



## IAPD Report

# JOSEPH JOHN ORLANDO JR

CRD# 2882204

<b><u>Section Title</u></b>	<b><u>Page(s)</u></b>
Report Summary	1
Qualifications	2 - 3
Registration and Employment History	4
Disclosure Information	5



When communicating online or investing with any professional, make sure you know who you're dealing with. [Imposters](#) might link to sites like BrokerCheck from [phishing](#) or similar scam websites, or through [social media](#), trying to steal your personal information or your money.

Please contact FINRA with any concerns.



## IAPD Information About Representatives

IAPD offers information on all current-and many former representatives. Investors are strongly encouraged to use IAPD to check the background of representatives before deciding to conduct, or continue to conduct, business with them.

### What is included in a IAPD report?

IAPD reports for individual representatives include information such as employment history, professional qualifications, disciplinary actions, criminal convictions, civil judgments and arbitration awards.

It is important to note that the information contained in an IAPD report may include pending actions or allegations that may be contested, unresolved or unproven. In the end, these actions or allegations may be resolved in favor of the representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

### Where did this information come from?

The information contained in IAPD comes from the Investment Adviser Registration Depository (IARD) and FINRA's Central Registration Depository, or CRD, (see more on CRD below) and is a combination of:

- information the states require representatives and firms to submit as part of the registration and licensing process, and
- information that state regulators report regarding disciplinary actions or allegations against representatives.

### How current is this information?

Generally, representatives are required to update their professional and disciplinary information in IARD within 30 days.

### Need help interpreting this report?

For help understanding how to read this report, please consult NASAA's IAPD Tips page <http://www.nasaa.org/IAPD/IARReports.cfm>

### What if I want to check the background of an Individual Broker or Brokerage Firm?

To check the background of an Individual Broker or Brokerage firm, you can search for the firm or individual in IAPD. If your search is successful, click on the link provided to view the available licensing and registration information in FINRA's BrokerCheck website.

### Are there other resources I can use to check the background of investment professionals?

It is recommended that you learn as much as possible about an individual representative or Investment Adviser firm before deciding to work with them. Your state securities regulator can help you research individuals and certain firms doing business in your state. The contact information for state securities regulators can be found on the website of the North American Securities Administrators Association <http://www.nasaa.org>



## Report Summary

### JOSEPH JOHN ORLANDO JR (CRD# 2882204)

The report summary provides an overview of the representative's professional background and conduct. The information contained in this report has been provided by the representative, investment adviser and/or securities firms, and/or securities regulators as part of the states' investment adviser registration and licensing process. The information contained in this report was last updated by the representative, a previous employing firm, or a securities regulator on **03/31/2025**.

### CURRENT EMPLOYERS

	Firm	CRD#	Registered Since
IA	VCP FINANCIAL LLC	CRD# 167901	08/30/2021

### QUALIFICATIONS

This representative is currently registered in **0** SRO(s) and **10** jurisdiction(s).

Is this representative currently Inactive or Suspended with any regulator? **No**

**Note:** Not all jurisdictions require IAR registration or may have an exemption from registration. Additional information including this individual's qualification examinations and professional designations is available in the Detailed Report.

### REGISTRATION HISTORY

This representative was previously registered with the following firm(s):

	FIRM	CRD#	LOCATION	REGISTRATION DATES
B	FIRST STANDARD FINANCIAL COMPANY LLC	168340	RED BANK, NJ	03/23/2016 - 09/06/2019
B	NEWBRIDGE SECURITIES CORPORATION	104065	STATEN ISLAND, NY	01/02/2008 - 03/24/2016
B	GUNNALLEN FINANCIAL, INC	17609	STATEN ISLAND, NY	07/20/2005 - 01/11/2008

For additional registration and employment history details as reported by the individual, refer to the Registration and Employment History section of the Detailed Report.

### DISCLOSURE INFORMATION

Disclosure events include certain criminal charges and convictions, formal investigations and disciplinary actions initiated by regulators, customer disputes and arbitrations, and financial disclosures such as bankruptcies and unpaid judgments or liens.

Are there events disclosed about this representative? **Yes**

The following types of events are disclosed about this representative:

Type	Count
Regulatory Event	1
Criminal	1
Customer Dispute	1



## Qualifications

### REGISTRATIONS

This section provides the SRO, states and U.S. territories in which the representative is currently registered and licensed, the category of each registration, and the date on which the registration becomes effective. This section also provides, for each firm with which the representative is currently employed, the address of each location where the representative works. This individual is currently registered with **10** jurisdiction(s) and 0 SRO(s) through his or her employer(s).

