

STATE OF ILLINOIS
SECRETARY OF STATE
SECURITIES DEPARTMENT

IN THE MATTER OF: SERGIO M. ROVNER)
)
)

FILE NO. 0600030

NOTICE OF HEARING

TO THE RESPONDENT: Sergio M. Rovner
(CRD#: 2884441)
2350 East 72nd Street
Brooklyn, New York 11234

C/o S.W. Bach & Company
6 Harbor Park Drive
Port Washington, New York 11050

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 4th day of October, 2006 at the hour of 10:00 a.m. or as soon as possible thereafter, before Esq. James L. Kopecky 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 revoking Sergio M. Rovner's (the "Respondent") registration as a salesperson 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(4) 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 at all relevant times, the Respondent was registered with the Secretary of State as a salesperson in the State of Illinois pursuant to Section 8 of the Act.
2. That on December 20, 2005 NASD entered a Letter Of Acceptance, Waiver And Consent (AWC) submitted by the Respondent regarding File No. EL12003002604 which sanctioned the Respondent as follows:

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- a. suspension from associating with any NASD member firm in any capacity for thirty (30) calendar days; and
 - b. fined \$10,000.
3. That the AWC found: During the month of June 2003, while registered with NASD through S.W. Bach, The Respondent engaged in a pattern of trading activity in the account of S.W. Bach customer JT that was excessive in light of the customer's objectives, financial situation and needs. By reason of the foregoing, the Respondent violated NASD Conduct Rules 2310 and 2110.
 4. That Section 8.E(1)(j) of the Act provides, inter alia, that the registration of a salesperson may be revoked 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.
 5. That NASD is a self-regulatory organization as specified in Section 8.E(1)(j) of the Act.
 6. That by virtue of the foregoing, the Respondent's registration as a salesperson in the State of Illinois is subject to revocation 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.

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

Dated: This 9th day of August 2006



JESSE WHITE
Secretary of State
State of Illinois

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Illinois Securities Department
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Hearing Officer:
James L. Kopecky
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Chicago, Illinois 60610