

ORDER

BEFORE THE ADMINISTRATOR
STATE OF WISCONSIN
DEPARTMENT OF FINANCIAL INSTITUTIONS
DIVISION OF BANKING

TO: ASC Financial LLC
323D Williamsburg Place
New Richmond, WI 54017
Respondent

Aston Wood
323D Williamsburg Place
New Richmond, WI 54017
Respondent

PURPOSE

This is an order issued by the Administrator, State of Wisconsin, Department of Financial Institutions, Division of Banking and directed to respondent.

JURISDICTION and AUTHORITY

The State of Wisconsin, Department of Financial Institutions, Division of Banking ("division") shall enforce all laws relating to banks and banking in this state, and shall enforce and cause to be enforced every law relating to the supervision and control thereof, including trust companies under ch. 223, Stats. Section 220.02(2), Stats.

The intent of s. 220.02(2)(b), Stats., is to give the division jurisdiction to enforce and carry out all laws relating banks or banking in this state. Section 220.02(3), Stats.

The division may issue and serve on the official or regulated entity an order to cease and desist from the violation or practice. The order may require the official or regulated entity to correct the conditions resulting from the violation or practice. Sec. 220.04(9)(d), Stats.

As part of any such order, the division may impose a forfeiture of up to \$10,000 for each violation or practice. Sec. 220.04(9)(f), Stats.

A regulated entity who violates an order issued under s. 220.04(9)(d), Stats., shall, for each violation, forfeit not more than \$1,000 per day for each day the violation continues. Sec. 220.04(9)(f)2., Stats.

FINDINGS

The division finds as follows:

1. Respondent was properly served with a Notice of Hearing and Notice of Prehearing Conference ("Notice") issued by the division. **Ex. A.** Pursuant to this

Notice, respondent was directed to provide an answer, and appear at a prehearing conference and hearing.

2. Respondent failed to provide an answer to the Notice.
3. As of Friday, August 12, 2016, respondent continues to wrongfully use the term "bank" on respondent's Facebook page. **Ex. B.**
4. By its failure to answer the Notice, respondent is in default. As a result of the default, respondent has admitted to the matters asserted and the violations set forth in the Notice, pursuant to s. 220.04(9)(d), Stats., and ss. DFI—Bkg 11.11 and 11.12, Admin. Code.

ORDER

Based on the foregoing, IT IS HEREBY ORDERED AS FOLLOWS:

1. Respondent shall immediately discontinue use of the term "bank" on respondent's Facebook page.
2. Respondent Aston Wood is assessed a forfeiture of \$5000. Respondent shall deliver to the Department of Financial Institutions by 4:30 p.m. on Thursday, August 25, 2016 a bank check or money order for said amount. The bank check or money order shall be payable to the Department of Financial Institutions.
3. The provisions of this order shall be binding upon respondent and respondent's directors, officers, employees, agents, successors, assigns, and other persons participating in the conduct of its affairs. The provisions of the order shall remain effective and enforceable except to the extent that, and until such time as, any provisions of this order shall have been modified, terminated, suspended, or set aside by the division.

The effective date of this order shall be the date it is served, and service is complete upon mailing. Secs. 227.48(1), Stats. and DFI—Bkg 11.09, Admin. Code.

Dated and mailed at Madison, Wisconsin this 12th day of August, 2016.

By: 
Cheryll Olson-Collins, Administrator
Wisconsin Department of Financial Institutions
Division of Banking
P.O. Box 7876
201 W. Washington Avenue, Suite 500
Madison, WI 53707-7876
tel. (608) 267-1707
fax (608) 267-6889

APPEAL

Pursuant to ss. 227.48 and 227.49, Stats., respondent may file a petition for rehearing which shall be **received by the division within 20 days** after the effective date of this order. Rehearing will be granted only on the basis of some material error of law or fact, or the discovery of new evidence sufficiently strong to reverse or modify the order, and which could not have been previously discovered by due diligence.

The request shall be sent to:

Cheryll Olson-Collins, Administrator
Wisconsin Department of Financial Institutions
Division of Banking
P.O. Box 7876
201 W. Washington Avenue, Suite 500
Madison, WI 53707-7876
tel. (608) 267-1707
fax (608) 267-6889

Pursuant to ss. 227.48(2) and 227.52, Stats., respondent may file a petition for judicial review within 30 days after the effective date of this order. The identification of the party to be named as respondent therein is the Wisconsin Department of Financial Institutions.