

**STATE OF ILLINOIS
SECRETARY OF STATE
SECURITIES DEPARTMENT**

IN THE MATTER OF: KEITH ANDERSON)
_____))

File No. 0200789

ORDER OF DENIAL

TO THE RESPONDENT:

Keith Anderson
75 Messin Way
Atlanta, Georgia, 30328
CRD# 1401002

c/o Robert W. Baird & Co.
3575 Piedmont Road Suite 800
Atlanta, Georgia 30305

WHEREAS, a Summary Order was issued by the Secretary of State on April 11, 2003, which denied Keith Anderson's (the "Respondent") application for registration as a salesperson in the State of Illinois until further order from the Secretary of State.

WHEREAS, pursuant to Section 11.F of the Illinois Securities Law of 1953 [815 ILCS 5] (the "Act"), the failure to request a hearing within thirty (30) calendar days of the entry of a Summary Order shall constitute an admission of any facts alleged therein and constitute a sufficient basis to make the Summary Order final.

WHEREAS, the Respondent has failed to request a hearing on the matters contained in the Summary Order within thirty (30) calendar days of the entry of said Summary Order and the Respondent is hereby deemed to have admitted the facts alleged in the said Summary Order.

WHEREAS, the Secretary of State, by and through his duly authorized representative, has adopted the Findings of Fact contained in the said Summary Order as the Secretary of State's Findings of Fact as follows:

1. That on August 27, 2001 the National Association of Securities Dealers Regulations, Inc. (NASDR) entered a Letter of Acceptance, Waiver and Consent (AWC) submitted by the Respondent regarding File No. C05010048 which sanctioned the Respondent as follows:

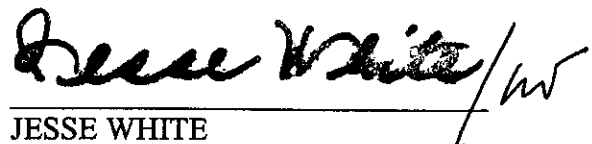
Order of Denial

- 2 -

- a. Fined \$2,500; and
 - b. Suspended for ten business days from association with any member of NASD in any capacity.
2. That the AWC as referred to in the preceding paragraph found:
- a. From January 1, 1996 through September 30, 1998 the Respondent made a series of unsuitable recommendations in the accounts of two of his customers. The Respondent did not have a reasonable basis for believing that his recommendations were suitable for the customers based on the customers' financial situation, investment objectives and needs.
3. Section 8.E (1)(j) of the Act provides, *inter alia*, that the registration of a salesperson may be denied if the Secretary of State finds that such salesperson has been suspended by any self-regulatory organization registered under the Federal 1934 Act or the Federal 1974 Act arising from any fraudulent or deceptive act or a practice in violation of any rule, regulation or standard duly promulgated by the self-regulatory organization.
4. The NASDR is a self-regulatory organization as specified in Section 8.E(1)(j) of the Act.
5. By virtue of the foregoing, the Respondent's registration as a salesperson in the State of Illinois is subject to denial pursuant to Section 8.E(1)(j) of the Act.

NOW IT IS HEREBY ORDERED THAT: Keith Anderson's application for registration as a salesperson in the State of Illinois is DENIED.

ENTERED: This 2nd day of June, 2003.



JESSE WHITE
Secretary of State
State of Illinois

Order of Denial

- 3 -

NOTICE: This is a final order subject to administrative review pursuant to the Administrative Review Law, [735 ILCS 5/3-101 et seq.] and the Rules and Regulations of the Act (14 Ill. Admin. Code, Ch. I, Sec. 130.1123). Any action for judicial review must be commenced within thirty-five days from the date a copy of this Order is served upon the party seeking review.