

**FINANCIAL INDUSTRY REGULATORY AUTHORITY
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. 2015047979601**

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

RE: Lori A. Hermanson, Respondent
Former Registered Representative
CRD No. 5831465

Pursuant to FINRA Rule 9216 of FINRA's Code of Procedure, 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 Lori Hermanson 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

Respondent entered the securities industry in 2010 and has held Series 6, 63, and 65 licenses. Respondent was associated with TransAmerica Financial Advisors, Inc. ("TransAmerica" or "the Firm") from January 2012 until November 2015 when TransAmerica terminated Respondent's registration. Although Respondent has not been associated with another FINRA member firm since that time, FINRA retains jurisdiction over Respondent pursuant to Article V, Section 4 of the FINRA By-Laws.

OVERVIEW

Between January 2012 and November 2015 (the "relevant period"), while associated with TransAmerica, Respondent (i) converted funds in violation of FINRA Rule 2010, and (ii) participated in an outside business activity without providing prior written notice to TransAmerica, in violation of FINRA Rules 3270 and 2010.

FACTS AND VIOLATIVE CONDUCT

During the relevant period, without providing prior written notice to TransAmerica, Respondent acted as Treasurer of a non-profit foundation (the "Foundation"). While Treasurer of the Foundation, Respondent issued 16 checks totaling approximately \$20,000 and made five cash withdrawals totaling approximately \$6,000 from the Foundation's checking account and used the funds for personal expenses without permission.

FINRA Rule 2010 requires associated persons to observe high standards of commercial honor and just and equitable principles of trade. Conversion of funds is a violation of Rule 2010. By improperly withdrawing cash and writing checks from the Foundation's checking account for her personal use, Respondent converted the Foundation's funds in violation of FINRA Rule 2010.

FINRA Rule 3270 prohibits associated persons from engaging in a business activity outside the scope of the relationship with his or her member firm, unless he or she has provided prior written notice to the member firm. By failing to disclose to TransAmerica her participation in the Foundation, Respondent violated FINRA Rules 3270 and 2010.

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

A bar from associating with any FINRA member in any capacity.

Respondent understands that if Respondent is barred or suspended from associating with any FINRA member, Respondent 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, Respondent 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. 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 Respondent;

- 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 Chief Legal Officer, 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 9216;**
- B. If this AWC is not accepted, its submission will not be used as evidence to prove any of the allegations against Respondent; 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 Respondent;**
 - 2. this AWC will be made available through FINRA's public disclosure program in accordance with FINRA Rule 8313;**

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: (i) testimonial obligations; or (ii) right to take legal or factual positions in litigation or other legal proceedings in which FINRA is not a party.

Respondent certifies that Respondent has read and understands all of the provisions of this AWC and have been given a full opportunity to ask questions about it; that Respondent 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 Respondent to submit it.

12/9/15
Date (mm/dd/yyyy)

Lori A. Hermanson
Lori Hermanson, Respondent

Accepted by FINRA:

12/15/2015
Date

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



Frank D. Mazzarelli, Director
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