

BEFORE THE
STATE OF WISCONSIN
DEPARTMENT OF FINANCIAL INSTITUTIONS
DIVISION OF SECURITIES

In the Matter of

PETITION FOR ORDER

LOUISE E. LADD

File No. S-04157 (LX)

Respondent

The Staff ("Staff") of the Bureau of Licensing & Compliance and Bureau of Enforcement of the Division of Securities, Department of Financial Institutions, State of Wisconsin has conducted an investigation in this matter pursuant to Sec. 551.56, Wis. Stats. and as a result thereof allege as follows:

1. Louise E. Ladd ("Ladd") who resides at 920 B Oakwood Lane, Brookfield, Wisconsin 53045, was licensed as a securities agent (CRD#857857), until withdrawn on May 25, 2004.
2. On or about July 14, 2004, Ladd, through her counsel, brought to the Staff's attention that her employing broker-dealer had terminated her employment for alleged unauthorized use of discretion and failure to follow firm policies and provided the Staff with information on the basis of which to conduct an investigation of the alleged violations contained in the termination notice filed by Ladd's employing broker-dealer.

Based on its investigation, the Staff recommends to the Administrator of the Division of Securities that a Consent Order be issued that:

- a. Accepts the payment of an administrative assessment from Ladd in the amount of \$10,000; and
- b. Concludes this matter, closes the file [S-04157(LX)] in this matter, and
- c. Subject to further review of any matters or concerns brought to the attention of the Staff between the date of this Petition and the date Ladd applies for an agent license, that Ladd be issued an agent license upon receipt of a properly completed application and filing fee.

DATED this 14th day of January 2005.



Kenneth L. Hojnacki
Director
Bureau of Licensing & Compliance



Leslie M. VanBuskirk
Staff Attorney
Bureau of Registration & Enforcement