



BrokerCheck Report

DONALD ANTHONY ROCHE JR

CRD# 1226091

Dear Investor:

FINRA has generated the following BrokerCheck report for **DONALD ANTHONY ROCHE JR.** The information contained within this report has been provided by a FINRA member firm(s) and securities regulators as part of the securities industry's registration and licensing process and represents the most current information reported to the Central Registration Depository (CRD[®]) system.

FINRA regulates the securities markets for the ultimate benefit and protection of the investor. FINRA believes the general public should have access to information that will help them determine whether to conduct, or continue to conduct, business with a FINRA member or any of the member's associated persons. To that end, FINRA has adopted a public disclosure policy to make certain types of information available to you. Examples of information FINRA provides on currently registered individuals and individuals who were registered during the past two years include: actions by regulators, investment-related civil suits, customer disputes that contain allegations of sales practice violations against brokers, all felony charges and convictions, misdemeanor charges and convictions relating to securities violations, and financial events such as bankruptcies, compromises with creditors, judgments, and liens. FINRA also provides certain information on individuals whose registrations terminated more than two years ago.

The information in this report is not the only resource you should consult. FINRA recommends that you learn as much as possible about the individual broker or brokerage firm from other sources, such as professional references, local consumer and investment groups, or friends and family members who already have established investment business relationships.

FINRA BrokerCheck is governed by federal law, Securities and Exchange Commission (SEC) regulations and FINRA rules approved by the SEC. State disclosure programs are governed by state law, and may provide additional information on brokers and firms licensed by the state. Therefore, you should also consider requesting information from your state securities regulator. Refer to www.nasaa.org for a complete list of state securities regulators.

Thank you for using FINRA BrokerCheck.



Using this site/information means that you accept the FINRA BrokerCheck Terms and Conditions. A complete list of Terms and Conditions can be found at brokercheck.finra.org



For additional information about the contents of this report, please refer to the User Guidance or www.finra.org/brokercheck. It provides a glossary of terms and a list of frequently asked questions, as well as additional resources. For more information about FINRA, visit www.finra.org.

DONALD ANTHONY ROCHE JR
CRD# 1226091

This individual is no longer registered with FINRA. The individual's registration with FINRA was terminated prior to August 1999 when the enhanced CRD system was implemented. As a result, since the individual was not required to update their CRD record via the submission of a Form U4 to CRD since August 1999, BrokerCheck contains only limited information about this individual.

Report Summary for this Broker

The report summary provides an overview of the broker's professional background and conduct. The individual broker, a FINRA-registered firm(s), and/or securities regulator(s) have provided the information contained in this report as part of the securities industry's registration and licensing process.

Broker Qualifications

This broker is not currently registered with a FINRA firm.

This broker has passed:

- 1 Principal/Supervisory Exams
- 1 General Industry/Product Exams
- 1 State Securities Law Exams

Registration History

This broker was previously registered with the following FINRA member firms:

SCHNEIDER SECURITIES, INC.

CRD# 16434
NEWPORT BEACH CA
03/11/1994 to 12/31/1994

LEW LIEBERBAUM & CO., INC.

CRD# 17341
TAMPA FL
06/17/1991 to 03/08/1994

BURNETT, GREY & CO., INC.

CRD# 23430
TAMPA FL
03/01/1991 to 07/01/1991

For additional registration details as reported by the individual broker, refer to the Registration History Section of this report.

Disclosure of Regulatory Events

This section includes details regarding final regulatory events reported by or about this broker to CRD as part of the securities industry registration and licensing process.

Are there events disclosed about this broker? **Yes**

The following type of disclosure was reported:

Regulatory Event

Broker Qualifications

Industry Exams this Broker has Passed

This section includes all principal/supervisory, general product/industry, and/or state securities law exams that the broker has passed. Under certain, limited circumstances, a broker may receive a waiver of an exam requirement based on a combination of previous exams passed and qualifying work experience. Likewise, a new exam requirement may be grandfathered based on a broker's specific qualifying work experience. Information regarding instances of exam waivers or the grandfathering of an exam requirement are not included as part of the BrokerCheck report.

This individual has passed 1 principal/supervisory exams, 1 general industry/product exams, and 1 state securities law exam.

Exam Class	Exam Name	Category	Date
Principal/Supervisory Exams	General Securities Principal Examination	Series 24	12/1/1986
General Industry/Product Exams	General Securities Representative Examination	Series 7	12/17/1983
State Securities Law Exams	Uniform Securities Agent State Law Examination	Series 63	12/18/1984

Additional information about the securities industry's qualifications and continuing education requirements, as well as the examinations administered by FINRA to brokers and other securities professionals can be found at <http://www.finra.org/Industry/Compliance/Registration/QualificationsExams/index.htm>.

