



STATE OF MISSOURI
OFFICE OF SECRETARY OF STATE

IN THE MATTER OF:)	
)	
ELTON NORMAN, CRD #6402086; and)	
DOMINION FINANCIAL GROUP, LLC,)	Case No. AP-20-04
CRD #297757,)	
)	
<i>Respondents.</i>)	
)	
Serve: Elton Norman)	
634 East Walnut Lawn St.)	
Apt. E208)	
Springfield, MO 65807)	
)	
and)	
)	
Dominion Financial Group, LLC)	
4650 South National Ave.)	
Suite D-4)	
Springfield, MO 65810)	

**ORDER OF SUSPENSION AND NOTICE OF REFERRAL TO THE
ADMINISTRATIVE HEARING COMMISSION**

On March 16, 2020, the Enforcement Section of the Missouri Securities Division of the Office of Secretary of State (“the Enforcement Section”), through Enforcement Counsel, Steven M. Kretzer, submitted a Petition for Order to Suspend the investment adviser and investment adviser representative registrations of the above-named Respondents. After reviewing the Petition, the Commissioner issues the following order:

I. ALLEGATIONS OF FACT

The Petition alleges the following facts:

A. Introduction

On October 16, 2019, the Financial Industry Regulatory Authority (“FINRA”) permanently barred Elton Norman (“Norman”) from acting as a broker dealer agent after he failed to respond to FINRA’s request for production of documents. Since the bar, Norman continues to operate as an

investment adviser representative through his business Dominion Financial Group, LLC (“Dominion”).

B. Respondents

1. Dominion is a Missouri-registered investment adviser with an address at 4650 South National Ave, Suite D-4, Springfield, Missouri. Dominion is registered in Missouri through the Central Registration Depository System (“CRD”) with CRD number 297757. Dominion currently has registrations to conduct investment advice in Missouri and Colorado.
2. Norman is a Missouri-registered investment adviser representative affiliated with Dominion. On October 12, 2018, Dominion’s registration status in Missouri was approved through CRD. Norman is assigned CRD number 6402086. Norman has an address of 634 East Walnut Lawn St., Apt. E208, Springfield, Missouri.
3. Norman registered Dominion as a Missouri limited liability company with the Missouri Secretary of State’s Office on December 21, 2018. Norman is the sole investment adviser representative affiliated with Dominion and is Dominion’s Chief Compliance Officer.

C. Enforcement Section’s Investigation

4. On October 16, 2019, Norman was permanently barred from acting as a broker dealer agent following a consent order in FINRA case number 2018057815601.
5. Norman consented to the bar as documented in a Letter of Acceptance, Waiver and Consent (“AWC”) dated October 15, 2019. This AWC is attached as Exhibit 1.
6. Norman’s bar resulted from violations of FINRA Rules 8210 and 2010 in that a request to produce responsive documents pursuant to FINRA Rule 8210 that was sent to Norman on September 26, 2019. He failed to provide any of the requested documents.
7. In the AWC, Norman acknowledged that the AWC would become part of his permanent disciplinary record and that it may be considered in any future action brought by any other regulator against Norman.

II. COMMISSIONER’S DETERMINATIONS AND FINDINGS

8. **THE COMMISSIONER DETERMINES** that Respondent Norman’s permanent bar to act as a broker dealer agent by FINRA based on his willful violation of FINRA Rules 8210 and 2010 constitute a violation of the Missouri Securities Act subjecting him to discipline by the Commissioner.
9. Respondent Dominion’s sole investment adviser representative and Chief Compliance Officer is Respondent Norman. Dominion cannot continue to act as investment adviser

without a registered investment adviser representative. Continuing to employ Norman as an investment adviser representative after his bar by FINRA constitutes a willful violation of Section 409.4-403(c).¹

10. Respondents are subject to summary suspension pursuant to Section 409.4-412(f).
11. An order is in the public interest and is consistent with the purposes of the Missouri Securities Act of 2003.

III. ORDER

Based on the threat of imminent and irreparable harm Respondents pose to Missouri residents, by continuing to use positions as an investment adviser and investment adviser representative in violation of the Missouri Securities Act of 2003 and the rules attendant thereto, Respondents' registrations are hereby **SUSPENDED** in accordance with Section 409.4-412(f) until the final disposition of this matter. The Commissioner shall refer this matter to the Administrative Hearing Commission in accordance with Section 409.4-412(k).

Respondents are hereby **ORDERED** to immediately notify its clients of the suspension and cease providing investment advice for compensation in the State of Missouri. Respondents are further **ORDERED** to provide a list of its clients to the Enforcement Section, with names, addresses, and phone numbers, within five (5) days of this Order.

SO ORDERED:

WITNESS MY HAND AND OFFICIAL SEAL OF MY OFFICE AT JEFFERSON CITY,
MISSOURI THIS *23rd* DAY OF MARCH, 2020.

JOHN R. ASHCROFT
SECRETARY OF STATE



David M. Minnick

DAVID M. MINNICK
COMMISSIONER OF SECURITIES

¹ Unless otherwise noted, all statutory references are to the 2016 Revised Statutes of Missouri.

