

1 DEPARTMENT OF CONSUMER AND BUSINESS SERVICES  
2 DIVISION OF FINANCE AND CORPORATE SECURITIES

3 BEFORE THE DIRECTOR OF THE DEPARTMENT OF  
4 CONSUMER AND BUSINESS SERVICES

4 In the Matter of: )

5 BARBARA ALEXIS BLASSINGAME, )  
6 FRANK J. PICCIOLO, STERLING )  
7 ADVANCE MARKETING, INC., and )  
8 EVENT MEDIA, INC., )

8 Respondents. )  
9 \_\_\_\_\_ )

No.: A-03-0002

FINAL ORDER ENTERED BY  
DEFAULT TO CEASE AND  
DESIST, ASSESSING CIVIL  
PENALTIES, AND DENYING  
EXEMPTIONS

10 On January 24, 2003, the Director of the Department of Consumer and  
11 Business Services for the State of Oregon (hereafter "the Director"), acting by and  
12 pursuant to the authority of the Oregon Securities Law, Oregon Revised Statutes  
13 ("ORS") Chapter 59, and other applicable authority, issued Administrative Order No.  
14 A-03-0002 to **CEASE AND DESIST, DENYING EXEMPTIONS, ASSESSING CIVIL**  
15 **PENALTIES** and providing **NOTICE OF RIGHT TO HEARING** ("the Proposed  
16 Order") against Respondents **BARBARA ALEXIS BLASSINGAME, FRANK J.**  
17 **PICCIOLO, STERLING ADVANCE MARKETING, INC. and EVENT MEDIA, INC.**

18 On January 28, 2003, Respondent **BARBARA ALEXIS BLASSINGAME** was  
19 duly served with a true copy of the Proposed Order by United States Mail, postage  
20 prepaid, and addressed to Respondent **BARBARA ALEXIS BLASSINGAME** at the  
21 following last known address: 135 Ocean Parkway, Apt 9F; Brooklyn, New York  
22 11208. The mailing was not returned.

23 On January 28, 2003, Respondent **BARBARA ALEXIS BLASSINGAME** was  
24 duly served with a true copy of the Proposed Order by certified United States Mail  
25 (Item #70001670001042895127), postage prepaid, and addressed to Respondent  
26 **BARBARA ALEXIS BLASSINGAME** at the following last known address: 135

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 Ocean Parkway, Apt 9F; Brooklyn, New York 11208. On January 29, 2003, the  
2 United States Post Office delivered this mailing, which was signed for by a person  
3 residing at that address.

4 On February 7, 2003, Respondents **FRANK J. PICCIOLO, STERLING**  
5 **ADVANCE MARKETING, INC.** and **EVENT MEDIA, INC.** were duly served with a  
6 true copy of the Proposed Order by United States Mail, postage prepaid, and  
7 addressed to Respondent **FRANK J. PICCIOLO** at the following last known address:  
8 541 Waterside Blvd., Monroe Township, New Jersey 08831. The mailing was not  
9 returned.

10 On February 7, 2003, Respondents **FRANK J. PICCIOLO, STERLING**  
11 **ADVANCE MARKETING, INC.** and **EVENT MEDIA, INC.** were duly served with a  
12 true copy of the Proposed Order by certified United States Mail (Item #  
13 70001670001042895097), postage prepaid, and addressed to Respondent **FRANK**  
14 **J. PICCIOLO** at the following last known address: 541 Waterside Blvd., Monroe  
15 Township, New Jersey 08831. On February 10, 2003, the United States Post Office  
16 delivered this mailing, which was signed for by A. Picciolo, a person residing at that  
17 address.

18 Respondents **BARBARA ALEXIS BLASSINGAME, FRANK J. PICCIOLO,**  
19 **STERLING ADVANCE MARKETING, INC.** and **EVENT MEDIA, INC.** have not made  
20 a written request for a contested case hearing in this matter and time to do so has  
21 expired.

22 **NOW THEREFORE**, after consideration of the Investigation Report and  
23 accompanying exhibits submitted in this matter by Patrick A. Fitzgerald, Securities  
24 Enforcement Officer, the Director hereby issues the following Findings of Fact,  
25 Conclusions of Law, and Final Order.

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1 **FINDINGS OF FACT**

2 The Director **FINDS** that:

3 1. Respondent **STERLING ADVANCE MARKETING, INC.** ("Sterling")

4 was, at all times material herein, a New Jersey corporation formerly known as  
5 Sterling Advance Marketing Corporation and operated as a division of Respondent  
6 **EVENT MEDIA, INC.** ("Event Media"), also a New Jersey corporation. Sterling was,  
7 at all times material herein, purportedly a marketing company with offices formerly  
8 located at 195 Carter Drive; Edison, New Jersey 08817, and now located at 541  
9 Waterside Blvd.; Monroe Township, New Jersey 08831. Respondent **FRANK J.**  
10 **PICCIOLO** ("Picciolo") was, at all times material herein, listed as the chief executive  
11 officer of Sterling and Respondent **BARBARA ALEXIS BLASSINGAME**  
12 ("Blassingame"), of 135 Ocean Parkway, Apt 9F; Brooklyn, New York 11208, was  
13 listed as president of Sterling.

