

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION
March 9, 2006

ADMINISTRATIVE PROCEEDING
File No. 3-12234

In the Matter of	:	
	:	
	:	
Gary Player Direct, Inc.,	:	ORDER INSTITUTING
Gary Player Golf, Inc.,	:	PROCEEDINGS AND NOTICE
Cross Media Marketing Corp.,	:	OF HEARING PURSUANT TO
First Chesapeake Financial Corp.,	:	SECTION 12(j) OF THE
North Lily Mining Co., and	:	SECURITIES EXCHANGE ACT
QuadraComm, Inc.,	:	OF 1934
	:	
	:	
Respondents.	:	
	:	

I.

The Securities and Exchange Commission (“Commission”) deems it necessary and appropriate for the protection of investors that public administrative proceedings be, and hereby are, instituted pursuant to Section 12(j) of the Securities Exchange Act of 1934 (“Exchange Act”).

II.

After an investigation, the Division of Enforcement alleges that:

A. RESPONDENTS

1. Gary Player Direct, Inc. (CIK No. 798740) is a Delaware corporation located in San Luis Obispo, California with a class of equity securities registered with the Commission pursuant to Exchange Act Section 12(g). The company is delinquent in its periodic filings with the Commission, having not filed a periodic report since a Form 10-QSB was filed for the period ending December 31, 1999, and that filing reported a net loss of \$9.7 million for the nine months ending December 31, 1999. The company has an inactive status with the Delaware Secretary of State. In February 2000, the company executed a general assignment for the benefit of creditors to The Hamer Group of Sherman Oaks, California. The company’s common stock (symbol “GPLY”) was quoted on the Pink Sheets as of March 6, 2006, has a market maker, and is eligible for the piggyback exemption of Exchange Act Rule 15c2-11(f)(3).

2. Gary Player Golf, Inc. (n/k/a Gary Player Golf.com, Inc.) (CIK No. 1060353) is a Delaware corporation located in Santa Maria, California with a class of equity securities registered with the Commission pursuant to Exchange Act Section 12(g). The company is delinquent in its periodic filings with the Commission, having not filed a periodic report since it registered under Section 12 on August 21, 1998. A financial statement filed by the company on August 20, 1998 reported that the company had a cumulative operating loss of over \$3.7 million as of March 31, 1998. The company has an inactive status with the Delaware Secretary of State. A former president and CEO of Gary Player Direct, Inc. was president and secretary of Gary Player Golf, Inc. Also, an executive vice president for Gary Player Direct, Inc. was CFO of Gary Player Golf, Inc.

3. Cross Media Marketing Corp. (CIK No. 1069201) is a Delaware corporation located in New York, New York with a class of equity securities registered with the Commission pursuant to Exchange Act Section 12(g). The company is delinquent in its periodic filings with the Commission, having not filed a periodic report since a Form 10-K was filed for the period ending December 31, 2002, and that filing reported a net loss of \$34.5 million for 2002. On June 16, 2003, the company filed a Chapter 11 bankruptcy petition in the U.S. Bankruptcy Court for the Southern District of New York. The bankruptcy court confirmed a joint plan for the company on May 29, 2005, providing for the liquidation of the company and its subsidiaries, and on July 23, 2005, the effective date of the plan, all shares of equity securities of the company were extinguished. As of March 6, 2006, the company's common stock (ticker symbol "CMKC") was traded on the over-the-counter markets. A former president and CEO of Gary Player Direct, Inc. was senior vice president of Cross Media Marketing Corp.

4. First Chesapeake Financial Corp. (CIK No. 899164) is a revoked Virginia corporation located in West Conshohocken, Pennsylvania with a class of equity securities registered with the Commission pursuant to Exchange Act Section 12(g). The company is delinquent in its periodic filings with the Commission, having not filed a periodic report since a Form 10-QSB was filed for the period ending September 30, 2003, and that filing reported a net loss from operations of \$869,302. On July 27, 2004, the former CEO of First Chesapeake was convicted of conspiracy to sell unregistered securities, and conspiracy to commit mutual fund market timing and late trading in the United States District Court for the Southern District of Florida, in regard to a company unrelated to First Chesapeake Financial Corp. The company's stock (symbol "FCFK") was quoted on the Pink Sheets as of March 6, 2006, has market makers, and is eligible for the piggyback exemption of Exchange Act Rule 15c2-11(f)(3). A former chairman of Gary Player Direct, Inc. handled an irrevocable voting trust for several large shareholders of First Chesapeake Financial Corp., including its chairman.

