

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

**IN THE MATTER OF: RODOLFO HERNANDEZ JR. )**

**FILE NO. 0500509**

**CONSENT ORDER OF WITHDRAWAL OF APPLICATION**

TO THE RESPONDENT:   Rodolfo Hernandez Jr.  
  (CRD#: 2818510)  
  1 Stacy Court  
  Jackson, New Jersey 08527

C/o Derick Johnson  
General Counsel  
Great Eastern Securities, Inc.  
50 Broad Street, Suite 1401  
New York, New York 10004

WHEREAS, Respondent on the 9th day of February 2006 executed a certain Stipulation to Enter Consent Order of Withdrawal of Application (the "Stipulation"), which hereby is incorporated by reference herein.

WHEREAS, by means of the Stipulation, Respondent has admitted to the jurisdiction of the Secretary of State and service of the Notice of Hearing of the Secretary of State, Securities Department, dated December 16, 2005 in this proceeding (the "Notice") and Respondent has consented to the entry of this Consent Order of Withdrawal of Application ("Consent Order").

WHEREAS, by means of the Stipulation, the Respondent acknowledged, without admitting or denying the truth thereof, that the following allegations contained in the Notice of Hearing shall be adopted as the Secretary of State's Findings of Fact:

1. That on September 13, 2005 Great Eastern Securities, Inc., a registered dealer, filed a Form U-4 application for registration of the Respondent as a salesperson in the State of Illinois.

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2. That on November 10, 2005, a Summary Order of Denial (the "Order") was issued by the Secretary of State denying this application. Pursuant to the terms of the Order, the Respondent requested a hearing on December 7, 2005.
3. That on March 9, 2004, NASD entered a Letter of Acceptance, Waiver and Consent (AWC) submitted by the Respondent regarding File No. C9B040017 which sanctioned the Respondent as follows:
  - a. suspension from association with any member in any capacity for nine (9) months; and
  - b. fine of \$5,000.
4. That the AWC found:

On January 27 & 28, 2003, while registered with National Securities Corporation, the respondent purchased 80-100 shares of Goldcorp, Inc. stock in eight (8) customer accounts without consent or authority. The cost of each purchase was approximately \$1,300. As a result of this conduct, the Respondent violated NASD Conduct Rule 2110 and IM-2310-2.
5. That 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.
6. That the NASDR is a self-regulatory organization as specified in Section 8. E(1)(j) of the Act.
7. That 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.

WHEREAS, by means of the Stipulation Respondent has acknowledged, without admitting nor denying the averments, that the following shall be adopted as the Secretary of State's Conclusion of Law:

That by virtue of the foregoing, the Respondent's application for registration as a salesperson in the State of Illinois is subject to denial pursuant to Section 8.E(1)(j) of the Act.

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WHEREAS, by means of the Stipulation Respondent has acknowledged and agreed that he shall cause to have his application for registration as a salesperson in the State of Illinois withdrawn within three (3) days from the entry of this Consent Order and shall not re-apply for registration for a period of two (2) years from the entry of this Consent Order.

WHEREAS, by means of the Stipulation Respondent has acknowledged and agreed that he shall be levied costs incurred during the investigation of this matter in the amount of Five Hundred dollars (\$500.00). Said has been paid by certified or cashier's check, made payable to the Office of the Secretary of State, Investors Education Fund.

WHEREAS, by means of the Stipulation Respondent has acknowledged and agreed that he has submitted with the Stipulation a certified or cashier's check in the amount of Five Hundred dollars (\$500.00) to cover costs incurred during the investigation of this matter. Said check has been made payable to the Office of the Secretary of State, Investors Education Fund.

WHEREAS, the Secretary of State, by and through his duly authorized representative, has determined that the matter related to the aforesaid formal hearing may be dismissed without further proceedings.

NOW THEREFORE IT SHALL BE AND IS HEREBY ORDERED THAT:

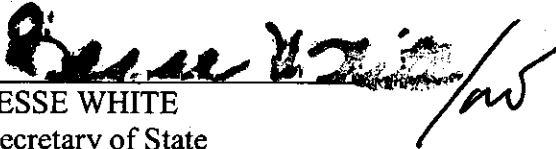
1. The Respondent shall cause to have his application for registration as a salesperson in the State of Illinois withdrawn within three (3) days from the entry of this Consent Order and shall not re-apply for registration for a period of two (2) years from the entry of this Consent Order.
2. The Respondent is levied costs of investigation in this matter in the amount of Five Hundred dollars (\$500.00), payable to the Office of the Secretary of State, Investors Education Fund, and on February 9, 2006 has submitted Five Hundred dollars (\$500.00) in payment thereof and represents reimbursement to cover the cost incurred during the investigation of this matter.

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3. The formal hearing scheduled on this matter is hereby dismissed without further proceedings

DATED: This 14<sup>th</sup> day of February 2006.

  
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JESSE WHITE  
Secretary of State  
State of Illinois