14 2. At all times relevant herein, Lucille J. Kilmer ("Kilmer"), was an Oregon  
15 resident and customer or investor of Respondents Blassingame, Picciolo, Sterling  
16 and Event Media.

17 3. Sometime in late 2000 or early 2001, Blassingame conducted one or  
18 more telephone conference calls with an unknown number of participants to solicit  
19 investment in Sterling. Blassingame promised investors that they would either receive  
20 a percentage of her ownership interest in Sterling or their own outright ownership  
21 interest in Sterling. In addition, investors were promised an ownership interest in  
22 something referred to as "the Impact Snack Rack," a device or product being  
23 produced and/or marketed by Sterling, and other items of value. Kilmer participated  
24 in at least one of the telephone conference calls initiated by Blassingame.

25 4. On or about March 9, 2001, Kilmer sent a cashier's check made out to  
26 Sterling for \$2,000 to Blassingame at her New York address. The money was

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1 variously described as either an interest in Blassingame's ownership interest in  
2 Sterling and as an investment in Sterling directly.

3 5. On or about April 11, 2001, Kilmer received a letter from Blassingame  
4 on Event Media letterhead acknowledging Kilmer's capital contribution to participate  
5 in Blassingame's ownership percentage in Sterling. Blassingame accepted and  
6 agreed to Kilmer's investment for Sterling. Kilmer's \$2,000 investment was  
7 purportedly for a "1% (one percent) of 1% (one percent)" interest in the Impact Snack  
8 Rack. She was also promised other items of value. The acknowledgement letter also  
9 promised that Sterling's board of directors "personally guarantee the principal."  
10 Kilmer was also promised that dividend payouts would begin within six months "and  
11 no later than one year from the above date on a quarterly basis for the life of the  
12 company."

13 6. On or about June 11, 2002, Kilmer received a letter from Respondent  
14 **FRANK J. PICCIOLO**, Sterling chief executive officer. In the letter, Picciolo offered  
15 investors like Kilmer the opportunity to rescind their investments in Sterling. Picciolo  
16 included a letter from Oliver L. Hawkins ("Hawkins"), an attorney licensed in New  
17 York, informing investors of the details of the offer. The letter also included an  
18 election form whereby investors could indicate whether they wanted their principal  
19 returned or reinvested in Sterling. Kilmer completed the election form indicating she  
20 wanted her principal returned and sent it to Hawkins by certified mail on June 28,  
21 2002.

22 7. The first quarterly dividend payment was due to Kilmer on or prior to  
23 October 8, 2001. To date, Kilmer has not received any dividend payment nor has she  
24 received the return of her principal. Since sending her election form to Hawkins,  
25 Kilmer has made repeated attempts to contact both Blassingame and Picciolo with no  
26 success.



1 8. Blassingame failed to inform Kilmer that the Sterling interest was not  
2 registered as a security with the State of Oregon.

3 9. Blassingame failed to disclose to Kilmer financial information about  
4 Sterling or Event Media or the board of directors' ability to actually repay investor  
5 capital as promised.

6 10. Blassingame holds no securities license in Oregon or in any other state  
7 authorizing her sale of interests in Sterling.

8 11. Neither the initial offering in Sterling made by Blassingame nor the  
9 rescission offer made by Picciolo was ever registered as securities under the Oregon  
10 Securities Law.

11 12. Blassingame failed to disclose to Kilmer that the Sterling offering was  
12 never registered with the Oregon Division of Finance and Corporate Securities.

13 13. Picciolo failed to disclose to Kilmer that the rescission offer was never  
14 registered as a security under the Oregon Securities Law.

15 14. Blassingame failed to disclose to Kilmer that she was not, and never  
16 had been, licensed to sell securities.

#### 17 CONCLUSIONS OF LAW

18 The Director **CONCLUDES** that:

19 1. The interest in Sterling offered and sold by Respondent **BARBARA**  
20 **ALEXIS BLASSINGAME** constitutes a security as defined in ORS 59.015 (19)(a).

21 2. The security that Respondent **BARBARA ALEXIS BLASSINGAME**  
22 offered and sold in Oregon was not a registered security under ORS Chapter 59 and  
23 Oregon Administrative Rule ("OAR") Chapter 441.

24 3. Respondent **BARBARA ALEXIS BLASSINGAME** sold an unregistered  
25 security to an Oregon investor in violation of ORS 59.055.

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1           4.       Respondent **BARBARA ALEXIS BLASSINGAME** acted as a securities  
2 "salesperson" as defined in ORS 59.015 (18)(a) by representing an issuer of a  
3 security in effecting a security transaction.

