

STATE OF ILLINOIS
SECRETARY OF STATE
SECURITIES DEPARTMENT

IN THE MATTER OF: LAMBERT CLARK GROUP L.L.C., ITS
Officers, Directors, Employees, Partners, Successors, Agents and
Assigns, and KEVIN JAMES REED, individually.

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) File No. 1000165
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NOTICE OF HEARING

TO THE RESPONDENTS:

Lambert Clark Group, L.L.C.
2625 Butterfield Road, Suite 138 South
Oak Brook, Illinois 60523

Lambert Clark Group, L.L.C.
c/o Incorp Services, Inc., R.A.
2501 Chatham Road, Suite 110
Springfield, Illinois 62704

Kevin James Reed
1908 Cromwell drive
Wheaton, Illinois 60187

c/o Steven J. Rotunno, Esq.
Kubasiak, Flystra, Thorpe & Rotunno, P.C.
20 South Clark Street, 29th Floor
Chicago, Illinois 60603

You are hereby notified that pursuant to Section 11.F of The Illinois Securities Law of 1953, as amended, Ch. 815 ILCS 5/1, et seq. (the "Act") and 14 Ill. Adm. Code 130, Subpart K, a public hearing will be held at 69 West Washington Street, Suite 1220, Chicago, Illinois 60602, on the 12th day of July, 2010, at the hour of 10:00 a.m., or as soon thereafter as counsel may be heard, before James L. Kopecky, or another duly designated Hearing Officer of the Secretary of State.

Said hearing will be held to determine whether a Permanent Order should be entered suspending the registrations of Respondents Lambert Clark Group, LLC, and Kevin James Reed, as investment adviser and investment adviser representative; and/or Prohibiting Respondents Lambert Clark Group, LLC, its officers, agents, employees, affiliates, successors and assigns, and Kevin James Reed, from engaging in the business of rendering investment advice; and/or granting such other relief as may be authorized under the Act including, but not limited to,

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censure and the imposition of a monetary fine in the maximum amount of \$10,000 per violation, payable within ten (10) business days of the entry of the Order.

The grounds for such proposed action are as follows:

1. That Respondent, Lambert Clark Group, L.L.C., (“Lambert”), is a Delaware Limited Liability Company admitted to transact business in Illinois with its principal offices at of 2S676 State Route 59, Unit 2, Warrenville, Illinois 60555, and 2625 Butterfield Road, Suite 138S, Oak Brook, Illinois 60523.
2. That LCG Global Assets Limited, (“LCG”) is registered as a Texas; U.S.A. entity in with a registered address of 2610 Allen Street, No. 2506, Dallas Texas 75204, and its Illinois principal office and place of business is located at 2625 Butterfield Road, Oak Brook, Illinois 60523.
3. That Respondent Kevin James Reed, (“Reed”), is the managing director of Lambert and the managing partner of LCG in Oak Brook, Illinois; Reed resides at 1908 Cromwell Drive, Wheaton, Illinois 60187 (collectively with Respondent Lambert (“Respondents”).
4. That at all relevant times, Respondent Lambert is and was registered with the Secretary of State as an investment adviser in the State of Illinois pursuant to Section 8 of the Act
5. That at all times relevant, Respondent Reed is an investment adviser representative of Respondent Lambert, pursuant to Section 8 of the Act.
6. That in October of 2008, Respondents, operating as a Loan Broker in the State of Illinois by and through its representative(s), offered to procure a loan for a corporate group (the “Borrower”) in return for an advance fee of Ten Thousand Dollars (\$10,000.00), which was prepaid by the Borrower.
7. That at all times relevant hereto, LCG, their Officers Directors Employees, Affiliates, Successors, Agents and Assigns, and Reed individually, failed to disclose to Borrower that Lambert and Reed were investment adviser and investment adviser representative under the Illinois Securities Law of 1953.
8. That at all times relevant hereto, LCG and Lambert, and Reed, in their Term Letter requested Borrower to wire the advance fee of Ten Thousand Dollars (\$10,000.00) to what they purported to be an LCG bank account, when in fact the routing and account numbers they provided were for a Lambert bank account.
9. That at all relevant times Respondents failed and refused to disclose to Borrower that Borrower’s Ten Thousand Dollars (\$10,000.00) deposit to be used for procuring a loan was in fact deposited in Lambert’s bank account.