Registration History

Previously Registered with the Following FINRA Firms

FINRA records show this broker previously held FINRA registrations with the following firms:

Registration Dates	Firm Name	CRD #	Branch Location
03/11/1994 to 12/31/1994	SCHNEIDER SECURITIES, INC.	16434	NEWPORT BEACH CA
06/17/1991 to 03/08/1994	LEW LIEBERBAUM & CO., INC.	17341	TAMPA FL
03/01/1991 to 07/01/1991	BURNETT, GREY & CO., INC.	23430	TAMPA FL
10/18/1990 to 02/21/1991	ROSENKRANTZ LYON & ROSS INCORPORATED	3227	TAMPA FL
11/24/1984 to 11/19/1990	THE STUART-JAMES COMPANY, INCORPORATED	11691	CLEARWATER FL
12/21/1983 to 02/27/1984	APPLE FINANCIAL CORPORATION	10375	NUTLEY NJ

Disclosure of Regulatory Events

Disclosures in BrokerCheck reports come from different sources:

- **Self-disclosure:** Brokers are required to answer a series of questions on their application requesting securities industry registration (Form U4). For example, brokers are asked whether they have been involved in certain regulatory matters.
- **Regulator/Employer postings:** In addition, regulators and firms that have employed a broker also may contribute relevant information about such matters. All of this information is maintained in CRD.

Certain Thresholds must be met before an event is reported to CRD; for example:

- **A regulatory agency** must meet established standards before initiating a regulatory action and/or issuing sanctions. These standards typically include a reasonable basis for initiating the action after engaging in a fact-finding process.

Disclosure Event Details

This report provides the information as it was reported to CRD by the individual broker, a member firm(s), and/or by securities industry regulators. Some of the specific data fields contained in the report may be blank if the information was not provided to CRD.



Possible multiple reporting sources
– please note:

Disclosure event details may be reported by more than one source (i.e., regulator or firm). When this occurs, all versions of the reported event will appear in the firm's BrokerCheck report.

Regulatory - Final

This section provides information regarding a final, regulatory action that was reported to CRD by the individual broker, a member firm and/or a securities regulator. The event may include a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, a self-regulatory organization, a federal regulator such as the SEC or the Commodity Futures Trading Commission (CFTC), or a foreign financial regulatory body) for a violation of investment-related rules or regulations.

Disclosure 1 of 1 ~ Entry 1 of 2

Reporting Source: Regulator

Details:

+6/13/94 SECURITIES AND EXCHANGE COMMISSION NEWS DIGEST, ISSUE 94-99 DATED MAY 26, 1994 ENFORCEMENT PROCEEDINGS DISCLOSES: "THREE BROKERS NAMED IN PROCEEDING"; THE COMMISSION ANNOUNCED THAT ON PUBLIC ADMINISTRATIVE PROCEEDINGS WERE INSTITUTED AGAINST ROBERT A. MAGNAN AND STEVEN J. LABRASCIANO, SECURITIES SALESMAN FORMERLY ASSOCIATED WITH THE STUART-JAMES, CO., INC., AND PAINWEBBER, INC., AND CURRENTLY ASSOCIATED WITH SOVEREIGN EQUITY MANAGEMENT CO., AND DONALD A. ROCHE, JR, A SECURITIES SALESMAN FORMERLY ASSOCIATED WITH STUART-JAMES CO., AND NOW ASSOCIATED WITH SCHNEIDER SECURITIES. THE DIVISION OF ENFORCEMENT ALLEGED THAT THE THREE SECURITIES SALESMEN ENGAGED IN A NUMBER OF SALES PRACTICES WHICH VIOLATED THE ANTIFRAUD PROVISIONS OF THE SECURITIES ACT OF 1933 AND THE SECURITIES EXCHANGE ACT OF 1934, INCLUDING MAKING UNWARRANTED PRICED PREDICTIONS, CHURNING OF CUSTOMERS' ACCOUNTS, FAILURE TO SELL SECURITIES AS INSTRUCTED WHEN THE PRICE WENT DOWN TO A SPECIFIED LEVEL, FAILURE TO DISCLOSE RISKS OF SPECULATIVE SECURITIES, MISREPRESENTING MATERIAL FACTS ABOUT SECURITIES, AND CAUSING UNAUTHORIZED TRADING. MAGNAN IS A RESIDENT OF TIERRA VERDE, FLORIDA. LABRASCIANO IS A RESIDENT OF ST. PETERSBURG, FLORIDA, ROCHE IS A RESIDENT OF SAN JUAN CAPISTRANO, CALIFORNIA. (REL. 33-7062; 34-34087)

