

1  
2  
3  
4  
5  
6  
7  
8  
9  
10  
11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24  
25  
26  
27  
28

**STATE OF CALIFORNIA**  
**BUSINESS, TRANSPORTATION AND HOUSING AGENCY**  
**DEPARTMENT OF CORPORATIONS**

**TO:** Walter L. Dominguez, President, CEO  
Dominguez and Associates, Inc., doing business as Salud Financiera  
3660 Wilshire Blvd., Suite 907 and 744  
Los Angeles, CA 90010

1660 N. Wilton Pl., Suite 514  
Los Angeles, CA 90028 (registered address)

Walter L. Dominguez  
Salud Financiera  
7125 De Longpre Ave., Apt. 106  
Los Angeles, CA 90046

2808 Santa Monica Blvd., Suite B  
Santa Monica, CA 90404

**DESIST AND REFRAIN ORDER**  
**(For violations of section 25110 and 25401 of the Corporations Code)**

The California Corporations Commissioner finds that:

1. At all relevant times, Walter L. Dominguez (hereinafter “Dominguez”) was President and/or CEO of Dominguez and Associates, Inc., doing business as Salud Financiera, (hereinafter “Dominguez and Associates”), a California corporation formed on September 21, 2000 using a website located on the Internet at [www.saludfinanciera.com](http://www.saludfinanciera.com).
2. Beginning in or about September, 2000, Dominguez and Dominguez and Associates offered or sold securities in the form of promissory notes and stock of Dominguez and Associates, Inc.
3. Through professional organizations, including but not limited to IBI Global, and other means of general solicitation, Dominguez and Dominguez and Associates offered or sold promissory notes and shares of common stock at \$1 per share to raise money for the purported purpose of developing

1 and marketing a financial planning program written in both Spanish and English to “teach Latinos  
2 how to effectively manage their finances”.

3 4. The program purported to include:

- 4 • a book titled Salud Financiera: Guía práctica para el progreso de tu familia (Smart Finances:  
5 A practical guide for achieving financial health);
- 6 • an audio series titled Mi Sistema Financiero (My Financial System);
- 7 • a video series titled The Salud Financiera Total (Total Financial Health);
- 8 • counseling, workshops, access to websites [www.saludfinanciera.com](http://www.saludfinanciera.com),  
9 [www.solidfinances.com](http://www.solidfinances.com) and [www.club80-10-10.com](http://www.club80-10-10.com); and
- 10 • an ATM/Debit Card named The Salud Financiera for people who have no credit or bank  
11 accounts.

12 5. These securities were offered or sold in this state in issuer transactions. The Department of  
13 Corporations has not issued a permit or other form of qualification authorizing any person to offer  
14 and sell these securities in this state.

15 6. In connection with these offers and sales, Dominguez and Dominguez and Associates  
16 misrepresented to investors that the financial planning program and its products would be ready for  
17 sale to the public within a matter of a few weeks, and omitted to disclose to investors that on May 7,  
18 2003 a state tax lien was entered against Dominguez in the amount of \$44,526.

19 Based upon the foregoing findings, the California Corporations Commissioner is of the  
20 opinion that the promissory notes and stock of Dominguez and Associates are securities subject to  
21 qualification under the California Corporate Securities Law of 1968 and are being or have been  
22 offered or sold without being qualified in violation of Corporations Code section 25110. Pursuant to  
23 section 25532 of the Corporate Securities Law of 1968, Walter L. Dominguez and Dominguez and  
24 Associates, Inc. doing business as Salud Financiera are hereby ordered to desist and refrain from the  
25 further offer or sale in the State of California of securities in the form of promissory notes and stock,  
26 unless and until qualification has been made under the law, unless exempt. This Order is necessary,  
27 in the public interest, for the protection of investors and consistent with the purposes, policies, and  
28 provisions of the Corporate Securities Law of 1968.

1 Further, the California Corporations Commissioner is of the opinion that the securities of  
2 Dominguez and Associates were offered or sold in this state by means of written or oral  
3 communications which included an untrue statement of a material fact or omitted to state a material  
4 fact necessary in order to make the statements made, in the light of the circumstances under which  
5 they were made, not misleading, in violation of section 25401 of the Corporate Securities Law of  
6 1968. Pursuant to section 25532 of the Corporate Securities Law of 1968, Walter L. Dominguez and  
7 Dominguez and Associates, Inc. doing business as Salud Financiera are hereby ordered to desist and  
8 refrain from offering or selling or buying or offering to buy any security in the State of California,  
9 including but not limited to the promissory notes and stock, by means of any written or oral  
10 communication which includes an untrue statement of a material fact or omits to state a material fact  
11 necessary in order to make the statements made, in the light of the circumstances under which they  
12 were made, not misleading. This Order is necessary, in the public interest, for the protection of  
13 investors and consistent with the purposes, policies, and provisions of the Corporate Securities Law  
14 of 1968.

15 Dated: October 29, 2007  
16 Sacramento, California

17 PRESTON DuFAUCHARD  
18 California Corporations Commissioner

19 By \_\_\_\_\_  
20 ALAN S. WEINGER  
21 Lead Corporations Counsel  
22 Enforcement Division  
23  
24  
25  
26  
27  
28