

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 70642 / October 9, 2013

INVESTMENT ADVISERS ACT OF 1940
Release No. 3689 / October 9, 2013

ADMINISTRATIVE PROCEEDING
File No. 3-15556

In the Matter of

TIMOTHY J. GEIDEL,

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,
AND NOTICE OF HEARING**

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 Timothy J. Geidel (“Respondent” or “Geidel”).

II.

After an investigation, the Division of Enforcement alleges that:

A. RESPONDENT

1. From November 1989 to August 2010, Geidel was a registered representative associated with Royal Alliance Associates, Inc. (“Royal Alliance”), which at all relevant times was a broker-dealer registered with the Commission and an investment adviser registered with the Commission. Geidel, age 51, is a resident of New York.

B. RESPONDENT'S CRIMINAL CONVICTION

2. On September 13, 2011, Geidel pleaded guilty to one count of wire fraud in violation of 18 U.S.C. § 1343 and one count of structuring transactions to avoid reporting requirements in violation of 31 U.S.C. § 5324(a)(3) before the United States District Court for the Western District of New York, in United States v. Timothy J. Geidel, Crim. Information No. 1:11-CR-00012 (WMS-HBS). On April 17, 2012, Geidel was sentenced in that proceeding to a prison term of 42 months followed by three years of supervised release and ordered to make restitution in the amount of \$1,301,981.95.

3. The wire fraud count to which Geidel pleaded guilty alleged, among other things, that while associated with Royal Alliance, Geidel knowingly devised a scheme and artifice to defraud an investor by falsely representing that he intended to invest the individual's money in high yield investment vehicles, but instead used the money to repay other investors whom he had defrauded and for his personal gain. For the purpose of executing the scheme and artifice, in September and October of 2009, Geidel knowingly transmitted wire transfers of funds.

III.

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

A. Whether the allegations set forth in Section II hereof are true and, in connection therewith, to afford Respondent an opportunity to establish any defenses to such allegations;

B. What, if any, remedial action is appropriate in the public interest against Respondent pursuant to Section 15(b)(6) of the Exchange Act; and

C. What, if any, remedial action is appropriate in the public interest against Respondent pursuant to Section 203(f) of the Advisers Act.

IV.

IT IS 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 FURTHER ORDERED that Respondent shall file an Answer to the allegations contained in this Order within twenty (20) days after service of this Order, as provided by Rule 220 of the Commission's Rules of Practice, 17 C.F.R. § 201.220.

If Respondent fails to file the directed answer, or fails to appear at a hearing after being duly notified, the Respondent may be deemed in default and the proceedings may be determined

against him 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 Respondent personally or by certified mail.

IT IS FURTHER ORDERED that the Administrative Law Judge shall issue an initial decision no later than 210 days from the date of service of this Order, pursuant to Rule 360(a)(2) of the Commission's Rules of Practice.

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.

Elizabeth M. Murphy
Secretary