

State of Missouri  
Office of Secretary of State

Case No. AP-10-37

IN THE MATTER OF:

BURANESS MANAGEMENT, LLC;  
ISAAC WILLIAMS; and LATONJIA RODDY,

*Respondents.*

Serve Isaac Williams at:  
700 Lenox Avenue, #3J  
New York, New York 10039

**FINAL ORDER TO CEASE AND DESIST AND ORDER  
IMPOSING CIVIL PENALTIES AND AWARDING COSTS AS  
TO RESPONDENT ISAAC WILLIAMS**

On May 6, 2011, the Enforcement Section of the Securities Division of the Office of Secretary of State (the "Enforcement Section"), by and through Chief Enforcement Counsel, Nathan Soendker, submitted a Petition for Final Order to Cease and Desist and Payment of Civil Penalties and Costs as to Respondent Isaac Williams (the "Petition"). After reviewing the Petition, the Commissioner issues the following findings of facts, conclusion of law and order:

**PROCEDURAL BACKGROUND**

1. On November 9, 2010, Petitioner submitted the Petition for Order to Cease and Desist and Order to Show Cause Why Civil Penalties and Costs Should Not Be Imposed in the above-styled matter.
2. On November 15, 2010, the Commissioner issued an Order to Cease and Desist and Order to Show Cause Why Civil Penalties and Costs Should Not Be Imposed (the "C&D Order").
3. On November 18, 2011, Respondent Isaac Williams accepted service of process of the C&D Order via certified mail and signed the Domestic Return Receipt related to the same.
4. Respondent Isaac Williams failed to request a hearing within the time allowed by Section 409.6-604, RSMo. (Cum. Supp. 2009), and did not otherwise contact or communicate with the Commissioner at any time.
5. In the Petition, the Enforcement Section requested a Final Order to Cease and Desist in this matter.
6. In the Petition, the Enforcement Section requested that the Commissioner issue an

order imposing a civil penalty of ten thousand dollars (\$10,000) against Respondent Isaac Williams for multiple violations of Section 409.3-301, RSMo. (Cum. Supp. 2009).

7. In the Petition, the Enforcement Section requested that the Commissioner issue an order imposing a civil penalty of ten thousand dollars (\$10,000) against Respondent Isaac Williams for multiple violations of Section 409.4-402(a), RSMo. (Cum. Supp. 2009).
8. In the Petition, the Enforcement Section requested that the Commissioner issue an order imposing a civil penalty of ten thousand dollars (\$10,000) against Respondent Isaac Williams for multiple violations of Section 409.5-501, RSMo. (Cum. Supp. 2009).
9. In the Petition, the Enforcement Section requested that the Commissioner issue an order requiring Respondent Isaac Williams to pay the costs of the investigation in this matter in the amount of two thousand eight hundred and twenty-seven dollars and fifty cents (\$2,827.50).

### **FINDINGS OF FACT**

10. The Commissioner adopts and incorporates the Findings of Fact, paragraphs 1 – 3, 7 – 22, 25 – 32, and 34 – 38, in the C&D Order as to Respondent Isaac Williams.

### **CONCLUSION OF LAW**

11. The Commissioner adopts and incorporates the Conclusions of Law in the C&D Order paragraphs 47 – 55 and 60 – 63 as to Respondent Isaac Williams.
12. This Order is in the public interest and consistent with the purposes intended by the Missouri Securities Act of 2003.

### **ORDER**

**NOW, THEREFORE**, it is hereby **ORDERED** that:

- A. The Cease and Desist Order entered in Case No. AP-10-37 on November 15, 2010, is **FINAL** as to Respondent Isaac Williams.
- B. Pursuant to Section 409.6-604(d), RSMo. (Cum. Supp. 2009), Respondent Isaac Williams shall pay a civil penalty in the amount of four thousand dollars (\$4,000) to the State of Missouri for multiple violations of Section 409.3-301, RSMo. (Cum. Supp. 2009). This amount shall be made payable to the State of Missouri and paid within thirty (30) days of the date of this Order. The Secretary of State shall forward these funds to the state treasury for the benefit of county and township school funds as provided in Article IX, Section 7 of the Constitution of Missouri. Respondent Isaac Williams shall deliver this payment to the Securities Division, 600 West Main Street, P.O. Box 1276, Jefferson City, Missouri 65102.
- C. Pursuant to Section 409.6-604(d), RSMo. (Cum. Supp. 2009), Respondent Isaac Williams shall pay a civil penalty in the amount of three thousand dollars (\$3,000) to the State of Missouri for multiple violations of Section 409.4-402(a), RSMo. (Cum.

Supp. 2009). This amount shall be made payable to the State of Missouri and paid within thirty (30) days of the date of this Order. The Secretary of State shall forward these funds to the state treasury for the benefit of county and township school funds as provided in Article IX, Section 7 of the Constitution of Missouri. Respondent Isaac Williams shall deliver this payment to the Securities Division, 600 West Main Street, P.O. Box 1276, Jefferson City, Missouri 65102.

- D. Pursuant to Section 409.6-604(d), RSMo. (Cum. Supp. 2009), Respondent Isaac Williams shall pay a civil penalty in the amount of six thousand dollars (\$6,000) to the State of Missouri for multiple violations of Section 409.5-501, RSMo. (Cum. Supp. 2009). This amount shall be made payable to the State of Missouri and paid within thirty (30) days of the date of this Order. The Secretary of State shall forward these funds to the state treasury for the benefit of county and township school funds as provided in Article IX, Section 7 of the Constitution of Missouri. Respondent Isaac Williams shall deliver this payment to the Securities Division, 600 West Main Street, P.O. Box 1276, Jefferson City, Missouri 65102.
- E. Pursuant to 409.6-604(e), RSMo. (Cum. Supp. 2009), Respondent Isaac Williams shall pay, within thirty (30) days from the date of this Order, the additional sum of two thousand eight hundred and twenty-seven dollars and fifty cents (\$2,827.50) as reimbursement for costs of the investigation and administration of this matter. This amount shall be made payable to the Investor Education and Protection Fund. Respondent Isaac Williams shall deliver this payment to the Securities Division, 600 West Main Street, P.O. Box 1276, Jefferson City, Missouri 65102.
- F. Pursuant to Section 409.6-604(f), RSMo. (Cum. Supp. 2009), this matter shall be referred to the Missouri Attorney General's Office to collect the penalties and costs described in this Order, as necessary.
- G. Respondent Isaac Williams shall pay his own costs and attorney's fees with respect to this matter.

**SO ORDERED:**

WITNESS MY HAND AND OFFICIAL SEAL OF MY OFFICE AT JEFFERSON CITY,  
MISSOURI THIS 12<sup>th</sup> DAY OF MAY, 2011.

ROBIN CARNAHAN  
SECRETARY OF STATE

(Signed/Sealed)  
MATTHEW D. KITZI  
COMMISSIONER OF SECURITIES

**CERTIFICATE OF SERVICE**

I hereby certify that on this 12<sup>th</sup> day of May, 2011, a copy of the foregoing Final Order in the above styled case was mailed by certified U.S. mail to:

Isaac Williams  
700 Lenox Avenue, #3J  
New York, New York 10039

**and by hand-delivery to:**

Nathan Soendker  
Chief Enforcement Counsel, Securities Division

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John Hale, Specialist