

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

ADMINISTRATIVE PROCEEDINGS RULINGS  
Release No. 1668/August 4, 2014

ADMINISTRATIVE PROCEEDING  
File No. 3-15937

In the Matter of  
  
ALICIA BRYAN

ORDER TO SHOW CAUSE AND  
POSTPONING PREHEARING  
CONFERENCE

The Securities and Exchange Commission issued an Order Instituting Administrative Proceedings (OIP) against Respondent, pursuant to Section 15(b) of the Securities Exchange Act of 1934, on June 18, 2014. A prehearing conference is currently scheduled for August 5, 2014.

Respondent was personally served with the OIP on July 11, 2014, making her Answer due by July 31, 2014. See OIP at 2; 17 C.F.R. §§ 201.141(a)(2)(i), .220. Respondent has not filed an Answer to date.

Accordingly, it is ORDERED that by August 11, 2014, Respondent shall SHOW CAUSE why this proceeding should not be determined against her for failure to file an Answer or otherwise defend this proceeding. See 17 C.F.R. §§ 201.155(a)(2), .220(f). If Respondent fails to respond to this Order, she will be deemed in default and the proceeding will be determined against her. See OIP at 2; 17 C.F.R. § 201.155(a).

It is FURTHER ORDERED that the telephonic prehearing scheduled for August 5, 2014, is postponed and will be held on August 22, 2014, at 2:00 p.m. EDT, if the proceeding has not been resolved by then.

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Cameron Elliot  
Administrative Law Judge