

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

**SECURITIES EXCHANGE ACT OF 1934**  
**Release No. 63232 / November 2, 2010**

**INVESTMENT ADVISERS ACT OF 1940**  
**Release No. 3101 / November 2, 2010**

**ADMINISTRATIVE PROCEEDING**  
**File No. 3-14105**

**In the Matter of**

**Joseph D. Bonanno,**

**Respondent.**

**ORDER INSTITUTING  
ADMINISTRATIVE PROCEEDINGS  
PURSUANT TO SECTION 15(b) 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) of the Securities Exchange Act of 1934 (“Exchange Act”) and Section 203(f) of the Investment Advisers Act of 1940 (“Advisers Act”) against Joseph D. Bonanno (“Bonanno” or “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 and Section 203(f) of the Investment Advisers Act of 1940, 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. Bonanno, using the alias Timothy Hyde, was the president and owner of Hyde Financial Investments LLC, an investment adviser registered with the Commission. Bonanno was registered as an investment adviser representative from approximately February 9, 2009 through April 8, 2009. Bonanno was also a registered representative of at least two registered broker-dealers: Cadaret, Grant & Co. and AXA Advisors, LLC. Bonanno, 49 years old, currently resides in federal prison in Beaumont, Texas.

2. On August 6, 2009, in United States v. Joseph D. Bonanno, Case No. 5:09-CR-170 (N.D. Ohio), Bonanno pled guilty to wire fraud, aggravated identity theft, false statements, and false statements in application for a passport. On April 22, 2010, a judgment was entered against Bonanno, sentencing him to 3½ years in prison, 3 years of supervised release, and a \$500 fine.

3. The criminal indictment to which Bonanno pled guilty alleged, inter alia, that in 1988, Bonanno fled to avoid felony larceny charges in Massachusetts and moved to Ohio where he assumed the identity of Timothy Hyde, a baby who died in 1976. The indictment further alleged that Bonanno obtained a copy of Hyde's birth certificate, requested a Social Security number for Hyde, and in 2001, using the Hyde alias, became a registered representative with a registered broker dealer. The indictment states that in doing so, Bonanno transmitted to the Financial Industry Regulatory Authority a Form U4 which represented that he was Timothy Hyde and further represented that he had never been charged with a felony.

### IV.

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

Accordingly, it is hereby ORDERED:

Pursuant to Section 15(b)(6) of the Exchange Act and Section 203(f) of the Advisers Act, that Respondent Bonanno be, and hereby is barred from association with any broker, dealer, or investment adviser.

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.

Elizabeth M. Murphy  
Secretary