

BEFORE THE
STATE OF WISCONSIN
DEPARTMENT OF FINANCIAL INSTITUTIONS
DIVISION OF SECURITIES

In the Matter of
ROCK J. EIDEN

PETITION FOR ORDER

Respondent.

File No. S-01134(LX)

The staffs of the Bureau of Licensing & Compliance and the Enforcement Section, Bureau of Registration & Enforcement, of the Division of Securities, Department of Financial Institutions, State of Wisconsin have conducted an investigation in this matter pursuant to sec. 551.56, Wis. Stats., and as a result thereof allege as follows:

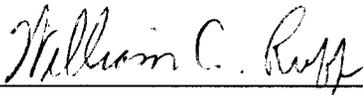
1. Rock J. Eiden ("Eiden") is a licensed securities agent (CRD #3005492) with a last known business address at 3603 N. Hastings Way, Suite 200, Eau Claire, WI 54703;
2. From May 1999 through October 2000, Eiden borrowed money from customers of his employing broker-dealer;
3. Eiden's actions, in borrowing funds from his customers of his employing broker-dealer are deemed, pursuant to DFI-Sec 4.06(2)(a), Wis. Adm. Code, to be "dishonest or unethical business practices" or "taking unfair advantage of a customer" and provide the basis, pursuant to 551.34(1)(g), Wis. Stats. for the censure or suspension of an agent's license;
4. On April 25, 2001, Eiden signed an Agent Questionnaire stating that the only money he had borrowed from a customer was a "a short term 2 week note which was paid back promptly."
5. Eiden borrowed money from more than one client and had loans that were outstanding on April 25, 2001;
6. In light of the information in Paragraph 5, Eiden's filing of the Agent Questionnaire constitutes the filing with the Division of a document with a statement that is false or misleading in a material respect or omitted to state a material fact necessary to make the statements made, in light of the circumstances under which they are made, not misleading in violation of sec. 551.54, Wis. Stats.;
7. Eiden was informed in November 2002 of the Division's intention to issue an Order against him based on the above allegations, yet that information was never reported to the

NASD for inclusion in the Central Registration Depository until the staff brought it to the attention of his new employing broker-dealer;

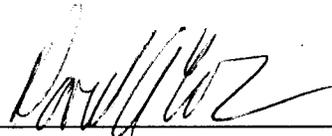
8. Eiden's action in failing to report the ongoing state investigation is a violation of sec 551.33(3), Wis. Stats.

Therefore, the staffs of the Bureau of Licensing and Compliance and the Enforcement Section petition the Administrator to notice a hearing in this matter to suspend Eiden's license or take such other action as deemed appropriate by the Administrator.

DATED this 18th day of December, 2003.



William C. Ruff
Examiner
Bureau of Licensing & Compliance



David A. Cohen
Supervising Attorney
Bureau of Registration & Enforcement