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10. That Section 12.F of the Act provides, inter alia “To engage in any transaction, practice or course of business in connection with the sale or purchase of securities which works or tends to work a fraud or deceit upon the purchaser or seller thereof.”
11. That Section 12.G of the Act provides, inter alia “To obtain money or property through the sale of securities by means of any untrue statement of a material fact or any omission to state a material fact necessary in order to make the statements made, in the light of the circumstances under which they were made, not misleading.”
12. That by virtue of the foregoing Respondents violated Sections 12.F and 12.G of the Act.
13. That Section 8.D-5(7) of the Act, provides, inter alia “A registered investment adviser desiring to register an investment adviser representative shall file an application with the Secretary of State, in the form as the Secretary of State may by rule or order prescribe, which the investment adviser representative is required by this Section to provide to the investment adviser, executed, verified, or authenticated by the investment adviser representative and setting forth or accompanied by: a change that renders no longer accurate any information contained in any application for registration or re-registration as an investment adviser representative must be reported to the Secretary of State within 10 business days after the occurrence of the change.
14. Within Part II Schedule F of FINRA Form ADV - Item 7 does indicate other business activities but there is no mention of LCG or that LCG, Lambert and Reed were acting together as a loan broker.
15. That Respondents Lambert and Reed failed and refused, and continue to fail and refuse to report LCG has on his form ADV, or the firm or that they were acting as a loan broker.
16. That Section 12.D of the Act provides, inter alia, that is shall be a violation of the provisions of the Act for any person to fail to file with the Secretary of State any application, report or document required to be filed under the provisions of the Act or any rule or regulation made by the Secretary of State pursuant to the Act.
17. Those Respondents violated Section 12.D of the Act.
18. That Section 8.E(1)(g) of the Act provides, inter alia, that the registration of a dealer, limited Canadian dealer, salesperson, investment adviser, or investment adviser representative may be denied, suspended or revoked if the Secretary of State finds that the dealer, limited Canadian dealer, salesperson, investment adviser, or investment adviser representative or any principal officer, director, partner, member, trustee, manager or any person who performs a similar function

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of the dealer, limited Canadian dealer, or investment adviser if the person has violated any of the provisions of the Act.

You are further notified that you are required pursuant to Section 130.1104 of the Rules and Regulations (14 Ill. Adm. Code 130) (the "Rules"), to file an answer to the allegations outlined above within thirty (30) days of the receipt of this notice. A failure to file an answer within the prescribed time shall be construed as an admission of the allegations contained in the Notice of Hearing.

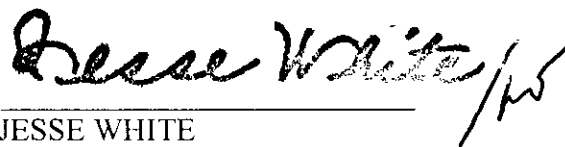
You are also notified, pursuant to the Illinois Administrative Code, Title 14, Subtitle A, Chapter 1, Part 130, Subpart K, Procedures for Administrative Hearings: Section 130.1102 c); which in part provides: "That by requesting a hearing the Respondent agrees to a tolling of the time limitation on the effectiveness of the Temporary Order or Prohibition or Suspension for 60 days from the date the request is received by the Department."

Furthermore, you may be represented by legal counsel; may present evidence; may cross-examine witnesses and otherwise participate. A failure to so appear shall constitute a default; unless any Respondent has upon due notice moved for and obtained a continuance.

A copy of the Rules, promulgated under the Act and pertaining to hearings held by the Office of the Secretary of State, Securities Department, is posted at: <http://www.cyberdriveillinois.com/departments/securities/lawrules.html>

Delivery of notice to the designated representative of any Respondent constitutes service upon such Respondent.

Dated: This 18th day of May 2010.



JESSE WHITE
Secretary of State
State of Illinois

Attorney for the Secretary of State:

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Hearing Officer:

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