FILED

**FINANCIAL INDUSTRY REGULATORY AUTHORITY
LETTER OF ACCEPTANCE, WAIVER AND CONSENT
NO. 2018057815601**

MAR 17 2020
MISSOURI
SECURITIES DIVISION

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

RE: Elton Norman, Respondent
General Securities Representative
CRD No. 6402086

Pursuant to FINRA Rule 9216 of FINRA's Code of Procedure, Respondent Elton Norman 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

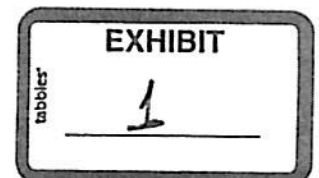
- A. Respondent hereby accepts and consents, without admitting or denying the findings, and solely for the purposes of this proceeding and any other proceeding brought by or on behalf of FINRA, or to which FINRA is a party, prior to a hearing and without an adjudication of any issue of law or fact, to the entry of the following findings by FINRA:

BACKGROUND

Norman first became registered with FINRA in January 2015 as a General Securities Representative ("GS") of a FINRA member firm. Thereafter, from June 2016 until April 9, 2018, Norman was registered with FINRA as a GS with First Command Financial Planning, Inc. ("First Command"). On April 9, 2018, First Command filed a Uniform Termination Notice for Securities Industry Registration ("Form U5") terminating Norman's registration with the firm. Norman is not currently associated with a FINRA member firm or registered with FINRA, but remains subject to the jurisdiction of FINRA, pursuant to Article V, Section 4 of FINRA's By-Laws, which provides for a two-year period of retained jurisdiction over formerly registered persons.

RELEVANT DISCIPLINARY HISTORY

Norman does not have any disciplinary history with the Securities and Exchange Commission, any state securities regulators, FINRA, or any other self-regulatory organization.



OVERVIEW

Norman refused to provide documents requested by FINRA staff pursuant to FINRA Rule 8210. Through this conduct, Norman violated FINRA Rules 8210 and 2010.

FACTS AND VIOLATIVE CONDUCT

FINRA Rule 8210 authorizes FINRA, in the course of its investigations, to require persons over whom FINRA possesses jurisdiction to "...provide information orally, in writing, or electronically...and to testify at a location specified by FINRA staff...with respect to any matter involved in the investigation." FINRA Rule 2010 provides that "[a] member, in the conduct of its business, shall observe high standards of commercial honor and just and equitable principles of trade."

In March 2018, FINRA staff began an investigation into possible irregularities contained in certain documents pertaining to Norman's customers at First Command. On September 26, 2019, FINRA staff sent a request to Respondent for the production of documents pursuant to FINRA Rule 8210. As stated in his response to FINRA staff on September 27, 2019, and by this agreement, Respondent acknowledges that he received FINRA's request and will not produce the documents requested. By refusing to produce the documents as requested pursuant to FINRA Rule 8210, Respondent has violated FINRA Rules 8210 and 2010.

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

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

Respondent understands that if he is barred or suspended from associating with any FINRA member, he 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, he 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 him;
- 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 prejudice 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 action 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 he has read and understands all of the provisions of this AWC and has been given a full opportunity to ask questions about it; Respondent understands and acknowledges that FINRA does not represent or advise him and Respondent cannot rely on FINRA or FINRA staff members for legal advice. Respondent has agreed to the AWC's provisions voluntarily; and 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 him to submit this AWC.

15 Oct 2017
Date

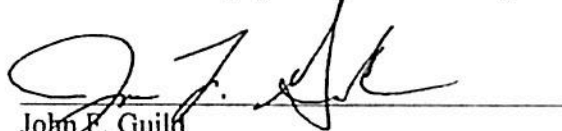


Elton Norman
Respondent

Accepted by FINRA:

10/16/2019
Date

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

A handwritten signature in black ink, appearing to read "J. F. Guild", is written over a horizontal line.

John F. Guild
Senior Counsel
FINRA
Department of Enforcement
12801 North Central Expressway, Suite 1050
Dallas, TX 75243
972-716-7608
john.guild@finra.org



STATE OF MISSOURI
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and)
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Dominion Financial Group, LLC)
4650 South National Ave.)
Suite D-4)
Springfield, MO 65810)

NOTICE

TO: Respondents and any unnamed representatives aggrieved by this Order:

You may request a hearing in this matter within thirty (30) days of the receipt of this Order pursuant to Section 409.6-604(b), RSMo, and 15 CSR 30-55.020. Any request for a hearing before the Commissioner must contain:

- a. a brief statement of the facts;
- b. a summary of the factual and legal issues involved;
- c. a request for relief;
- d. suggestions in support of the relief sought, including the relevant statutes;
- e. the name of the party requesting the hearing; and
- f. the name of the attorney representing the party, if any.

Within fifteen (15) days after receipt of a request in a record from a person or persons subject to

this order, the Commissioner will schedule this matter for a hearing.

A request for a hearing must be mailed or delivered, in writing to:

David M. Minnick, Commissioner of Securities
Office of the Secretary of State, Missouri
600 West Main Street, Room 229
Jefferson City, Missouri 65102

CERTIFICATE OF SERVICE

I hereby certify that on this 23rd day of March, 2020, a copy of the foregoing Order to Suspend in the above styled case was **mailed via certified U.S. mail to:**

Elton Norman
634 East Walnut Lawn St.
Apt. E208
Springfield, MO 65807

and

Dominion Financial Group, LLC
4650 South National Ave.
Suite D-4
Springfield, MO 65810

and via hand-delivery and email to:

Steven M. Kretzer
Enforcement Counsel
Missouri Securities Division
steven.kretzer@sos.mo.gov


Laurie Dawson
Securities Office Manager