5. North Lily Mining Co. (CIK No. 72655) is an expired Utah corporation located in Denver, Colorado with a class of equity securities registered with the Commission pursuant to Exchange Act Section 12(g). The company is delinquent in its periodic filings with the Commission, having not filed a periodic report since a Form 10-QSB was filed for the period ending September 30, 2000, and that filing reported a net loss of \$1.3 million for the nine months ending September 30, 2000. The company's stock (symbol "NLMC") was quoted on the Pink Sheets as of March 6, 2006, has market

makers, and is eligible for the piggyback exemption of Exchange Act Rule 15c2-11(f)(3). A former director of Gary Player Direct, Inc. was a large shareholder in North Lily Mining Co.

6. QuadraComm, Inc. (CIK No. 910415) is a Colorado corporation located in Tampa, Florida with a class of securities registered with the Commission pursuant to Exchange Act Section 12(g). The company is delinquent in its periodic filings with the Commission, having not filed a periodic report since a Form 10-QSB was filed for the period ending March 31, 2002, and that filing reported the company had a net loss of over \$3.3 million since January 1, 1996. As of March 6, 2006, the company's common stock (symbol "QDRA") was traded on the over-the-counter markets. A former executive vice president of Gary Player Direct, Inc. was controller for QuadraComm, Inc.

B. DELINQUENT PERIODIC FILINGS

7. As discussed in more detail above, all of the respondents are delinquent in their periodic filings with the Commission (*see* Chart of Delinquent Filings, attached hereto as Appendix 1), have repeatedly failed to meet their obligations to file timely periodic reports, and failed, in whole or in part, to heed delinquency letters sent to them by the Division of Corporation Finance requesting compliance with their periodic filing obligations or, through their failure to maintain a valid address on file with the Commission, did not receive such letters.

8. Exchange Act Section 13(a) and the rules promulgated thereunder require issuers of securities registered pursuant to Exchange Act Section 12 to file with the Commission current and accurate information in periodic reports, even if the registration is voluntary under Section 12(g). Specifically, Rule 13a-1 requires issuers to file annual reports (Forms 10-K or 10-KSB), and Rule 13a-13 requires issuers to file quarterly reports (Forms 10-Q or 10-QSB).

9. As a result of the foregoing, Respondents failed to comply with Exchange Act Section 13(a) and Rules 13a-1 and 13a-13 thereunder.

III.

In view of the allegations made by the Division of Enforcement, the Commission deems it necessary and appropriate for the protection of investors that public administrative proceedings be instituted to determine:

A. Whether the allegations contained in Section II are true and, in connection therewith, to afford the Respondents an opportunity to establish any defenses to such allegations; and,

B. Whether it is necessary and appropriate for the protection of investors to suspend for a period not exceeding twelve months, or revoke the registration of each class of securities of the Respondents identified in Section II registered pursuant to Section 12 of the Exchange Act.

IV.

IT IS HEREBY ORDERED that a public hearing for the purpose of taking evidence on the questions set forth in Section III hereof shall be convened at a time and place to be fixed, and before an Administrative Law Judge to be designated by further order as provided by Rule 110 of the Commission's Rules of Practice [17 C.F.R. § 201.110].

IT IS HEREBY FURTHER ORDERED that Respondents shall file an Answer to the allegations contained in this Order within ten (10) days after service of this Order, as provided by Rule 220(b) of the Commission's Rules of Practice [17 C.F.R. § 201.220(b)].

If Respondents fail to file the directed Answers, or fail to appear at a hearing after being duly notified, the Respondents may be deemed in default and the proceedings may be determined against it upon consideration of this Order, the allegations of which may be deemed to be true as provided by Rules 155(a), 220(f), 221(f), and 310 of the Commission's Rules of Practice [17 C.F.R. §§ 201.155(a), 201.220(f), 201.221(f), and 201.310].

This Order shall be served forthwith upon Respondents personally or by certified, registered, or Express Mail or by other means of verifiable delivery.

IT IS FURTHER ORDERED that the Administrative Law Judge shall issue an initial decision no later than 120 days from the date of service of this Order, pursuant to Rule 360(a)(2) of the Commission's Rules of Practice [17 C.F.R. § 201.360(a)(2)].

In the absence of an appropriate waiver, no officer or employee of the Commission engaged in the performance of investigative or prosecuting functions in this or any factually related proceeding will be permitted to participate or advise in the decision of this matter, except as witness or counsel in proceedings held pursuant to notice. Since this proceeding is not "rule making" within the meaning of Section 551 of the Administrative Procedure Act, it is not deemed subject to the provisions of Section 553 delaying the effective date of any final Commission action.

By the Commission.

