

**FINANCIAL INDUSTRY REGULATORY AUTHORITY
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. 2011030050401**

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

RE: Jan I. Zenner, Respondent
General Securities Representative
CRD No. 846577

Pursuant to FINRA Rule 9216 of FINRA's Code of Procedure, I, Jan I. Zenner ("Zenner") 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

Zenner entered the securities industry in April 1987 when she became associated with a FINRA member. From September 4, 2009 through November 30, 2011, Zenner was associated with Transamerica Financial Advisors, Inc. ("Transamerica"). Zenner holds Series 1, 7, 24, and 63 licenses.

RELEVANT DISCIPLINARY HISTORY

Zenner does not have any prior disciplinary history.

OVERVIEW

While associated with Transamerica, Zenner participated in private securities transactions without providing prior written notice to the firm describing in detail



the proposed transactions and Zenner's proposed role therein. As a result, Zenner violated NASD Rule 3040 and FINRA Rule 2010.

FACTS AND VIOLATIVE CONDUCT

In September 2010, Zenner introduced Transamerica customers HH and CH to an investment opportunity related to a hotel in Texas and an Alaskan mining venture. The investments, which were securities, were not offered for purchase through Transamerica. After introducing the customers to the investment opportunity, Zenner provided each of them with marketing literature, a prospectus, and with a "loan participation certificate" regarding the investment. After providing the customers with the aforementioned documents for the investment, customers HH and CH each invested \$25,000. Zenner collected a check from customer CH for the purchase, and in turn, provided her check to the issuer of the securities. Prior to participating in the private securities transactions, Zenner did not notify Transamerica of the transactions or her proposed role in the transactions.

As a result of the foregoing, Zenner violated NASD Rule 3040 and FINRA Rule 2010.

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

A suspension from association with any FINRA member in any capacity for a period of four months.

Respondent has submitted a sworn financial statement and demonstrated an inability to pay. In light of the financial status of Respondent, no monetary sanctions have been imposed.

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 Article III, Section 4 of FINRA's By-Laws, incorporating Section 3(a)(39) of the Securities Exchange Act of 1934. 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 FINRA Rules 8310 and 8311).

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

II.

WAIVER OF PROCEDURAL RIGHTS

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

- A. To have a Complaint issued specifying the allegations against me;
- 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, 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 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

I understand that:

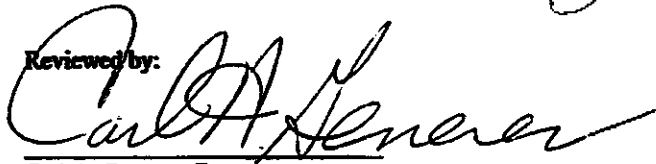
- A. Submission of this AWC is voluntary and will not resolve this matter unless and until it has been reviewed and accepted by the NAC, a Review Subcommittee of the NAC, or the Office of Disciplinary Affairs ("ODA"), pursuant to FINRA Rule 9216;
- B. If this AWC is not accepted, its submission will 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 FINRA Rule 8313; 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.
- D. I may attach a Corrective Action Statement to this AWC that is a statement of demonstrable corrective steps taken to prevent future misconduct. I understand that I 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 FINRA, nor does it reflect the views of FINRA or its staff.

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.

12/26/12
Date (mm/dd/yyyy)

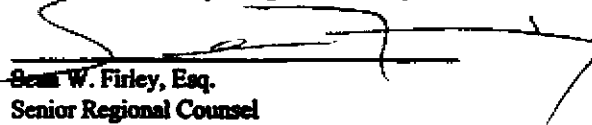

Jan I. Zenner, Respondent

Reviewed by:

Carl A. Generes, Esq.
Counsel for Respondent
Law Offices of Carl A. Generes
4358 Shady Bend Drive
Dallas, Texas 75244-7447
(214) 352-8674
(972) 715-5700—Fax
cgenres@genreslaw.com

Accepted by FINRA:

1/10/13
Date

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


Sean W. Firley, Esq.
Senior Regional Counsel
FINRA Department of Enforcement
2500 N. Military Trail, Suite 302
Boca Raton, FL 33431
Phone 561.443.8120; Fax 561.443.7998
Sean.Firley@finra.org