

**UNITED STATES OF AMERICA**  
**Before the**  
**SECURITIES AND EXCHANGE COMMISSION**

**SECURITIES EXCHANGE ACT OF 1934**  
**Release No. 75598 / August 4, 2015**

**ADMINISTRATIVE PROCEEDING**  
**File No. 3-16718**

**In the Matter of**

**LORI ANN ARTZBERGER,**

**Respondent.**

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

**I.**

The Securities and Exchange Commission (“Commission”) deems it appropriate and in the public interest that public administrative proceedings be, and hereby are, instituted pursuant to Section 15(b) of the Securities Exchange Act of 1934 (“Exchange Act”) against Lori Ann Artzberger (“Respondent”).

**II.**

In anticipation of the institution of these proceedings, Respondent has submitted an Offer of Settlement (the “Offer”) which the Commission has determined to accept. Solely for the purpose of these proceedings and any other proceedings brought by or on behalf of the Commission, or to which the Commission is a party, Respondent admits the Commission’s jurisdiction over her and the subject matter of these proceedings, and the findings contained in Section III.2. below, and consents to the entry of this Order Instituting Administrative Proceedings Pursuant to Section 15(b) of the Securities Exchange Act of 1934, Making Findings, and Imposing Remedial Sanctions (“Order”), as set forth below.

**III.**

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

1. Artzberger was a registered representative associated with The Leaders Group, Inc., a broker-dealer registered with the Commission, from February 1999 through April 2011, and with Janney Montgomery Scott, a broker-dealer and investment adviser registered with the Commission, from April 2013 through February 2014. Artzberger, 50 years old, is a resident of Upper Sewickley Township, Pennsylvania.

2. On October 30, 2014, Artzberger pled guilty to two counts of theft by deception in violation of 18 Pa. C.S. §3922 and one count of misapplication of entrusted property and property of government or financial institutions in violation of 18 Pa. C.S. §4113(a) before the Court of Common Pleas of Allegheny County, Pennsylvania, in Commonwealth of Pennsylvania v. Artzberger, Crim. Division No. 201405668.

3. The counts of the criminal complaint to which Artzberger pled guilty alleged, among other things, that in 2010, Artzberger intentionally obtained, by deception, \$134,679 belonging to two brokerage customers. The complaint further alleged that she had been entrusted with those funds as a fiduciary and had applied or disposed of those funds in a manner that she knew was unlawful and involved substantial risk of loss. According to the complaint, Artzberger told the victims that they needed to diversify their investments and that she would arrange for distributions from their brokerage accounts. She then instructed them to purchase cashier checks, payable to Artzberger, and told them that she would deposit those checks into new investments on their behalf. Instead, Artzberger used those funds for her own purposes without the consent of the victims.

#### IV.

In view of the foregoing, the Commission deems it appropriate and in the public interest to impose the sanctions agreed to in Respondent Artzberger's Offer.

Accordingly, it is hereby ORDERED pursuant to Section 15(b)(6) of the Exchange Act, that Respondent Artzberger be, and hereby is barred from association with any broker, dealer, investment adviser, municipal securities dealer, municipal advisor, transfer agent, or nationally recognized statistical rating organization; and

Pursuant to Section 15(b)(6) of the Exchange Act Respondent Artzberger be, and hereby is barred from participating in any offering of a penny stock, including: acting as a promoter, finder, consultant, agent or other person who engages in activities with a broker, dealer or issuer for purposes of the issuance or trading in any penny stock, or inducing or attempting to induce the purchase or sale of any penny stock.

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.

By the Commission.

Brent J. Fields  
Secretary