

**FINANCIAL INDUSTRY REGULATORY AUTHORITY
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. 2015047608501**

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

RE: Aileen Eppig, Respondent
CRD No. 851464

Pursuant to FINRA Rule 9216 of FINRA's Code of Procedure, I, Aileen Eppig, 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

Aileen Eppig ("Eppig" or "Respondent") entered the securities industry in January 1978. In April 1978, Eppig became registered with FINRA as a General Securities Representative ("GSR") with that same FINRA member firm, where she remained until January 1995. Between January 1995 and May 2009, Eppig was associated as a GSR with two other FINRA member firms before becoming associated as a GSR with Stifel, Nicolaus & Company, Inc. (the "Firm") in May 2009. On October 30, 2015, the Firm filed a Uniform Termination Notice for Securities Industry Registration ("Form U5") with FINRA disclosing that Eppig was discharged as of October 30, 2015.

In March 2016, Eppig became associated with another FINRA member firm as a GSR, where she remained until May 17, 2016. Eppig is currently not associated with any FINRA member.

RELEVANT DISCIPLINARY HISTORY

Eppig has no disciplinary history with the Securities and Exchange Commission, FINRA, any other self-regulatory organization or any state regulator.

FACTS AND VIOLATIVE CONDUCT

On March 2, 2017, FINRA staff sent a request pursuant to FINRA Rule 8210 to Eppig to appear on March 29, 2017 at FINRA's New York office and provide on-the-record testimony related to disclosures reported on Eppig's Form U5 that Eppig, while employed at Stifel, accepted a loan from a customer of the Firm totaling \$103,000 without notifying the Firm and failed to disclose a 2013 judgment of \$704,843.70 on her Uniform Application for Securities Industry Registration

As stated in Eppig's counsel's email to FINRA staff on March 10, 2017, and by this agreement, Eppig acknowledges that she received FINRA's 8210 request and will not appear for her on-the-record testimony at any time. By refusing to appear for on-the-record testimony as requested pursuant to FINRA Rule 8210, Eppig violates FINRA Rules 8210 and 2010.

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

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

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. A bar or expulsion shall become effective upon approval or acceptance of this AWC.

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 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.

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 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. 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: (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.

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.

3/17/2017
Date (mm/dd/yyyy)

Aileen Eppig
Aileen Eppig, Respondent

Reviewed by:

Barry V. Pittman, Esq.
Barry V. Pittman, Esq.
Counsel for Respondent
130 Orinoco Drive
Brightwaters, NY 11718
Tel: 631-665-4477

Accepted by FINRA:

April 13, 2017
Date

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

Michael S. Choi
Michael S. Choi
Director
FINRA Department of Enforcement
Brookfield Place
200 Liberty Street
New York, New York 10281-1003
Tel: 646-315-7323