### Employment 1 of 1

Firm Name: **VCP FINANCIAL LLC**  
Main Address: 2535 VICTORY BOULEVARD  
STATEN ISLAND, NY 10314  
Firm ID#: 167901

Regulator	Registration	Status	Date
IA California	Investment Adviser Representative	Approved	06/27/2023
IA Florida	Investment Adviser Representative	Approved	07/26/2023
IA Illinois	Investment Adviser Representative	Approved	06/27/2023
IA Louisiana	Investment Adviser Representative	Approved	07/16/2024
IA Minnesota	Investment Adviser Representative	Approved	06/27/2023
IA New Jersey	Investment Adviser Representative	Approved	06/27/2023
IA New York	Investment Adviser Representative	Approved	08/30/2021
IA Ohio	Investment Adviser Representative	Approved	06/27/2023
IA Pennsylvania	Investment Adviser Representative	Approved	06/27/2023
IA Texas	Investment Adviser Representative	Restricted Approval	04/03/2023

### Branch Office Locations

**VCP FINANCIAL LLC**  
2535 VICTORY BOULEVARD  
STATEN ISLAND, NY 10314



## Qualifications

### PASSED INDUSTRY EXAMS

This section includes all industry exams that the representative has passed. Under limited circumstances, a representative may attain registration after receiving an exam waiver based on a combination of exams the representative has passed and qualifying work experience. Likewise a new exam requirement may be grandfathered based on a representative's specific qualifying work experience. Exam waivers and grandfathering are not included below.

**This individual has passed 0 principal/supervisory exams, 2 general industry/product exams, and 2 state securities law exams.**

#### Principal/Supervisory Exams

Exam	Category	Date
------	----------	------

No information reported.

#### General Industry/Product Exams

Exam	Category	Date
------	----------	------

Securities Industry Essentials Examination (SIE)	SIE	10/01/2018
--	-----	------------

General Securities Representative Examination (S7)	Series 7	01/30/1998
--	----------	------------

#### State Securities Law Exams

Exam	Category	Date
------	----------	------

Uniform Investment Adviser Law Examination (S65)	Series 65	06/26/2023
--	-----------	------------

Uniform Securities Agent State Law Examination (S63)	Series 63	01/13/2010
--	-----------	------------

### PROFESSIONAL DESIGNATIONS

This section details that the representative has reported **0** professional designation(s).

No information reported.



## Registration & Employment History

### PREVIOUSLY REGISTERED WITH THE FOLLOWING FIRMS

This representative held registrations with the following firms:

	Registration Dates	Firm Name	ID#	Branch Location
B	03/23/2016 - 09/06/2019	FIRST STANDARD FINANCIAL COMPANY LLC	CRD# 168340	RED BANK, NJ
B	01/02/2008 - 03/24/2016	NEWBRIDGE SECURITIES CORPORATION	CRD# 104065	STATEN ISLAND, NY
B	07/20/2005 - 01/11/2008	GUNNALLEN FINANCIAL, INC	CRD# 17609	STATEN ISLAND, NY
B	01/25/2001 - 07/29/2005	JOSEPH STEVENS & COMPANY, INC.	CRD# 35459	BROOKLYN, NY
B	02/25/2000 - 08/16/2000	BRYN MAWR INVESTMENT GROUP, INC.	CRD# 20892	ROSEMONT, PA

### EMPLOYMENT HISTORY

Below is the representative's employment history for up to the last 10 years.

Employment Dates	Employer Name	Position	Investment Related	Employer Location
08/2019 - Present	VCP FINANCIAL LLC	INVESTMENT ADVISOR	Y	NEW YORK, NY, United States
03/2016 - 09/2019	First Standard Financial Company	Registered Representative	Y	New York, NY, United States

### OTHER BUSINESS ACTIVITIES

This section includes information, if any, as provided by the representative regarding other business activities the representative is currently engaged in either as a proprietor, partner, officer, director, employee, trustee, agent, or otherwise. This section does not include non-investment related activity that is exclusively charitable, civic, religious, or fraternal and is recognized as tax exempt.

