

STATE OF OREGON
DEPARTMENT OF CONSUMER AND BUSINESS SERVICES
DIVISION OF FINANCE AND CORPORATE SECURITIES

In the Matter of:

Case No. S-12-0099

Alliance Advisory & Securities, Inc.,
Respondent.

ORDER TO CEASE AND DESIST,
ORDER ASSESSING CIVIL PENALTIES,
AND CONSENT TO ENTRY OF ORDER

INTRODUCTION

The Director of the Department of Consumer and Business Services (hereinafter, the “Director”) through the Division of Finance and Corporate Securities (the “Division”) investigated the business activities of Alliance Advisory & Securities, Inc. (“Alliance”) for possible violations of ORS 59.005 to 59.451, 59.991 and 59.995 (the “Oregon Securities Law”).

At the conclusion of that investigation, the Division determined that Alliance violated certain provisions of the Oregon Securities Law. Those conclusions are set forth in the Finding of Fact and Conclusions of Law below.

Alliance wishes to resolve this matter without a hearing, and consents to the entry of this Order. That consent is evidenced by the Consent to Entry of Order, which is part of this document.

NOW THEREFORE, the Director enters the following Findings of Fact, Conclusions of Law, and Orders:

FINDINGS OF FACT

The Director FINDS that:

- Alliance is a broker-dealer firm with a last known address of 3390 Auto Mall Drive, Suite 200; Westlake Village, CA 91362.
- The Financial Industry Regulatory Authority licensed Alliance as a broker-dealer on

Division of Finance and Corporate Securities
Labor and Industries Building
350 Winter Street NE, Suite 410
Salem, OR 97301-3881
Telephone: (503) 378-4387



1 March 12, 1987 (CRD # 18835). That license remains in effect as of the date of this Consent
2 Order.

3 3. The Division licensed Alliance as a broker-dealer on September 23, 2004. That
4 license remains in effect as of the date of this Consent Order.

5 4. According to the records on file with the Division as of July 17, 2012 and October 5,
6 2012, Alliance had no licensed “salespersons” in Oregon.

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8 **CONCLUSIONS OF LAW**

9 The Director CONCLUDES that:

10 5. By being licensed as a broker-dealer in Oregon and not having at least one Oregon
11 licensed “salesperson” continuously during that time period, Alliance violated ORS 59.165(2)
12 and Oregon Administrative Rule (OAR) 441-175-0080(1)(c) promulgated thereunder.

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14 **ORDERS**

15 6. The Director, pursuant to the authority under ORS 59.245, ORDERS Alliance and
16 any affiliate, successor, or assign to CEASE AND DESIST from violating any provisions of the
17 Oregon Securities Law or the administrative rules promulgated thereunder.

18 7. The Director, pursuant to the authority under ORS 59.995, assesses a total of \$1,000
19 in CIVIL PENALTIES against Alliance for the violation of ORS 59.165(2) and OAR 441-175-
20 0080(1)(c) promulgated thereunder.

21 **ADDITIONAL AGREEMENTS**

22 8. Alliance agrees that, no later than 20 days from the date of the entry of this order, it
23 will either 1) withdraw its Oregon broker-dealer license by submitting a Form BDW to the
24 Division, or 2) submit at least one “salesperson” license application, using the procedures set
25 forth under ORS 59.175 and OAR 441-175-0130 promulgated thereunder, and ultimately obtain
26 and continuously maintain licensure thereof.



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AUTHORITY OF THE DIRECTOR TO ISSUE A DEFAULT ORDER AND/OR TO SEEK
FURTHER REMEDIES UNDER OREGON LAW.

9. The entry of this Order in no way limits further remedies that may be available to the Director under Oregon law.

10. The Director reserves the right to take further action to enforce this Order or to take appropriate action upon discovery of new violations of the Oregon Securities Law that arise from facts and circumstances that are outside the scope of this Order.

IT IS SO ORDERED.

Dated this 20th day of February, 2013 at Salem, Oregon.

PATRICK M. ALLEN, Director
Department of Consumer and Business Services

By: /s/ David Tatman
David Tatman, Administrator
Division of Finance and Corporate Securities

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CONSENT TO ENTRY OF ORDER BY
ALLIANCE ADVISORY & SECURITIES, INC.

I, Michael E. Garner, state that I am the Compliance Officer of Alliance Advisory & Securities, Inc. ("Alliance"); that I am authorized to act on its behalf; that I have read this Consent Order and that I know and fully understand the contents hereof; that Alliance has been advised of the right to a hearing; that Alliance voluntarily and without any force or duress, consents to the entry of this Consent Order, expressly waiving any right to a hearing in this matter; and that Alliance will fully comply with the terms of this Consent Order.

Alliance understands that this Consent Order is a public document.

Alliance Advisory & Securities, Inc.

By: /s/ Michael E Garner
Printed Name: Michael E Garner
Position held: Compliance Officer

State of California

County of Ventura

Subscribed and sworn to before me February 13, 2013.

/s/ Cheryl A. McEwan
Notary Public

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