

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

ADMINISTRATIVE PROCEEDINGS RULINGS
Release No. 914/September 25, 2013

ADMINISTRATIVE PROCEEDING
File No. 3-15447

In the Matter of

GEI FINANCIAL SERVICES, INC., :
NORMAN GOLDSTEIN, and : POSTPONEMENT ORDER
LAURIE GATHERUM :

The Securities and Exchange Commission (Commission) instituted this proceeding with an Order Instituting Proceedings (OIP) on August 30, 2013, pursuant to Section 15(b) of the Securities Exchange Act of 1934 and Sections 203(e) and 203(f) of the Investment Advisers Act of 1940 (Advisers Act), and the hearing was scheduled to commence on October 1, 2013. The proceeding is a follow-on proceeding based on SEC v. GEI Fin. Servs., Inc., No. 12-cv-7927 (N.D. Ill. July 30, 2013), in which Respondents were enjoined against violations of the antifraud and recordkeeping provisions of the Advisers Act. The Division of Enforcement has requested that the hearing be postponed and a prehearing conference scheduled.

Each Respondent's Answer is due within twenty days of service of the OIP on that Respondent.¹ See OIP at 3; 17 C.F.R. § 201.220(b). If GEI Financial Services, Inc., fails to file an Answer within the time provided, it will be deemed to be in default, and the undersigned will enter an order revoking its registration as an investment adviser; if either individual Respondent fails to Answer, he or she will be deemed to be in default, and the undersigned will enter an order barring him or her from the securities industry. See OIP at 3; 17 C.F.R. §§ 201.155(a), .220(f).

To allow time for service and for Answers, consistent with 17 C.F.R. § 201.161, the hearing will be postponed sine die, and a prehearing conference will be held by telephone on November 26, 2013, at 10:30 a.m. EST if the proceeding has not been resolved by then.

IT IS SO ORDERED.

/S/ Carol Fox Foelak _____
Carol Fox Foelak
Administrative Law Judge

¹ Respondents have not yet been served with the OIP. See 17 C.F.R. § 201.141(a)(2)(i), (iii).