

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

DEPARTMENT OF ENFORCEMENT,

Complainant,

v.

HEATHER MARIE McCALL,
CRD No. 5311041,

Respondent.

Disciplinary Proceeding
No. 2013039144101

Hearing Officer – DRS

**ORDER ACCEPTING OFFER OF
SETTLEMENT**

Date: March 27, 2015

INTRODUCTION

Disciplinary Proceeding No. 2013039144101 was filed on January 6, 2015, by the Department of Enforcement of the Financial Industry Regulatory Authority (FINRA) (Complainant). Respondent Heather Marie McCall submitted an Offer of Settlement (Offer) to Complainant dated March 17, 2015. Pursuant to FINRA 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 FINRA 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

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

McCall first became registered with FINRA as an Investment Company Products/Variable Contracts Representative (IR) in June 2007 through Chase Investment Services Corp. (BD No. 25574). In October 2012, McCall became associated with J.P. Morgan Securities LLC (BD No. 79) as part of a mass transfer of registrations and the Firm assumed McCall's registrations.

From October 1, 2012 through November 6, 2013, McCall was registered as an IR with the Firm and also employed by JPMorgan Chase Bank, N.A. ("Chase"). Both the Firm and Chase are affiliates of JPMorgan Chase & Co. On November 19, 2013, the Firm filed a Uniform Termination Notice for Securities Industry Registration ("Form U5") for McCall terminating her registration.

Although McCall is no longer registered or associated with a FINRA member, she remains subject to FINRA's jurisdiction for purposes of this proceeding, pursuant to Article V, Section 4 of FINRA's By-Laws, because (1) the Complaint was filed within two years after the effective date of termination of McCall's registration with JP Morgan, namely, November 19, 2013; and (2) the Complaint charges her with misconduct committed while she was registered or associated with a FINRA member.

FINDINGS AND CONCLUSIONS

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

1. Between November 30, 2012 and January 21, 2013, Heather McCall (CRD No. 5311041) (“McCall”) engaged in outside business activity with and received compensation from another financial institution without providing her employer firm, J.P. Morgan Securities LLC (“JP Morgan” or the “Firm”), with prompt written notice that she was engaged in the outside business. When questioned by the Firm about her activity at the other financial institution, McCall made a false written statement to the Firm denying the undisclosed outside business activity. By reason of the foregoing, McCall violated FINRA Rules 3270 and 2010.

FIRST CAUSE OF ACTION

Failure to Disclose Outside Business Activity

(FINRA Rules 3270 and 2010)

2. Since 2007, while employed by Chase, McCall has been associated with a broker-dealer, registered either through Chase Investment Services Corp. or JP Morgan. Beginning on or around November 30, 2012, McCall was permitted a leave of absence from her job as a Branch Manager at the Holliswood branch of Chase. Her leave of absence with Chase expired on January 21, 2013. During this period, while on leave, McCall continued to be registered with the Firm. She received three payroll deposits from Chase, dated December 14, 2012, December 31, 2012 and January 31, 2013, into her personal bank account, totaling approximately \$4,098.

3. From approximately November 30, 2012 through January 21, 2013, McCall was employed by another financial institution, joining a training program for mortgage consultants with that financial institution. In connection with this employment, McCall was compensated at least \$5,381 by the other financial institution.

4. JPMorgan Chase & Co. maintains a Code of Conduct applicable to all employees that states employees must seek pre-clearance approval for, among other things, any outside business activity for which the employee will be paid. The Code of Conduct also provides resources for employees if they have questions.

5. McCall failed to provide written notice or otherwise disclose her affiliation with, or the money she received through the other financial institution to the Firm.

6. By failing to disclose her outside business activity, McCall violated FINRA Rules 3270 and 2010.

SECOND CAUSE OF ACTION

Providing False Statement to Employer Firm

(FINRA Rule 2010)

7. On November 6, 2013, McCall met with her District Manager, SR, and an individual from the Firm's Global Security and Investigations unit, DP. McCall was questioned about her activity, during November 2012 through January 2013, with the other financial institution.

8. In a written statement to the Firm, McCall denied working for the other financial institution. Instead, she wrote "I was not employed by [the other financial institution] 11/30/12 – 1/21/13 as a mortgage consulting [sic]. It appears based upon what was presented to me that I could be a part of identity theft." McCall signed the form, certifying to the truthfulness and accuracy of her statement. McCall knew at the time that she signed the statement that her statement was untrue.

9. By making a false written statement to the Firm, McCall violated FINRA Rule 2010.

Based on the foregoing, Respondent violated FINRA Rules 3270 and 2010.

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 be assessed a fine of \$5,000 and be suspended for a nine-month period from association with any FINRA member firm in all capacities.

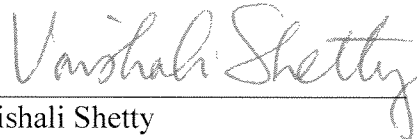
The fine shall be due and payable either immediately upon re-association with a member firm following the nine month suspension noted above, or prior to any application or request for relief from any statutory disqualification resulting from this or any other event or proceeding, whichever is earlier.

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

SO ORDERED.

FINRA

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

A handwritten signature in dark ink, appearing to read "Vaishali Shetty", is written over a horizontal line.

Vaishali Shetty
Senior Regional Counsel
FINRA, District 10
Two Jericho Plaza
Jericho, New York, NY 11753
(516) 827-6137; Fax: (516) 827-6101