

**ADMINISTRATIVE PROCEEDING  
BEFORE THE  
SECURITIES COMMISSIONER OF MARYLAND**

In the Matter of:	*	
STERLING ADVANCE MARKETING, INC.	*	
d/b/a EVENT MEDIA, INC.		Securities Division No. 02-0806
and	*	
FRANK J. PICCIOLO	*	
and	*	
BARBARA ALEXIS BLASSINGAME,	*	
	*	
Respondents.	*	
	*	
*   *   *   *   *   *   *	*	*   *   *   *   *   *

**FINAL ORDER TO CEASE AND DESIST**

WHEREAS, the Securities Division of the Office of the Attorney General of Maryland (the “Division”), pursuant to authority granted in the Maryland Securities Act, Title 11, Md. Code Ann., Corps. & Ass’ns (1999 Repl. Vol. & Supp. 2004) (the “Act”), initiated an investigation into the securities-related activities of Sterling Advance Marketing, Inc. d/b/a Event Media Inc., Frank J. Picciolo, and Barbara Alexis Blassingame (collectively the “Respondents”); and

WHEREAS, as a result of that investigation the Maryland Securities Commissioner (the “Commissioner”) found grounds to allege that the Respondents had violated sections 11-301, 11-401, 11-402 and 11-501 of the Act; and

WHEREAS, the Commissioner issued an Order To Show Cause ordering the Respondents to show cause why a final order should not be entered ordering each to cease and desist from violating the securities registration, agent registration, and antifraud provisions of the Act, to show cause why a statutory monetary penalty should not be assessed against each for such violations, and to show cause why each should not be barred from engaging in the securities business in Maryland for or on behalf of others or from being or acting as a principal or consultant in any entity engaged in such activities; and

WHEREAS, that Order gave Respondents notice of the opportunity for a hearing in this matter, if requested in writing within fifteen days of service of that Order, and gave notice that if no hearing was requested a Final Order To Cease And Desist would be issued, imposing a bar from engaging in securities transactions on behalf of others and a monetary civil penalty; and

WHEREAS, Respondents were properly served with the Order To Show Cause and notice of the opportunity for a hearing, but have not requested a hearing;

NOW, THEREFORE, the Commissioner finds it to be in the public interest to issue this Final Order To Cease And Desist, and THE COMMISSIONER FINDS AND ORDERS:

### **I. JURISDICTION**

1. The Commissioner has jurisdiction in this proceeding and over the Respondents regarding the transactions underlying this proceeding, pursuant to sections 11-701.1 and 11-801 of the Securities Act.

### **II. RESPONDENTS**

2. Frank J. Picciolo (“Picciolo”) at all times relevant to this action was the chief executive officer of Sterling Advance Marketing, Inc.

3. Barbara Alexis Blassingame (“Blassingame”) at all relevant times was the president of Sterling Advance Marketing, Inc.

4. Sterling Advance Marketing, Inc. (“Sterling”), formerly doing business as Sterling Advance Marketing Corporation, at all relevant times was a Delaware corporation engaged in marketing and promotional activities. Sterling represented itself at times as a division of Event Media, Inc. (“EMI”) or as conducting business as EMI. Sterling operated at times from 195 Carter Drive, Edison, N.J., but more recently is located at 541 Waterside Boulevard, Monroe Township, N.J. 08831.

### III. STATEMENT OF FACTS

5. Beginning in 2001, agents of Sterling, including Blassingame, offered and sold investments in Sterling to Maryland residents, among others. Investors were told that they would receive either a percentage of Blassingame's ownership interest in Sterling, or their own outright ownership interest in Sterling.

6. Investors also were promised an ownership interest in the "Impact Snack Rack," a food-carrier device or product purportedly being produced and/or marketed by Sterling, and other items of value.

7. Some 16 Maryland residents have invested over \$26,000 in Sterling.

8. At least one Maryland investor received a letter from Blassingame on "Event Media Sterling Advance Marketing Corporation" letterhead, dated April 11, 2001, acknowledging his investment/capital contribution to participate in Blassingame's ownership percentage in Sterling. The letter promised that the payment of quarterly dividends would begin within six months.

9. The acknowledgment letter also stated that Sterling's board of directors, including Picciolo and Blassingame, personally "guarantee the principal."

10. On or about June 11, 2002, that Maryland investor and the others received a letter from Picciolo, as Sterling's CEO, offering investors the opportunity to rescind or redeem the principal amount of their investments in Sterling.

11. On or about June 28, 2002, the Maryland investor completed and returned the Election Form requesting the return of principal; other Maryland investors also requested the return of their investments. Those investors have not received the return of principal, or any dividend payments.

