

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

**SECURITIES EXCHANGE ACT OF 1934**  
**Release No. 65265 / September 6, 2011**

**ADMINISTRATIVE PROCEEDING**  
**File No. 3-14530**

**In the Matter of**  
  
**RICHARD A. GEIGER,**  
  
**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 Richard A. Geiger (“Respondent” or “Geiger”).

**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, and without admitting or denying the findings herein, except as to the Commission’s jurisdiction over him and the subject matter of these proceedings, and the findings contained in Section III.2 below, which are admitted, Respondent 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. Geiger is a former trader at Sierra Brokerage Services, Inc. ("Sierra"), a broker-dealer registered with the Commission during the relevant time period. During the relevant time period, Geiger was a registered representative associated with Sierra. Geiger, 56 years old, is a resident of Morton, Illinois.

2. On August 26, 2011, a final judgment was entered by consent against Geiger, permanently enjoining him from future violations of Section 17(a) of the Securities Act of 1933, from future violations of Section 10(b) of the Exchange Act and Rule 10b-5 thereunder, and from aiding and abetting violations of Section 15(c)(1) of the Exchange Act, in the civil action entitled Securities and Exchange Commission v. Sierra Brokerage Services, Inc., et al., No. 2:03-CV-326, in the United States District Court for the Southern District of Ohio.

3. The Commission's complaint alleged that Geiger participated with others in a scheme to manipulate the price of BluePoint Linux Software Corporation ("BluePoint") shares. The Commission further alleged that Geiger worked in concert with Sierra and others to create artificial trading activity and to manipulate the share price of BluePoint from \$6 to a high price of \$21 on the first day that BluePoint shares were traded. The Commission further alleged that Geiger aided and abetted Sierra's price leadership and domination of other market makers by leading the bid and raising the bid throughout the first day of trading even though it had no legitimate reason to do so.

### IV.

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

Accordingly, it is hereby ORDERED:

Pursuant to Section 15(b)(6) of the Exchange Act, Respondent Geiger 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.

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.

Respondent 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.

By the Commission.

Elizabeth M. Murphy  
Secretary