

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 78646 / August 23, 2016

ADMINISTRATIVE PROCEEDING
File No. 3-17411

In the Matter of

ALAN D. MESSINA,

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 Alan D. Messina (“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 admits the Commission’s jurisdiction over him and the subject matter of these proceedings, and the findings contained in Section III.B.1 below, and 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:

A. RESPONDENT

1. During various times from approximately May 1990 through December 2003, Respondent was a registered representative associated with nine separate broker-dealers registered with the Commission, including Cardinal Capital Management, Inc. (March 2002 through December 2003), a Florida-based broker-dealer previously registered with the Commission. Between March and August 2013, Respondent offered and sold securities to individual investors while acting as an unregistered securities broker. Respondent, 55 years old, is a resident of Broward County, Florida.

B. RESPONDENT'S CRIMINAL CONVICTION

1. On January 20, 2016, Respondent plead guilty to one count of conspiracy to commit wire and mail fraud, in violation of Title 18, United States Code, Section 1349, before the United States District Court for the Southern District of Florida, in *United States v. Eratostene, et. al.*, No. 15-CR-20565-KMW.

2. As part of his guilty plea, Respondent stipulated that from March through August 2013, he acted as an unregistered sales agent for Advanced Equity Partners and Global Capital Funding, Florida entities that did business in Miami-Dade County, and elsewhere, by participating in the offer and sale of Virgin Gaming stock, which was a penny stock. Specifically, Respondent admitted that he solicited more than ten individuals who invested funds totaling more than \$150,000 in Virgin Gaming stock. Respondent admitted that he and his co-conspirators made material false statements and omitted material facts to investors regarding Virgin Gaming stock, such as falsely stating that: Virgin Gaming would "go public" within three weeks or before the end of 2013; that a purported Virgin Gaming initial public offering (IPO) would be priced at \$10-\$20 per share; that the Virgin Gaming IPO would be listed on the New York Stock Exchange; that investor returns were guaranteed; and that no commission or fees would be charged. Respondent admitted that these statements and representations were false and fraudulent.

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, dealer, investment adviser, municipal securities dealer, municipal advisor, transfer agent, or nationally recognized statistical rating organization; and

Pursuant to Section 15(b)(6) of the Exchange Act, Respondent be, and hereby is, 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.

Brent J. Fields
Secretary