

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

**SECURITIES EXCHANGE ACT OF 1934**  
**Release No. 71732 / March 18, 2014**

**ADMINISTRATIVE PROCEEDING**  
**File No. 3-15796**

**In the Matter of**

**GARY ALLEN CABELLO,**

**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 Gary Allen Cabello (“Cabello” 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, Respondent consents to the Commission’s jurisdiction over him and the subject matter of these proceedings and 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. Cabello, age 55, is a resident of Westminster, California. From 1993 to 2013, Cabello worked as a registered representative in the securities industry, during which time he was associated with a number of broker-dealers registered with the Commission. From January 2006 until July 2010, Cabello was associated with Alta Vista Financial, Inc. (“AVF”), a broker-

dealer formerly registered with the Commission. He holds Series 7, 24, and 63 securities licenses.

2. On October 23, 2013, Cabello entered a plea of guilty in the Superior Court of California, County of San Diego to two felony counts of conspiracy to commit bribery in violation of California Penal Code Section 182(a)(1) in the cases filed as People v. Alioto, Case Nos. SCD235444, SCD235445 (Cal. Super. Ct. Dec. 21, 2012). In an addendum to his guilty plea, Cabello admitted that he conspired with the intent to commit bribery in violation of California Education Code Sections 35230 and 72530.

3. In the addendum to his guilty plea, Cabello admitted that he unlawfully conspired to commit bribery by providing things of value to officials of Sweetwater Union High School District (“Sweetwater”) in return for decisions favoring his then-employer, AVF. Specifically, Cabello hosted one or more dinners and/or offered one or more valuable things to one or more members of Sweetwater’s governing board, including meals and tickets to professional sporting events. In addition, according to the addendum to his guilty plea, Cabello admitted that he unlawfully conspired to commit bribery by providing things of value to officials of Southwestern Community College District (“Southwestern”) in return for decisions favoring his then-employer, AVF. Specifically, Cabello hosted one or more dinners and/or offered one or more valuable things to one or more members of Southwestern’s governing board, including a dinner at a New York City restaurant.

#### IV.

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

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

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.

Jill M. Peterson  
Assistant Secretary