~7/13/95 SECURITIES AND EXCHANGE COMMISSION NEWS DIGEST, ISSUE NO. 95-133, DATED JULY 12, 1995, ENFORCEMENT PROCEEDINGS DISCLOSE: "INITIAL DECISION IN THE MATTER OF ROBERT MAGNAN, STEVEN LABRASCIANO AND DONALD ROCHE, JR."; BASED ON FINDINGS THAT DONALD A. ROCHE, JR. WILLFULLY VIOLATED THE ANTIFRAUD PROVISIONS OF THE SECURITIES STATUTES, ADMINISTRATIVE LAW JUDGE BRENDA P. MURRAY FOUND THAT IT WAS IN THE PUBLIC INTEREST TO BAR MR. ROCHE FROM ASSOCIATION WITH ANY BROKER OR DEALER, ORDERED HIM TO CEASE AND DESIST FROM COMMITTING OR CAUSING VIOLATIONS OR FUTURE VIOLATIONS OF THE ANTIFRAUD PROVISIONS, AND ORDERED MR. ROCHE TO DISGORGE \$102,182, PLUS PREJUDGEMENT INTEREST. MR. ROCHE MANAGED THE CLEARWATER, FLORIDA OFFICE OF STUART-JAMES, A REGISTERED BROKER-DEALER IN THE PERIOD OF 1987-1990. IN CONNECTION WITH THE OFFER AND SALE OF SECURITIES, MR. ROCHE ENGAGED IN ILLEGAL PRICE PREDICTIONS, MATERIAL MISREPRESENTATIONS AND OMISSIONS, EXCESSIVE AND UNSUITABLE TRADING, AND UNAUTHORIZED TRANSACTIONS. THE UNREFUTED TESTIMONY FROM AN EXPERT SPONSORED BY THE DIVISION OF ENFORCEMENT WAS THAT MR. ROCHE CHURNED THREE CUSTOMER ACCOUNTS RESULTING IN LOSSES OF FROM 75 TO 95.6 PERCENT OF THE AMOUNTS THE CUSTOMERS INVESTED, AND THOSE CUSTOMERS PAID MR. ROCHE \$102,182 IN COMMISSIONS ON THE TRADES WHICH RESULTED IN THE LOSSES.

MR. ROCHE, A 1980 GRADUATE OF HOBART COLLEGE, EARNED ABOUT ONE MILLION DOLLARS AS A REGISTERED REPRESENTATIVE IN THE FOUR-YEAR PERIOD AT ISSUE. JUDGE MURRAY REJECTED MR. ROCHE'S DEFENSE THAT HE, LIKE HIS CUSTOMERS, WAS A VICTIM OF STUART-JAMES. (INITIAL DECISION NO. 67)

+07/15/96 SECURITIES AND EXCHANGE COMMISSION DOCKET, VOLUME 59, NO. 14, DATED AUGUST 1, 1995, PAGE 2276, DISCLOSES; THE INITIAL ORDER BARRING RESPONDENT IS DATED JULY 5, 1995.

06-20-97, SECURITIES AND EXCHANGE COMMISSION NEWS DIGEST ISSUE NO. 97-118, DATED JUNE 19, 1997, ENFORCEMENT PROCEEDINGS DISCLOSE: "DECISION BARRING DONALD ROCHE FROM ASSOCIATION WITH ANY BROKER OR DEALER"; ON JUNE 17, THE COMMISSION ISSUED ITS OPINION IN THE MATTER OF DONALD A. ROCHE, IN WHICH THE COMMISSION FOUND THAT ROCHE USED VARIOUS FRAUDULENT SALES TACTICS, MADE UNAUTHORIZED TRADES, AND CHURNED CUSTOMER ACCOUNTS IN VIOLATION OF SECTION 17(a) OF THE SECURITIES ACT OF 1933 (SECURITIES ACT) AND SECTION 10(b) OF THE SECURITIES EXCHANGE ACT OF 1934 (EXCHANGE ACT) AND RULE 10b-5 THEREUNDER. THE COMMISSION ACCORDINGLY BARRED ROCHE FROM ASSOCIATING WITH ANY BROKER OR DEALER, ORDERED HIM TO CEASE AND DESIST FROM COMMITTING OR CAUSING ANY VIOLATION OF, AND FROM COMMITTING OR CAUSING ANY FUTURE VIOLATION OF, SECTION 17(a) OF THE SECURITIES ACT OR SECTION 10(b) OF THE EXCHANGE ACT AND RULE 10b-5 THEREUNDER; AND ORDERED HIM TO DISGORGE \$102,182, PLUS PREJUDGMENT INTEREST.

