsion shall become effective upon approval or acceptance of this AWC.

II.

WAIVER OF PROCEDURAL RIGHTS

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

- A. To have a Complaint issued specifying the allegations against him;
- B. To be notified of the 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, 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 FINRA Rule 9143 or the separation of functions prohibitions of FINRA 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

Respondent understands 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 FINRA Rule

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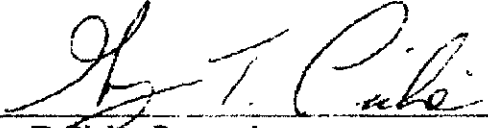
9216;

- B. If this AWC is not accepted, its submission will not be used as evidence to prove any of the allegations against him; and
- C. If accepted:
1. this AWC will become part of Respondent's permanent disciplinary record and may be considered in any future actions brought by FINRA or any other regulator against him;
 2. this AWC will be made available through FINRA's public disclosure program in response to public inquiries about Respondent's disciplinary record;
 3. FINRA may make a public announcement concerning this agreement and the subject matter thereof in accordance with FINRA Rule 8313; and
 4. 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. Respondent 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 Respondent's right to take legal or factual positions in litigation or other legal proceedings in which FINRA is not a party.

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; that he has 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 him to submit it.

3/10/11

Date



Guy T. Piche, Respondent

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Reviewed by:

Counsel for Respondent

Accepted by FINRA:

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

3-14-2011
Date

Karen E. Whitaker / *by jpp*
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