

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 84164 / September 17, 2018

INVESTMENT ADVISERS ACT OF 1940
Release No. 5034 / September 17, 2018

ADMINISTRATIVE PROCEEDING
File No. 3-18774

In the Matter of

HEIDI WIVOLIN,

Respondent.

ORDER INSTITUTING
ADMINISTRATIVE PROCEEDINGS
PURSUANT TO SECTION 15(b) OF THE
SECURITIES EXCHANGE ACT OF 1934
AND SECTION 203(f) OF THE
INVESTMENT ADVISERS ACT OF 1940
AND NOTICE OF HEARING

I.

The Securities and Exchange Commission (“Commission”) deems it appropriate and in the public interest that public administrative proceedings be, and hereby are, instituted pursuant to Section 15(b) of the Securities Exchange Act of 1934 (“Exchange Act”) and Section 203(f) of the Investment Advisers Act of 1940 (“Advisers Act”) against Heidi Wivolin (“Respondent” or “Wivolin”).

II.

After an investigation, the Division of Enforcement alleges that:

A. RESPONDENT

1. Wivolin, 49 years old, was a resident of West Palm Beach, Florida, and is currently in the custody of the Federal Bureau of Prisons. From October 2005 through December 2008, Wivolin was associated with 1st Discount Brokerage, Inc. (“1st Discount”). From February 2009 through January 2014, Wivolin was associated with Next Financial Group, Inc. (“Next Financial”). 1st Discount and Next Financial were, at the relevant time, both broker-dealers and investment advisers registered with the Commission. Between January 1996 and September 2005, Wivolin was associated with four broker-dealers registered with the Commission, two of which were also registered as investment advisers. During the time of her offense, Wivolin was associated with either 1st Discount or Next Financial. Wivolin was also the President and CEO of Firstrust Investments, Inc. (“Firstrust”), which offered securities and investment advisory services to its customers, but which was not registered with the Commission. In June 2014, FINRA barred

Wivolin from associating with any member firm due to her misuse of customer funds. Wivolin held Series 7, 24, 63, and 65 licenses.

B. RESPONDENT'S CRIMINAL CONVICTION

2. On February 21, 2018, Wivolin pled guilty to one count of conspiracy to commit mail fraud (Title 18, United States Code, Section 1341), in violation of Title 18, United States Code, Section 1349, one count of filing a false tax return, in violation of Title 26, United States Code, Section 7206(1), and one count of tax evasion, in violation of Title 26, United States Code, Section 7201, before the United States District Court for the Southern District of Florida, in *United States v. Heidi Wivolin*, Case No. 9:18-CR-80023-WPD. On May 24, 2018, Wivolin was sentenced to a prison term of 24 months followed by three years of supervised release and was ordered to make restitution in the amount of \$2,757,865.51 with a special condition of an additional \$140,069.

3. As part of her plea, Wivolin admitted that she and her co-defendant defrauded a client of \$100,000. In July 2008, at Wivolin's recommendation, the client provided Wivolin with \$100,000 for the purchase of a "Fintrust bond" that was purportedly tax deferred and would pay a 7% rate of return. In fact, there was no such bond, and Wivolin and her co-defendant used the funds for their own business and personal expenses. Thereafter, and through January 2014, Wivolin provided the client with oral assurances and, in May 2013, a fraudulent account statement falsely representing that the funds had been invested and were earning the promised returns.

III.

In view of the allegations made by the Division of Enforcement, the Commission deems it necessary and appropriate in the public interest that public administrative proceedings be instituted to determine:

A. Whether the allegations set forth in Section II hereof are true and, in connection therewith, to afford Respondent an opportunity to establish any defenses to such allegations;

B. What, if any, remedial action is appropriate in the public interest against Respondent pursuant to Section 15(b) of the Exchange Act;

C. What, if any, remedial action is appropriate in the public interest against Respondent pursuant to Section 203(f) of the Advisers Act; and

D. Whether, pursuant to Section 15(b) of the Exchange Act, it is appropriate and in the public interest to bar Respondent from participating in any offering of penny stock, including: acting as a promoter, finder, consultant, agent or other person who engages in activities with a broker, dealer or issuer for purposes of the issuance or trading in any penny stock; or inducing or attempting to induce the purchase or sale of any penny stock.

IV.

IT IS ORDERED that a public hearing before the Commission for the purpose of taking evidence on the questions set forth in Section III hereof shall be convened at a time and place to be fixed by further order of the Commission, pursuant to Rule 110 of the Commission's Rules of Practice, 17 C.F.R. § 201.110.

IT IS FURTHER ORDERED that Respondent shall file an Answer to the allegations contained in this Order within twenty (20) days after service of this Order, as provided by Rule 220(b) of the Commission's Rules of Practice, 17 C.F.R. § 201.220(b).

IT IS FURTHER ORDERED that the Division of Enforcement and Respondent shall conduct a prehearing conference pursuant to Rule 221 of the Commission's Rules of Practice, 17 C.F.R. § 201.221, within fourteen (14) days of service of the Answer. The parties may meet in person or participate by telephone or other remote means; following the conference, they shall file a statement with the Office of the Secretary advising the Commission of any agreements reached at said conference. If a prehearing conference was not held, a statement shall be filed with the Office of the Secretary advising the Commission of that fact and of the efforts made to meet and confer.

If Respondent fails to file the directed Answer, or fails to appear at a hearing or conference after being duly notified, the Respondent may be deemed in default and the proceedings may be determined against her upon consideration of this Order, the allegations of which may be deemed to be true as provided by Rules 155(a), 220(f), 221(f) and 310 of the Commission's Rules of Practice, 17 C.F.R. §§ 201.155(a), 201.220(f), 201.221(f), and 201.310.

This Order shall be served forthwith upon Respondent by any means permitted by the Commission's Rules of Practice.

Attention is called to Rule 151(b) and (c) of the Commission's Rules of Practice, 17 C.F.R. § 201.151(b) and (c), providing that when, as here, a proceeding is set before the Commission, all papers (including those listed in the following paragraph) shall be filed with the Office of the Secretary and all motions, objections, or applications will be decided by the Commission. The Commission requests that an electronic courtesy copy of each filing should be emailed to APFilings@sec.gov in PDF text-searchable format. Any exhibits should be sent as separate attachments, not a combined PDF.

The Commission finds that it would serve the interests of justice and not result in prejudice to any party to provide, pursuant to Rule 100(c) of the Commission's Rules of Practice, 17 C.F.R. § 201.100(c), that notwithstanding any contrary reference in the Rules of Practice to filing with or disposition by a hearing officer, all filings, including those under Rules 210, 221, 222, 230, 231, 232, 233, and 250 of the Commission's Rules of Practice, 17 C.F.R. §§ 201.210, 221, 222, 230, 231, 232, 233, and 250, shall be directed to and, as appropriate, decided by the Commission, and that any motion for summary disposition shall be filed under Rule 250(a) or (b).

The Commission finds that it would serve the interests of justice and not result in prejudice to any party to provide, pursuant to Rule 100(c) of the Commission's Rules of Practice, 17 C.F.R. § 201.100(c), that the Commission shall issue a decision on the basis of the record in this proceeding, which shall consist of the items listed at Rule 350(a) of the Commission's Rules of Practice, 17 C.F.R. § 201.350(a), and any other document or item filed with the Office of the Secretary and accepted into the record by the Commission. The provisions of Rule 351 of the Commission's Rules of Practice, 17 C.F.R. § 201.351, relating to preparation and certification of a record index by the Office of the Secretary or the hearing officer are not applicable to this proceeding.

By the Commission.

Brent J. Fields
Secretary