

STATE OF NEW JERSEY  
BUREAU OF SECURITIES  
P.O. Box 47029  
Newark, New Jersey 07101  
(973) 504-3600

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IN THE MATTER OF: :

Lonzo Archer, :

CRD # 1979672 :

REVOCAION ORDER

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Lonzo Archer

**CRD Address:**

1512 Plymouth Road  
N. Brunswick, NJ 08902

Pursuant to the authority granted to the Chief of the New Jersey Bureau of Securities (“Bureau”) by the Uniform Securities Law, as amended, L. 1997, c. 276, N.J.S.A. 49:3-47 et seq., (“Law”), more particularly, N.J.S.A. 49:3-58, and after careful review and due consideration of the Disciplinary Proceeding, No. 2005002133002, accepted by FINRA on July 12, 2007, the Bureau Chief has determined that the agent registration of Lonzo Archer shall be **REVOKED** for the reasons that follow:

1. Lonzo Archer (“Archer”), residing at

has been registered with the Bureau as an agent of twelve different firms between 1994 and 2005. Archer first registered with the Bureau in January, 1994 as an agent of Westfield Financial Corp. (CRD # 8143).

2. Archer was last registered in New Jersey as an agent of First Montauk Securities

Corporation. (CRD #13755) from August 12, 2002, through February 1, 2005.

3. On January 19, 2005, Archer applied for registration and received temporary agent status in New Jersey as an agent of GunnAllen Financial, Inc. (CRD # 17609). The registration was deficient and subsequently withdrawn on February 4, 2005.

4. On February 27, 2007, the FINRA Department of Enforcement (“Enforcement”) served copies of a complaint (the “Complaint”) and a notice of complaint at Archer’s last known address shown on the CRD, and at an alternate address given to FINRA by Archer on July 12, 2006. Archer did not file an answer.

5. On March 28, 2007, Enforcement served the Complaint and a second notice of complaint on Archer in the same manner. Archer failed to file a timely answer to the second notice, or otherwise respond to the Complaint.

6. FINRA’s attempts to contact Archer at his last known address, and the address listed on the CRD constitutes constructive notice pursuant to NASD Rule 8210(d).

7. The FINRA Complaint alleged that Archer failed to respond to two separate on-the-record interview requests pursuant to Rule 8210. Rule 8210 requires any person under FINRA jurisdiction to provide information and testimony if requested. A violation of Rule 8210 is also a violation of NASD Conduct Rule 2110.

8. Enforcement sent the on-the-record interview requests on August 21, 2006, and October 2, 2006. At the time, Enforcement was investigating trading activity that occurred in Archer’s former GunnAllen accounts.

9. FINRA Disciplinary Proceeding, No. 2005002133002 permanently bars Archer from associating with any FINRA member, in any capacity.

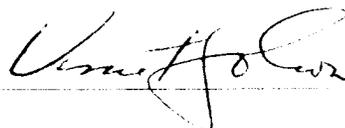
ARCHER IS THE SUBJECT OF AN ORDER BY A SELF-REGULATORY ORGANIZATION EXPELLING HIM FROM A NATIONAL SECURITIES ASSOCIATION REGISTERED UNDER THE SECURITIES EXCHANGE ACT OF 1934.

N.J.S.A. 49:3-58(a)(1)  
N.J.S.A. 49:3-58(a)(2)(vi)

10. The preceding paragraphs are incorporated by reference as though set forth verbatim herein.
11. Pursuant to N.J.S.A. 49:3-58(a):  
  
The bureau chief may by order deny, suspend, or revoke any registration if he finds: (1) that the order is in the public interest; and (2) that the applicant or registrant ...(vi)...is the subject of an order of ... a self-regulatory organization ... suspending or expelling him from a national securities or commodities exchange or national securities or commodities association ...registered under the “Securities Exchange Act of 1934...”
12. The Bureau, pursuant to N.J.S.A. 49:3-58 (a)(2)(vi), has proper grounds to revoke Archer’s registration as a result of the FINRA bar on Archer’s association in any capacity with any member of FINRA.
13. Based upon the foregoing and pursuant to N.J.S.A. 49:3-58 (a)(1) the revocation of Archer’s registration is in the public interest.

CONCLUSION

For the reasons stated above, it is on this 15<sup>TH</sup> DAY of May 2008 **ORDERED** that the agent registration of Lonzo Archer be **REVOKED** pursuant to N.J.S.A. 49:3-58(a)(1) and N.J.S.A. 49:3-58(a)(2)(vi).



Vincent J. Oliva  
Chief, Bureau of Securities

NOTICE OF RIGHT TO HEARING

Pursuant to the Uniform Securities Law (1997), N.J.S.A. 49:3-47 et seq., specifically, N.J.S.A. 49:3-58(c), the bureau chief shall entertain on no less than three days notice, a written application to lift the summary revocation on written application of the applicant or registrant and in connection therewith may, but need not, hold a hearing and hear testimony, but shall provide to the applicant or registrant a written statement of the reasons for the summary revocation.

This matter will be set down for a hearing if a written request for such a hearing is filed with the Bureau within 15 days after the respondent receives this Order. A request for a hearing must be accompanied by a written response, which addresses specifically each of the allegations set forth in the Order. A general denial is unacceptable. At any hearing involving this matter, an individual respondent may appear on his/her own behalf or be represented by an attorney.

Orders issued pursuant to this subsection to suspend or revoke any registration shall be subject to an application to vacate upon 10 days' notice, and a preliminary hearing on the order to suspend or revoke any registration shall be held in any event within 20 days after it is requested, and the filing of a motion to vacate the order shall toll the time for filing an answer and written

request for a hearing.

If no hearing is requested, the Order shall be entered as a Final Order and will remain in effect until modified or vacated. If a hearing is held, the Bureau Chief shall affirm, vacate or modify the order in accord with the findings made at the hearing.

#### NOTICE OF OTHER ENFORCEMENT REMEDIES

You are advised that the Uniform Securities Law provides several enforcement remedies, which are available to be exercised by the Bureau Chief, either alone or in combination. These remedies include, in addition to this action revoking your registration, the right to seek and obtain injunctive and ancillary relief in a civil enforcement action, N.J.S.A. 49:3-69, and the right to seek and obtain civil penalties in an administrative or civil action, N.J.S.A. 49:3-70.1.

You are further advised that the entry of the relief requested does not preclude the Bureau Chief from seeking and obtaining other enforcement remedies against you in connection with the claims made against you in this action.