

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 74457 / March 6, 2015

INVESTMENT ADVISERS ACT OF 1940
Release No. 4040 / March 6, 2015

ADMINISTRATIVE PROCEEDING
File No. 3-16422

In the Matter of

REDONDA LAWRENCE RUSSELL,

Respondent.

**ORDER INSTITUTING ADMINISTRATIVE
PROCEEDINGS PURSUANT TO SECTION
15(b)(6) OF THE SECURITIES EXCHANGE
ACT OF 1934 AND SECTION 203(f) OF THE
INVESTMENT ADVISERS ACT OF 1940,
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)(6) of the Securities Exchange Act of 1934 (“Exchange Act”) and Section 203(f) of the Investment Advisers Act of 1940 (“Advisers Act”) against Redonda Lawrence Russell (“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 Sections III.2 and III.3, below, and consents to the entry of this Order Instituting Administrative Proceedings Pursuant to Section 15(b)(6) of the Exchange Act and Section 203(f) of the Advisers Act, 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. Russell, 67 years old, resides in Fort Worth, Texas. From October 1991 through April 2013, Russell was employed by an entity dually registered with the Commission as a broker-dealer and investment adviser. In June 1993, she was registered as a registered representative and in April 2003 she was registered as an investment adviser representative. She remained registered in both capacities until her departure in April 2013.

2. On August 25, 2014, Redonda Russell pleaded guilty to one count of wire fraud in violation of 18 United States Code, Section 1343 before the United States District Court of the Northern District of Texas, in U.S. v. Redonda Russell, 4:14-cr-178-0 (N.D. Tex.). On December 22, 2014, a judgment was entered against Russell and she was sentenced to imprisonment of twelve months and one day. Further, she was ordered to pay restitution of \$316,000.

3. The criminal information to which Russell pleaded guilty alleged that from April 2012 through April 2013, Russell obtained and used personal identifying information for at least 18 First Command Financial Planning clients, eight of whom were deceased. She used that information to gain control of the accounts, liquidate them, and transmit the proceeds, in excess of \$316,000, to an account controlled by Russell.

IV.

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

Accordingly, it is hereby ORDERED pursuant to Section 15(b)(6) of the Exchange Act and 203(f) of the Advisers Act that Respondent 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 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