

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 59470 / February 27, 2009

Administrative Proceeding
File No. 3-13386

In the Matter of

DANIEL BALDWIN, JR.,

Respondent.

**ORDER INSTITUTING
ADMINISTRATIVE PROCEEDINGS
PURSUANT TO SECTION 15(b) OF THE
SECURITIES EXCHANGE ACT OF 1934,
MAKING FINDINGS, AND IMPOSING
REMEDIAL SANCTIONS**

I.

The Securities and Exchange Commission (“Commission”) deems it appropriate and in the public interest that public administrative proceedings be, and hereby are, instituted pursuant to Section 15(b) of the Securities Exchange Act of 1934 (“Exchange Act”) against Daniel Baldwin, Jr. (“Baldwin” or “Respondent”).

II.

In anticipation of the institution of these proceedings, Respondent has submitted an Offer of Settlement (the “Offer”) which the Commission has determined to accept. Solely for the purpose of these proceedings and any other proceedings brought by or on behalf of the Commission, or to which the Commission is a party, and without admitting or denying the findings herein, except as to the Commission’s jurisdiction over him and the subject matter of these proceedings, and the findings contained in Section III.2 below, which are admitted, Respondent consents to the entry of this Order Instituting Administrative Proceedings Pursuant to Section 15(b) of the Securities Exchange Act of 1934, Making Findings, and Imposing Remedial Sanctions (“Order”), as set forth below.

III.

On the basis of this Order and Respondent's Offer, the Commission finds that

1. Daniel Baldwin, Jr., age 51, is a resident of Randallstown, Maryland. At the time of the conduct at issue, he was a registered representative, holding Series 7 and 63 licenses, and held the position of Senior Vice President, Institutional Sales for The Chapman Company, a broker-dealer registered with the Commission. He began his employment with The Chapman Company in January 1989.

2. On February 10, 2009, a final judgment was entered by consent against Baldwin, permanently enjoining him from future violations of Section 17(a) of the Securities Act of 1933 ("Securities Act"), Section 10(b) of the Exchange Act and Rule 10b-5 thereunder, in the civil action entitled Securities and Exchange Commission v. Nathan A. Chapman, Jr., et al., Civil Action Number 03-1877 (WDQ), in the United States District Court for the District of Maryland.

3. The Commission's complaint alleges fraudulent conduct in connection with an effort to rescue the failing initial public offering ("IPO") of eChapman, Inc., including, among other conduct: backdating of trades; unauthorized sales of IPO stock to brokerage customers; placing close to one-third of the IPO shares into the account of an advisory client; manipulating the market for the IPO stock for months following the IPO; and filing false and misleading reports with the Commission. eChapman, Inc. was the parent corporation of the broker-dealer with which Baldwin was associated, and of an investment adviser, both of which were registered with the Commission. As a result of the fraudulent conduct, investors lost millions of dollars. Specifically as to Baldwin, the complaint alleged that defendant Baldwin made unauthorized trades and placed IPO shares in at least 37 customer accounts. These customers included elderly investors and individuals who had specifically requested low-risk investments. Many of these customers knew nothing about investing or the stock market and relied on Baldwin to make their investment decisions.

IV.

In view of the foregoing, the Commission deems it appropriate and in the public interest to impose the sanctions agreed to in Respondent Baldwin's Offer.

Accordingly, it is hereby ORDERED, pursuant to Section 15(b)(6) of the Exchange Act, that Respondent Baldwin be, and hereby is barred from association with any broker or dealer.

Any reapplication for association by the Respondent will be subject to the applicable laws and regulations governing the reentry process, and reentry may be conditioned upon a number of factors, including, but not limited to, the satisfaction of any or all of the following: (a) any disgorgement ordered against the Respondent, whether or not the Commission has fully or partially waived payment of such disgorgement; (b) any arbitration award related to the conduct that served as the basis for the Commission order; (c) any self-regulatory organization arbitration award to a

customer, whether or not related to the conduct that served as the basis for the Commission order;
and (d) any restitution order by a self-regulatory organization, whether or not related to the conduct
that served as the basis for the Commission order.

By the Commission.

Elizabeth M. Murphy
Secretary