

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 61795 / March 26, 2010

ADMINISTRATIVE PROCEEDING
File No. 3-13753

In the Matter of

GERALD P. ALEXANDER,

Respondent.

**ORDER MAKING FINDINGS AND
IMPOSING REMEDIAL SANCTIONS
PURSUANT TO SECTION 15(b) OF THE
SECURITIES EXCHANGE ACT OF 1934**

I.

On January 20, 2010, the Securities and Exchange Commission (“Commission”) issued an Order Instituting Administrative Proceedings Pursuant to Section 15(b) of the Securities Exchange Act of 1934 (“Exchange Act”), and Notice of Hearing.

In connection with these proceedings, Respondent Gerald P. Alexander (“Alexander” or “Respondent”), has submitted an Offer of Settlement (“Offer”), which the Commission has determined to accept. Solely for the purpose of settling these proceedings and any other proceedings brought by or on behalf of the Commission or in which the Commission is a party, prior to a hearing pursuant to the Commission’s Rules of Practice, 17 C.F.R. § 201.100 et seq., and without admitting or denying the Commission’s findings contained herein, except as to the jurisdiction of the Commission over him and over the subject matter of these proceedings, and the findings contained in Section II. 2 below, which are admitted, Respondent Alexander consents to the entry of this Order Making Findings and Imposing Remedial Sanctions Pursuant to Section 15(b) of the Securities Exchange Act of 1934, as set forth below.

II.

On the basis of this Order and the Respondent’s Offer, the Commission finds that:

1. Alexander, age 61, resides in Alpharetta, Georgia. Between March 2006 and March 2008, Alexander acted as an unregistered dealer. He acted as a broker or dealer in acquiring shares directly from thirteen companies as part of a distribution to other investors. He was a necessary participant and substantial factor in the sales of the penny stocks of thirteen companies through the

brokerage accounts of CJB Consulting, Inc. and Regis Filia Holdings, Inc. He made the decisions to offer and sell the securities owned by the corporations and directed the stock brokers to sell the shares from the corporate brokerage accounts. He controlled the corporations, and directed how the funds from the sales were disbursed. He used the means or instruments of transportation or communication in interstate commerce or the mails as part of the transactions. Alexander has not been registered with the Commission in any capacity or affiliated with an entity that is registered with the Commission in any capacity.

2. On January 4, 2010, the United States District Court for the Northern District of Georgia entered a final judgment by default against Alexander, permanently enjoining him from future violations of Sections 5(a) and 5(c) of the Securities Act of 1933 (“Securities Act”) and Section 15(a) of the Exchange Act, and barring him from participating in the offering of penny stocks, in the civil action entitled Securities and Exchange Commission v. Gerald P. Alexander, et al., Civil Action Number 1:09-CV-0805, (N.D. Ga.).

3. The Commission’s complaint alleged that from at least March 2006 through March 2008, Respondent, acting on behalf of and through two corporations, CJB Consulting, Inc. and Regis Filia Holdings, Inc., offered and sold shares of stock of at least thirteen corporations to investors in numerous transactions, when no registration statements were filed or in effect with the Commission for the transactions and no exemption from registration was available. Further, the complaint alleged that Alexander and his corporations engaged in a regular business of buying and selling securities for their own accounts when they were not registered as dealers with the Commission. The complaint also alleged that the shares of the thirteen companies were penny stocks and that Alexander and his corporations engaged in the offering of penny stocks. The complaint alleged that as a result of this conduct, Alexander violated Sections 5(a) and 5(c) of the Securities Act, which prohibit the public offer and sale of securities when no registration statement is filed or in effect, and Section 15(a) of the Exchange Act, which prohibits a dealer from engaging in securities transactions without being registered with the Commission as a broker-dealer or being associated with a registered broker-dealer.

III.

In view of the foregoing, the Commission deems it appropriate, in the public interest, to impose the sanction agreed to in Respondent’s Offer.

Accordingly, it is hereby ORDERED that pursuant to Section 15(b)(6) of the Exchange Act Respondent Alexander be, and hereby is, barred from association with any broker or dealer.

Any reapplication for association by the Respondent will be subject to the applicable laws and regulations governing the reentry process, and reentry may be conditioned upon a number of factors, including, but not limited to, the satisfaction of any or all of the following: (a) any disgorgement ordered against the Respondent, whether or not the Commission has fully or partially waived payment of such disgorgement; (b) any arbitration award related to the conduct that served as the basis for the Commission order; (c) any self-regulatory organization arbitration award to a customer, whether or not related to the conduct that served as the basis for the Commission order;

and (d) any restitution order by a self-regulatory organization, whether or not related to the conduct that served as the basis for the Commission order.

For the Commission, by its Secretary, pursuant to delegated authority.

Elizabeth M. Murphy
Secretary