

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

**SECURITIES EXCHANGE ACT OF 1934**  
**Release No. 57025 / December 21, 2007**

**ADMINISTRATIVE PROCEEDING**  
**File No. 3-12909**

**In the Matter of**

**JAMES CASMAY,**

**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 James Casmay (“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, 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. Respondent, age 36, resides in Chicago, Illinois. From at least July 2002 through June 2004, Respondent acted as an unregistered broker-dealer by selling alternative certificates of deposit ("alternative CDs") issued by Century Financial Services, Inc. ("Century Financial") to investors for transaction based compensation.

2. On December 4, 2007, a judgment was entered by consent against Respondent, permanently enjoining him from future violations of Section 17(a) of the Securities Act of 1933 ("Securities Act"), and Sections 15(a) and 10(b) of the Exchange Act and Rule 10b-5 thereunder, in the civil action entitled Securities and Exchange Commission v. Gari Aldridge, et al., Civil Action Number 06-CV-5645, in the United States District Court for the Northern District of Illinois.

3. The Commission's complaint alleged that, from at least July 2002 through June 2004, Respondent and others (the "Principals") raised approximately \$1.7 million from 16 investors by selling these investors notes, which they purported to be alternative CDs issued by Century Financial. Respondent, acting as an unregistered broker-dealer, solicited investors to purchase the Century Financial securities by representing to them, among other things, that the alternative CDs paid a guaranteed 6% annual return and that they were insured by the Federal Deposit Insurance Corporation ("FDIC"). The complaint further alleged that, in reality, the Century Financial investors did not receive guaranteed returns and the alternative CDs were not FDIC insured. Rather, the Principals misappropriated investor money for their personal use, used new investor money to make payments to prior investors, inappropriately used a portion of the investors' money to attempt to operate their high-risk mortgage business, and used investors' money to pay undisclosed commissions to Respondent. As a result, the investors lost virtually all of their purportedly guaranteed returns and investments.

### IV.

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

Accordingly, it is hereby ORDERED:

Pursuant to Section 15(b)(6) of the Exchange Act, that Respondent be, and hereby is barred from association with any broker or dealer.

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.

For the Commission, by its Secretary, pursuant to delegated authority.

Nancy M. Morris  
Secretary