IN DETERMINING THE SANCTIONS, THE COMMISSION NOTED THAT ROCHE COMMITTED SERIOUS ANTIFRAUD VIOLATIONS, AND HIS ACTIONS DEMONSTRATE A PATTERN OF SALES ABUSE THAT SHOULD NOT BE TOLERATED FROM ANYONE INVOLVED IN THE SECURITIES INDUSTRY. THE COMMISSION REJECTED ROCHE'S CLAIM THAT THE COMMISSION'S ACTION WAS BARRED BY THE FIVE-YEAR STATUTE OF LIMITATIONS CONTAINED IN 28 U.S.C. SECTION 2462, FINDING THAT THE BAR AND CEASE AND DESIST ORDER WERE AMPLY JUSTIFIED BY ROCHE'S CONDUCT THAT OCCURRED WITHIN THE FIVE-YEAR PERIOD. WITH RESPECT TO THE DISGORGEMENT OF MONIES EARNED FROM THE CHURNING, THE COMMISSION NOTED THAT DISGORGEMENT IS NOT A PENALTY WITHIN THE MEANING OF THAT STATUTE. (REL. 34-38742)

Disclosure 1 of 1 ~ Entry 2 of 2

Reporting Source: Individual

Details:

JDS 7151-16794; Form U4; Amend 3; BROKER/DEALER 16434

1. Questions: 221

2. Update: Yes

3. Initiated by: SEC

4. Type of Event/Proceeding: ADMINISTRATIVE

5. Date Initiated: MAY 19, 1994 SERVED MAY 24, 94

6. Docket/Case#: FILE NO 3-8370

7. Allegations: ADMINISTRATIVE PROCEEDINGS INSTITUTED PURSUANT TO SECURITIES AND EXCHANGE COMMISSION 8A OF SECURITIES ACT OF 1933 AND SECTION 21C SECURITIES ACT OF 1934 TO DETERMINE WHETHER ROBERT MAGNAN, STEVE J. LAPRASCLAMP, DONALD A. ROCHE JR VIOLATED SECURITIES AND EXCHANGE COMMISSION 17A AND SECURITIES AND EXCHANGE COMMISSION 10B AND RULE 10B-5; PURSUANT TO SECURITIES AND EXCHANGE COMMISSION 15B WHETHER MAGNAN, LASRASI AND, RECEIVE THEREUNDER WILLFULLY VIOLATED SECURITIES

AND EXCHANGE COMMISSION 17A AND SECURITIES AND EXCHANGE COMMISSION 10B AND EVER 10B-5 THUNDER

8a. Current Status: ON GOING

8b. Status Date: Not Provided

8c. Results: Not Provided

9. Summary: Not Provided

10. Attachments: Not Applicable



About this BrokerCheck Report

BrokerCheck reports are part of a FINRA initiative to disclose information about FINRA-registered firms and individual brokers to help investors determine whether to conduct, or continue to conduct, business with these firms and brokers. The information contained within these reports is collected through the securities industry's registration and licensing process.

Who provides the information in BrokerCheck?

Information made available through BrokerCheck is obtained from CRD as reported through the industry registration and licensing process.

The forms used by brokerage firms, to report information as part of the firms registration and licensing process, Forms BD and BDW, are established by the SEC and adopted by all state securities regulators and SROs. FINRA and the North American Securities Administrators Association (NASAA) establish the Forms U4 and U5, the forms that are used for the registration and licensing process for individual brokers. These forms are approved by the SEC. Regulators report disciplinary information for firms and individual brokers via Form U6.

How current is the information contained in BrokerCheck?

Brokerage firms and brokers are required to keep this information accurate and up-to-date (typically not later than 30 days after learning of the event). BrokerCheck data is updated when a firm, broker, or regulator submits new or revised information to CRD. Generally, updated information is available on BrokerCheck Monday through Friday.

What information is NOT disclosed through BrokerCheck?

Information that has not been reported to CRD or that is not required to be reported is not disclosed through BrokerCheck, such as vacated regulatory actions.

Additional information not disclosed through BrokerCheck includes Social Security Numbers, residential history information, and physical descriptive information. On a case-by-case basis, FINRA reserves the right to exclude information that contains confidential customer information, offensive and potentially defamatory language or information that raises significant identity theft or privacy concerns that are not outweighed by investor protection concerns. FINRA Rule 8312 describes in detail what information is and is not disclosed through BrokerCheck.

Under FINRA's current public disclosure policy, in certain limited circumstances, most often pursuant to a court order, information is expunged from CRD. Further information about expungement from CRD is available in FINRA Notices 99-09, 99-54, 01-65, and 04-16 at www.finra.org.

For further information regarding FINRA's BrokerCheck program, please visit FINRA's Web Site at www.finra.org/brokercheck or call the FINRA BrokerCheck Hotline at (800) 289-9999. The hotline is open Monday through Friday from 8 a.m. to 8 p.m., Eastern Time (ET).

For more information about the following, select the associated link:

- About BrokerCheck Reports: http://www.finra.org/brokercheck_reports
- Glossary: http://www.finra.org/brokercheck_glossary
- Questions Frequently Asked about BrokerCheck Reports: http://www.finra.org/brokercheck_faq
- Terms and Conditions: <http://brokercheck.finra.org/terms.aspx>