Nancy M. Morris
Secretary

Attachment

Appendix 1

Chart of Delinquent Filings *In the Matter of Gary Player Direct, Inc., et al.*

Company Name	Form Type	Period Ended	Due Date	Date Received	Months Delinquent (rounded up)
<i>Gary Player Direct, Inc.</i>					
	<i>10-KSB</i>	03/31/00	06/29/00	Not filed	69
	<i>10-QSB</i>	06/30/00	08/14/00	Not filed	67
	<i>10-QSB</i>	09/30/00	11/14/00	Not filed	64
	<i>10-QSB</i>	12/31/00	02/14/01	Not filed	61
	<i>10-KSB</i>	03/31/01	06/29/01	Not filed	57
	<i>10-QSB</i>	06/30/01	08/14/01	Not filed	55
	<i>10-QSB</i>	09/30/01	11/14/01	Not filed	52
	<i>10-QSB</i>	12/31/01	02/14/02	Not filed	49
	<i>10-KSB</i>	03/31/02	07/01/02	Not filed	44
	<i>10-QSB</i>	06/30/02	08/14/02	Not filed	43
	<i>10-QSB</i>	09/30/02	11/14/02	Not filed	40
	<i>10-QSB</i>	12/31/02	02/14/03	Not filed	37
	<i>10-KSB</i>	03/31/03	06/30/03	Not filed	33
	<i>10-QSB</i>	06/30/03	08/14/03	Not filed	31
	<i>10-QSB</i>	09/30/03	11/14/03	Not filed	28
	<i>10-QSB</i>	12/31/03	02/17/04	Not filed	25
	<i>10-KSB</i>	03/31/04	06/29/04	Not filed	21
	<i>10-QSB</i>	06/30/04	08/16/04	Not filed	19
	<i>10-QSB</i>	09/30/04	11/15/04	Not filed	16
	<i>10-QSB</i>	12/31/04	02/14/05	Not filed	13
	<i>10-KSB</i>	03/31/05	06/29/05	Not filed	9
	<i>10-QSB</i>	06/30/05	08/15/05	Not filed	7
	<i>10-QSB</i>	09/30/05	11/14/05	Not filed	4
	<i>10-QSB</i>	12/31/05	02/14/06	Not filed	1
Total Filings Delinquent	24				
<i>Gary Player Golf, Inc.</i>					
	<i>10-QSB</i>	06/30/98	08/14/98	Not filed	91
	<i>10-QSB</i>	09/30/98	11/16/98	Not filed	88
	<i>10-QSB</i>	12/31/98	02/17/99	Not filed	85
	<i>10-KSB</i>	03/31/99	06/29/99	Not filed	81
	<i>10-QSB</i>	06/30/99	08/16/99	Not filed	79
	<i>10-QSB</i>	09/30/99	11/15/99	Not filed	76
	<i>10-QSB</i>	12/31/99	02/14/00	Not filed	73
	<i>10-KSB</i>	03/31/00	06/29/00	Not filed	69
	<i>10-QSB</i>	06/30/00	08/14/00	Not filed	67
	<i>10-QSB</i>	09/30/00	11/14/00	Not filed	64
	<i>10-QSB</i>	12/31/00	02/14/01	Not filed	61
	<i>10-KSB</i>	03/31/01	06/29/01	Not filed	57

Company Name	Form Type	Period Ended	Due Date	Date Received	Months Delinquent (rounded up)
Gary Player Golf, Inc. <i>(continued)</i>	10-QSB	06/30/01	08/14/01	Not filed	55
	10-QSB	09/30/01	11/14/01	Not filed	52
	10-QSB	12/31/01	02/14/02	Not filed	49
	10-KSB	03/31/02	07/01/02	Not filed	44
	10-QSB	06/30/02	08/14/02	Not filed	43
	10-QSB	09/30/02	11/14/02	Not filed	40
	10-QSB	12/31/02	02/14/03	Not filed	37
	10-KSB	03/31/03	06/30/03	Not filed	33
	10-QSB	06/30/03	08/14/03	Not filed	31
	10-QSB	09/30/03	11/14/03	Not filed	28
	10-QSB	12/31/03	02/17/04	Not filed	25
	10-KSB	03/31/04	06/29/04	Not filed	21
	10-QSB	06/30/04	08/16/04	Not filed	19
	10-QSB	09/30/04	11/15/04	Not filed	16
	10-QSB	12/31/04	02/14/05	Not filed	13
	10-KSB	03/31/05	06/29/05	Not filed	9
	10-QSB	06/30/05	08/15/05	Not filed	7
	10-QSB	09/30/05	11/14/05	Not filed	4
	10-QSB	12/31/05	02/14/06	Not filed	1

Total Filings Delinquent 31

Cross Media Marketing Corp.

