

STATE OF ILLINOIS  
SECRETARY OF STATE  
SECURITIES DEPARTMENT

IN THE MATTER OF: GREGORY A. EASTMAN

)  
) Case No. 0700453  
)

NOTICE OF HEARING

**TO RESPONDENT:**

Gregory A. Eastman  
598 E. Krista Way  
Tempe, Arizona 85284

C/O First Financial Equity Corporation  
7373 N. Scottsdale Rd.  
Suite D120  
Scottsdale, Arizona 85253

You are hereby notified that pursuant to Section 11.F of the Illinois Securities Law of 1953 [815 ILCS 5] (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 9th day of July, 2008, at the hour of 10:00 a.m., or as soon as possible thereafter, before James L. Kopecky, Esq., or such other duly designated Hearing Officer of the Secretary of State.

Said hearing will be held to determine whether an Order shall be entered which would prohibit Respondent Gregory A. Eastman from engaging in the business of selling or offering for sale securities in the State of Illinois, and/or granting such other relief as may be authorized under the Act including but not limited to the imposition of a monetary fine in the maximum amount pursuant to Section 11.E of the Act, payable within ten (10) business days of the entry of the Order.

The grounds for such proposed action are as follows:

1. That on February 18, 2004, the NASD Office of Hearing Officers entered a Hearing Panel Decision, which sanctioned the Respondent as follows:
  - a. Suspension from associating with any NASD member in any capacity for two years.
  - b. \$20,000.00 fine.

Notice of Hearing

-2-

c. \$1,572.27 costs.

2. That the Hearing Panel found: "Respondent engaged in unethical conduct, in violation of Rule 2110, by falsely representing his commissions and assets under management at his then-current employer in order to obtain employment with another NASD member firm".
3. 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.
4. That the NASD is a self-regulatory organization as specified in Section 8.E(1)(j) of the Act.
5. 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.

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.

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 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 included with this Notice.

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

DATED: This 5<sup>th</sup> day of May 2008.

  
JESSE WHITE  
Secretary of State  
State of Illinois

Notice of Hearing

-3-

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