

**STATE OF ILLINOIS  
SECRETARY OF STATE  
SECURITIES DEPARTMENT**

IN THE MATTER OF: JUAN C. ALEJOS

FILE NO. 0400391

**CONSENT ORDER OF WITHDRAWAL**

TO THE RESPONDENT: Juan C. Alejos  
(CRD#: 4108723)  
60 South Lawn Avenue  
Elmsford, New York 10523

C/o Fordham Financial Management, Inc.  
14 Wall Street, 18<sup>th</sup> Floor  
New York, New York 10005

C/o David A. Schrader  
Attorney at Law  
Schrader & Schoenberg LLP  
The Graybar Building  
420 Lexington Avenue  
Suite 628  
New York, New York 10170

WHEREAS, Respondent on the 21st day of June 2005 executed a certain Stipulation to Enter Consent Order of Withdrawal (the "Stipulation"), which hereby is incorporated by reference herein.

WHEREAS, by means of the Stipulation, Respondent has admitted to the jurisdiction of the Secretary of State and service of the Notice of Hearing of the Secretary of State, Securities Department, dated January 31, 2005 in this proceeding (the "Notice") and Respondent has consented to the entry of this Consent Order of Withdrawal ("Consent Order").

WHEREAS, by means of the Stipulation, the Respondent acknowledged, without admitting or denying the truth thereof, that the following allegations contained in the Notice of Hearing shall be adopted as the Secretary of State's Findings of Fact:

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1. That at all relevant times, the Respondent was registered with the Secretary of State as a salesperson in the State of Illinois pursuant to Section 8 of the Act.
2. That on May 6, 2004 NASD entered a Letter Of Acceptance, Waiver and Consent (AWC) submitted by the Respondent regarding File No. C10040048 which sanctioned the Respondent as follows:
  - a. \$12,500 fine; and
  - b. suspension from associating with any NASD member in any capacity for a period of twenty (20) calendar days.
3. That the AWC found:
  - a. In or around late January 2001, the Respondent called DH who resided in Utah. During their telephone conversation, he solicited DH to purchase a security. During the solicitation he misrepresented material facts and made baseless price projections. Specifically, he told DH that:
    - (i) the security's share price would reach \$60 in sixty to ninety days,
    - (ii) purported company insiders were increasing their holdings in the security, and
    - (iii) He had been a broker for ten years. He failed to tell DH that he wasn't registered to sell securities in Utah. By reason of the foregoing, the Respondent violated NASD Conduct Rule 2110.
  - b. In or around late January 2001, the Respondent solicited DH, a Utah resident, to purchase securities. In January 2001, he was not registered to sell securities in Utah and was not permitted to solicit Utah residents. By reason of the foregoing, the Respondent violated NASD Conduct Rule 2110.

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4. That Section 8.E(1)(j) of the Act provides, inter alia, that the registration of a salesperson may be revoked if the Secretary of State finds that such salesperson has been suspended by any self-regulatory organization registered under the Federal 1934 Act or the Federal 1974 Act arising from any fraudulent or deceptive act or a practice in violation of any rule, regulation or standard duly promulgated by the self-regulatory organization.
5. That NASD is a self-regulatory organization as specified in Section 8.E(1)(j) of the Act.

WHEREAS, by means of the Stipulation Respondent has acknowledged, without admitting or denying the averments, that the following shall be adopted as the Secretary of State's Conclusion of Law:

That by virtue of the foregoing, the Respondent's registration as a salesperson in the State of Illinois is subject to revocation pursuant to Section 8.E(1)(j) of the Act.

WHEREAS, by means of the Stipulation Respondent has acknowledged and agreed that:

1. His current employing dealer has filed a Form U-5 which terminated his employment as a salesperson in the State of Illinois on February 10, 2005. He will not re-apply for registration for a period of two (2) years from the entry of this Consent Order.
2. He shall pay the sum of Seven Hundred Fifty dollars (\$750.00) to the Office of the Secretary of State, Investors Education Fund as reimbursement to cover the cost of investigation of this matter. Said sum shall be payable by means of certified or cashiers check and made to the order of the Secretary of State, Investors Education Fund and shall be due within thirty (30) days from the entry of this Consent Order.

WHEREAS, the Secretary of State, by and through his duly authorized representative, has determined that the matter related to the aforesaid formal hearing may be dismissed without further proceedings.

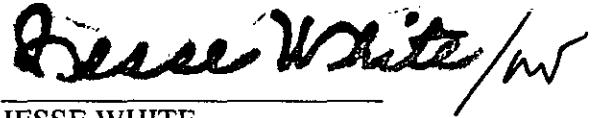
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NOW THEREFORE IT SHALL BE AND IS HEREBY ORDERED THAT:

1. Juan C. Alejos' current employing dealer has filed a Form U-5 which terminated his employment as a salesperson in the State of Illinois on February 10, 2005. This termination is accepted by the Secretary of State and will be treated as equivalent to the Respondent's withdrawal of his salesperson's registration.
2. Juan C. Alejos will not re-apply for registration as a salesperson in the State of Illinois for a period of two (2) years from the entry of this Consent Order.
3. Juan C. Alejos shall pay the sum of Seven Hundred Fifty dollars (\$750.00) to the Office of the Secretary of State, Investors Education Fund as reimbursement to cover the cost of investigation of this matter. Said sum shall be payable by means of certified or cashiers check and made to the order of the Secretary of State, Investors Education Fund and shall be due within thirty (30) days from the entry of this Consent Order.
4. The formal hearing scheduled on this matter is hereby dismissed without further proceedings.

ENTERED: This 29<sup>th</sup> day of June 2005.

Handwritten signature of Jesse White in black ink, with a stylized flourish at the end.

JESSE WHITE  
Secretary of State  
State of Illinois