10-QSB	03/31/03	05/15/03	Not filed	34
10-QSB	06/30/03	08/14/03	Not filed	31
10-QSB	09/30/03	11/14/03	Not filed	28
10-KSB	12/31/03	03/30/04	Not filed	24
10-QSB	03/31/04	05/17/04	Not filed	22
10-QSB	06/30/04	08/16/04	Not filed	19
10-QSB	09/30/04	11/15/04	Not filed	16
10-KSB	12/31/04	03/31/05	Not filed	12
10-QSB	03/31/05	05/16/05	Not filed	10
10-QSB	06/30/05	08/15/05	Not filed	7
10-QSB	09/30/05	11/14/05	Not filed	4

Total Filings Delinquent 11

Company Name	Form Type	Period Ended	Due Date	Date Received	Months Delinquent (rounded up)
First Chesapeake Financial Corp.					
	10-KSB	12/31/03	03/30/04	Not filed	24
	10-QSB	03/31/04	05/17/04	Not filed	22
	10-QSB	06/30/04	08/16/04	Not filed	19
	10-QSB	09/30/04	11/15/04	Not filed	16
	10-KSB	12/31/04	03/31/05	Not filed	12
	10-QSB	03/31/05	05/16/05	Not filed	10
	10-QSB	06/30/05	08/15/05	Not filed	7
	10-QSB	09/30/05	11/14/05	Not filed	4
Total Filings Delinquent	8				
North Lily Mining Corp.					
	10-QSB	03/31/98	05/15/98	Not filed	94
	10-QSB	06/30/98	08/14/98	Not filed	91
	10-QSB	09/30/98	11/14/98	Not filed	88
	10-QSB	03/31/99	05/15/99	Not filed	82
	10-QSB	06/30/99	08/14/99	Not filed	79
	10-QSB	09/30/99	11/14/99	Not filed	76
	10-KSB	12/31/00	04/02/01	Not filed	59
	10-QSB	03/31/01	05/15/01	Not filed	58
	10-QSB	06/30/01	08/14/01	Not filed	55
	10-QSB	09/30/01	11/14/01	Not filed	52
	10-KSB	12/31/01	04/01/02	Not filed	47
	10-QSB	03/31/02	05/15/02	Not filed	46
	10-QSB	06/30/02	08/14/02	Not filed	43
	10-QSB	09/30/02	11/14/02	Not filed	40
	10-KSB	12/31/02	03/31/03	Not filed	36
	10-QSB	03/31/03	05/15/03	Not filed	34
	10-QSB	06/30/03	08/14/03	Not filed	31
	10-QSB	09/30/03	11/14/03	Not filed	28
	10-KSB	12/31/03	03/30/04	Not filed	24
	10-QSB	03/31/04	05/17/04	Not filed	22
	10-QSB	06/30/04	08/16/04	Not filed	19
	10-QSB	09/30/04	11/15/04	Not filed	16
	10-KSB	12/31/04	03/31/05	Not filed	12
	10-QSB	03/31/05	05/16/05	Not filed	10
	10-QSB	06/30/05	08/15/05	Not filed	7
	10-QSB	09/30/05	11/14/05	Not filed	4
Total Filings Delinquent	26				

Company Name	Form Type	Period Ended	Due Date	Date Received	Months Delinquent (rounded up)
QuadraComm, Inc.					
	<i>10-QSB</i>	06/30/02	08/14/02	Not filed	43
	<i>10-QSB</i>	09/30/02	11/14/02	Not filed	40
	<i>10-KSB</i>	12/31/02	03/31/03	Not filed	36
	<i>10-QSB</i>	03/31/03	05/15/03	Not filed	34
	<i>10-QSB</i>	06/30/03	08/14/03	Not filed	31
	<i>10-QSB</i>	09/30/03	11/14/03	Not filed	28
	<i>10-KSB</i>	12/31/03	03/30/04	Not filed	24
	<i>10-QSB</i>	03/31/04	05/17/04	Not filed	22
	<i>10-QSB</i>	06/30/04	08/16/04	Not filed	19
	<i>10-QSB</i>	09/30/04	11/15/04	Not filed	16
	<i>10-KSB</i>	12/31/04	03/31/05	Not filed	12
	<i>10-QSB</i>	03/31/05	05/16/05	Not filed	10
	<i>10-QSB</i>	06/30/05	08/15/05	Not filed	7
	<i>10-QSB</i>	09/30/05	11/14/05	Not filed	4
Total Filings Delinquent					14