12. Picciolo is not registered in Maryland as a securities agent, broker-dealer, investment adviser, or investment adviser representative.

13. Blassingame is not registered in Maryland as a securities agent, broker-dealer, investment adviser, or investment adviser representative.

14. Sterling is not registered in Maryland as a securities agent, broker-dealer, investment adviser, or investment adviser representative.

15. EMI is not registered in Maryland as a securities agent, broker-dealer, investment adviser, or investment adviser representative.

16. Neither the initial offering in Sterling made by Blassingame, nor the rescission offer made by Picciolo, is registered with the Division, and no claim of preemption or exemption was made for either.

17. The Order To Show Cause with notice of the right to a hearing was served properly pursuant to Maryland law.

18. The Respondents did not request a hearing, and the right to a hearing has been waived.

19. It is in accord with relevant law and in the public interest to issue this Final Order.

#### **IV. CONCLUSIONS OF LAW**

20. The interests in Sterling that were offered and sold by Respondents constitute a "security" within the definition of the Act, in the form of stock, investment contracts, or participatory interests in a profit-sharing agreement.

21. Respondents violated section 11-501 of the Act by offering and selling unregistered securities in Maryland, for which no claim of preemption or exemption has been filed.

22. Respondents violated section 11-401 of the Act by transacting business in the offer or sale of securities in this state as a broker-dealer or securities agent, without being registered pursuant to the Act.

23. Respondent Sterling violated section 11-402 of the Act by employing unregistered agents for the offer and sale of securities in Maryland.

24. Respondents violated section 11-301 of the Act by making material misrepresentations and omissions in connection with the offer and sale of securities.

**V. SANCTIONS**

IT IS HEREBY ORDERED THAT:

25. (a) Respondents permanently cease and desist from offering or selling securities in violation of the Act; and that

(b) Respondents permanently cease and desist from engaging in Maryland, for or on behalf of others, in the business of effecting transactions in securities as an issuer or as an agent, as those terms are defined in the Act, including the offer and sale of any securities whether registered or exempt from registration, and from engaging in any transaction exempted under the Act; and that

(c) Respondent Sterling is assessed a civil monetary penalty of \$30,000 pursuant to section 11-702 of the Act, payable by certified check to the Office of the Attorney General.

(d) Respondents Picciolo and Blassingame are each individually assessed a civil monetary penalty of \$15,000 pursuant to section 11-702 of the Act, payable by certified check to the Office of the Attorney General.

**VI. JURISDICTION RETAINED**

26. Jurisdiction is retained by the Securities Commissioner for the purpose of enabling any party to this Order to apply for such further orders and directions as may be necessary or appropriate for the construction or enforcement of this Order.

**SO ORDERED:**

October , 2004

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MELANIE SENTER LUBIN  
SECURITIES COMMISSIONER

## CERTIFICATE OF SERVICE

I hereby certify that I have this day served the foregoing Final Order To Cease And Desist by causing a copy to be delivered by United States mail, certified/return-receipt-requested postage prepaid, to:

Frank J. Picciolo  
541 Waterside Blvd.  
Monroe Township, NJ 08831

Barbara Alexis Blassingame  
135 Ocean Parkway, Apt. 9F  
Brooklyn, NY 11208

Sterling Advance Marketing, Inc.  
541 Waterside Blvd.  
Monroe Township, NJ 08831

Event Media, Inc.  
541 Waterside Blvd.  
Monroe Township, NJ 08831

Frank J. Picciolo  
Barbara Alexis Blassingame  
Sterling Advance Marketing, Inc.  
Event Media, Inc.  
c/o Oliver L. Hawkins, Esq.  
625 Main Street, #1141  
New York, NY 10044

and by serving a copy by hand delivery to Melanie Senter Lubin, Securities Commissioner, 200 St. Paul Place, Baltimore MD 21202.

October , 2004

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T. Webster Brenner  
Assistant Attorney General

Maryland Division of Securities  
200 St. Paul Place - 25th Floor  
Baltimore, Maryland 21202-2020  
410/ 576-6950

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Securities Division No. 02-0806

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**AFFIDAVIT OF COMPLIANCE WITH SECTION 11-802(b)**

I hereby certify that, in accordance with section 11-802(b) of the Maryland Securities Act, Title 11, Corporations and Associations Article of the Annotated Code of Maryland, I have effected service upon the Respondents by serving the foregoing Final Order To Cease And Desist upon the Securities Commissioner, and then sending a copy of the Order and notice of service by certified mail, return-receipt-requested, to the Respondents at their last-known address.

I solemnly affirm under the penalties of perjury and upon personal knowledge that the contents of the foregoing paper are true.

October , 2004

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T. Webster Brenner