



OFFICE OF THE SECRETARY OF STATE
STATE OF MISSOURI

IN THE MATTER OF:

EFFECTIVENESS BUILDERS GROUP)	Case No. AP-04-29
7642 Carswold Drive)	
Clayton, Missouri 63105,)	
)	
Respondent.)	

CONSENT ORDER

1. The Missouri Securities Division alleges that Effectiveness Builders Group ("EBG") engaged in activities as an unregistered investment adviser and employed an unregistered investment adviser representative in violation of Section 409.4-403, RSMo Cumulative Supp. 2003 (hereafter "2003 Act").
2. EBG desires to settle the allegations and the matters raised by the staff of the Securities Division relating to EBG's unregistered investment adviser activities.
3. EBG and the Securities Division consent to the issuance of this Consent Order.
4. EBG stipulates and agrees to the issuance of this Consent Order without further proceedings in this matter, agreeing to be fully bound by the terms and conditions specified herein.
5. EBG waives its right to a hearing with respect to this matter.
6. EBG stipulates and agrees that they waive any rights that it may have to seek judicial review or otherwise challenge or contest the terms and conditions of this Order. Further, EBG specifically forever releases and holds harmless the Missouri Office of Secretary of State, Secretary of State, Commissioner of Securities and their respective representatives and agents from any and all liability and claims arising out of, pertaining to or relating to this matter.
7. EBG stipulates and agrees that, should the facts contained herein prove to be false or incomplete, the Missouri Division of Securities preserves the right to pursue any and all legal or administrative remedies at its disposal.

STIPULATIONS OF FACT

8. EBG is a Missouri-based company and has an address of 7642 Carswold Drive, Clayton, MO 63105.
9. From September 23, 2000 to present, EBG transacted business in Missouri with at least one client. EBG was not registered to conduct business as an investment adviser in Missouri.
10. From September 23, 2000 to present, EBG employed an unregistered investment adviser representative who transacted business in Missouri with at least one customer. EBG received approximately \$10,000 in advisory fees for this activity.

JURISDICTIONAL BASIS

11. EBG and the Securities Division stipulate and agree that the Commissioner has jurisdiction over these matters pursuant to the Missouri Securities Act, Chapter 409, et al.
12. EBG and the Securities Division stipulate and agree that the Commissioner has authority to enter this Consent Order pursuant to Section 409.6-604(h), of the 2003 Act, which provides:

The commissioner is authorized to issue administrative consent orders in the settlement of any proceeding in the public interest under this act.

ORDER

WHEREAS, the Commissioner, after consideration of the stipulations set forth above and on the consent of Effectiveness Builders Group and the Securities Division, finds the following Order to be in the public interest, necessary for the protection of public investors and consistent with the provisions of Chapter 409, et al of the 2003 Act.

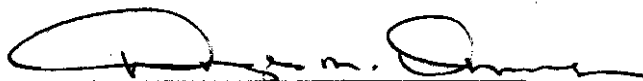
NOW, THEREFORE, it is hereby Ordered that:

1. EBG is prohibited from conducting business as an unregistered investment adviser and employing unregistered investment adviser representatives in violation of Section 409.4-403, of the 2003 Act.
2. EBG shall pay \$950 to the Missouri Secretary of State's Investor Education and Protection Fund. Such amount shall be immediately due and payable.
3. EBG shall pay its own costs and attorneys fees with respect to this matter.

SO ORDERED:

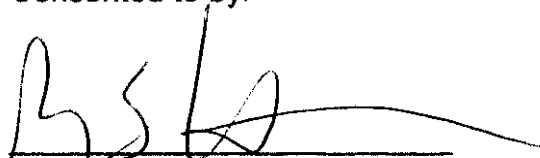
WITNESS MY HAND AND OFFICIAL SEAL OF MY OFFICE AT JEFFERSON CITY,
MISSOURI THIS 30th DAY OF March, 2004.

MATT BLUNT
SECRETARY OF STATE



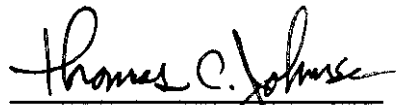
DOUGLAS M. OMMEN
COMMISSIONER OF SECURITIES

Consented to by:



Mary S. Hosmer
Assistant Commissioner for Enforcement
Missouri Division of Securities

Effectiveness Builders Group

By: 
Thomas Johnson
President

