UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

ADMINISTRATIVE PROCEEDINGS RULINGS
Release No. 1782/September 9, 2014

ADMINISTRATIVE PROCEEDING
File No. 3-15937

In the Matter of ALICIA BRYAN	ORDER

  The Securities and Exchange Commission (Commission) issued an Order Instituting Proceedings (OIP) on June 18, 2014, pursuant to Section 15(b) of the Securities Exchange Act of 1934 (Exchange Act).

  Bryan was personally served with the OIP on July 11, 2014, in accordance with Rule 141(a)(2)(i) of the Commission's Rules of Practice. *See* 17 C.F.R. § 201.141(a)(2)(i). On August 15, 2014, I found Bryan in default for failure to file an Answer, respond to the Order to Show Cause, or otherwise defend this proceeding. *Alicia Bryan*, Admin. Proc. Rulings Release No. 1703, 2014 SEC LEXIS 2947.

  On August 26, 2014, Bryan filed a letter explaining that she did not intend to defend herself in this proceeding because she "lack[s] the wherewithal to retain defense counsel to prove [she is] innocent of these unsubstantiated allegations." In view of her *pro se* status, on August 28, 2014, I construed Bryan's letter very liberally as a motion to set aside default and ordered a prehearing conference for September 5, 2014. *Alicia Bryan*, Admin. Proc. Rulings Release No. 1730, 2014 SEC LEXIS 3076. Bryan did not attend the prehearing conference and on September 8, 2014, I once again found Bryan to be in default. *Alicia Bryan,* Admin Proc. Rulings Release No. 1774, 2014 SEC LEXIS 3244.

  On September 9, 2014, this Office received an email from Bryan stating that she did not attend the prehearing conference "not only because Bryan has no legal representation, but also because Bryan was picking up her daughter from school at the scheduled time." To the extent that the email can be construed as a motion to set aside default, it does not establish good cause, as required by 17 C.F.R. § 201.155(b), and is, therefore, DENIED.

  SO ORDERED

            _____
            Cameron Elliot
            Administrative Law Judge