4           5.       Respondent **BARBARA ALEXIS BLASSINGAME** transacted business  
5 in Oregon as a securities salesperson without a license in violation of ORS 59.165.

6           6.       In connection with the offer and sale of a security to an Oregon  
7 investor, Respondent **BARBARA ALEXIS BLASSINGAME** omitted to state a  
8 material fact in violation of ORS 59.135 (2) by failing to disclose that she has never  
9 been licensed to sell securities.

10          7.       In connection with the offer and sale of a security to an Oregon  
11 investor, Respondent **BARBARA ALEXIS BLASSINGAME** omitted to state a  
12 material fact in violation of ORS 59.135 (2) by failing to disclose that the Sterling  
13 offering was an unregistered security.

14          8.       In connection with the offer and sale of a security to an Oregon  
15 investor, Respondent **BARBARA ALEXIS BLASSINGAME** omitted to state a  
16 material fact in violation of ORS 59.135 (2) by failing to disclose financial information  
17 about Sterling Advance Marketing, Inc. or Event Media, Inc. or the board of directors'  
18 ability to actually repay investor capital as promised.

19          9.       The making of a rescission offer by Respondent **FRANK J. PICCIOLO**  
20 constitutes a security as defined in ORS 59.015 (19)(a).

21          10.       The rescission offer made by Respondent **FRANK J. PICCIOLO** was  
22 not a registered security under ORS Chapter 59 and OAR Chapter 441.

23          11.       Respondent **FRANK J. PICCIOLO** offered an unregistered security in  
24 Oregon in violation of ORS 59.055.

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1 **FINAL ORDER**

2 **NOW, THEREFORE, THE DIRECTOR ORDERS:**

3 1. That Respondents **BARBARA ALEXIS BLASSINGAME, FRANK J.**  
4 **PICCIOLO, STERLING ADVANCE MARKETING, INC., and EVENT MEDIA, INC.**  
5 shall **CEASE AND DESIST** from:

6 a. Offering or selling unregistered securities in the State of Oregon  
7 in violation of ORS Chapter 59 or OAR Chapter 441;

8 b. Transacting business in Oregon as a securities salesperson  
9 without a license, in violation of ORS Chapter 59 or OAR Chapter 441;

10 c. Making any untrue statement of material fact or omitting to state  
11 a material fact necessary in order to make the statements made, in light of the  
12 circumstances under which they are made, not misleading, in violation of ORS  
13 59.135 (2); and

14 d. Violating any other provisions of ORS Chapter 59 or OAR  
15 Chapter 441.

16 2. That Respondents **BARBARA ALEXIS BLASSINGAME, FRANK J.**  
17 **PICCIOLO, STERLING ADVANCE MARKETING, INC., and EVENT MEDIA, INC.**  
18 are **DENIED** the use of any exemptions that would otherwise be available to them  
19 under ORS 59.025 and 59.035, concerning securities and transactions exempt from  
20 the registration requirements of the Oregon Securities Law.

21 3. That Respondent **BARBARA ALEXIS BLASSINGAME** pay the sum of  
22 **FIVE THOUSAND DOLLARS (\$5,000)** as a **CIVIL PENALTY** for offering or selling  
23 unregistered securities in the State of Oregon in violation of ORS 59.055.

24 4. That Respondent **FRANK J. PICCIOLO** pay the sum of **FIVE**  
25 **THOUSAND DOLLARS (\$5,000)** as a **CIVIL PENALTY** for offering unregistered  
26 securities in the State of Oregon in violation of ORS 59.055.

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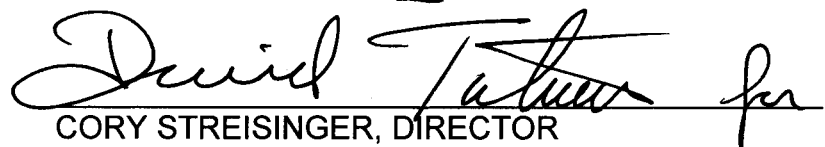


1            5.        That Respondent **BARBARA ALEXIS BLASSINGAME** pay the sum of  
2 **FIVE THOUSAND DOLLARS** (\$5,000) as a **CIVIL PENALTY** for transacting  
3 business in Oregon as a securities salesperson without a license in violation of ORS  
4 59.165.

5            6.        That Respondent **BARBARA ALEXIS BLASSINGAME** pay the sum of  
6 **TEN THOUSAND DOLLARS** (\$10,000) as a **CIVIL PENALTY** for violations of ORS  
7 59.135 (2).

8            **IT IS SO ORDERED.**

9            Dated this 11<sup>th</sup> day of March 2003 at Salem, Oregon.  
10           *Nunc Pro Tunc January 22, 2003.*

11             
12           CORY STREISINGER, DIRECTOR  
13           DEPARTMENT OF CONSUMER & BUSINESS SERVICES

13        *////*  
14        *////*  
15        *////*  
16        *////*  
17        *////*

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