BUY LONG ENTERPRISES - NON-INVESTMENT RELATED, C/O Eisner CPA PC, FREEPORT, NY 11520, CORPORATION, 9/2001, PRESIDENT -- MAINTAINING FINANCIAL RECORDS - 1099, START DATE: 9/2001. 0 HOURS/MONTH.



## Disclosure Summary

### Disclosure Information

#### What you should know about reported disclosure events:

##### (1) Certain thresholds must be met before an event is reported to IARD, for example:

- A law enforcement agency must file formal charges before an Investment Adviser Representative is required to report a particular criminal event.;
- A customer dispute must involve allegations that an Investment Adviser Representative engaged in activity that violates certain rules or conduct governing the industry and that the activity resulted in damages of at least \$5,000.

##### (2) Disclosure events in IAPD reports come from different sources:

As mentioned in the "About IAPD" section on page 1 of this report, information contained in IAPD comes from Investment Adviser Representatives, firms and regulators. When more than one of these sources reports information for the same disclosure event, all versions of the event will appear in the IAPD report. The different versions will be separated by a solid line with the reporting source labeled.

##### (3) There are different statuses and dispositions for disclosure events:

- A disclosure event may have a status of *pending*, *on appeal*, or *final*.
  - A "pending" disclosure event involves allegations that have not been proven or formally adjudicated.
  - A disclosure event that is "on appeal" involves allegations that have been adjudicated but are currently being appealed.
  - A "final" disclosure event has been concluded and its resolution is not subject to change.
- A final disclosure event generally has a disposition of *adjudicated*, *settled* or *otherwise resolved*.
  - An "adjudicated" matter includes a disposition by (1) a court of law in a criminal or civil matter, or (2) an administrative panel in an action brought by a regulator that is contested by the party charged with some alleged wrongdoing.
  - A "settled" matter generally represents a disposition wherein the parties involved in a dispute reach an agreement to resolve the matter. Please note that Investment Adviser Representatives and firms may choose to settle customer disputes or regulatory matters for business or other reasons.
  - A "resolved" matter usually includes a disposition wherein no payment is made to the customer or there is no finding of wrongdoing on the part of the Investment Adviser Representative. Such matters generally involve customer disputes.

##### (4) You may wish to contact the Investment Adviser Representatives to obtain further information regarding any of the disclosure events contained in this IAPD report.



## DISCLOSURE EVENT DETAILS

When evaluating this information, please keep in mind that some items may involve pending actions or allegations that may be contested and have not been resolved or proven. The event may, in the end, be withdrawn, dismissed, resolved in favor of the Investment Adviser Representative, or concluded through a negotiated settlement with no admission or finding of wrongdoing.

This report provides the information exactly as it was reported to the Investment Adviser Registration Depository. Some of the specific data fields contained in the report may be blank if the information was not provided.

The following types of events are disclosed about this representative:

Type	Count
Regulatory Event	1
Criminal	1
Customer Dispute	1

### Regulatory Event

This disclosure event may include a final, formal proceeding initiated by a regulatory authority (e.g., a state securities agency, a federal regulator such as the Securities and Exchange Commission or the Commodities Futures Trading Commission, or a foreign financial regulatory body) for a violation of investment-related rules or regulations. This disclosure event may also include a revocation or suspension of an Investment Adviser Representative's authority to act as an attorney, accountant or federal contractor.

#### Disclosure 1 of 1

<b>Reporting Source:</b>	Regulator
<b>Regulatory Action Initiated By:</b>	UNITED STATES SECURITIES AND EXCHANGE COMMISSION
<b>Sanction(s) Sought:</b>	Cease and Desist
<b>Date Initiated:</b>	01/14/2025
<b>Docket/Case Number:</b>	3-22412
<b>Employing firm when activity occurred which led to the regulatory action:</b>	VCP Financial LLC; IKE Group LLC

**Product Type:** Other: Privately offered membership interests in limited liability companies

**Allegations:** The Securities and Exchange Commission ("Commission") deems it appropriate and in the public interest that public administrative and cease-and-desist proceedings be, and hereby are, instituted against Joseph J. Orlando Jr. ("Orlando" or "Respondent"). In anticipation of the institution of these proceedings, Respondent has submitted an Offer of Settlement (the "Offer") which the Commission has determined to accept. On the basis of this Order and Respondent's Offer, the Commission finds that these proceedings arise out of unregistered broker activity by Orlando who, between at least September 2019 and March 2020 (the "Relevant Period"), solicited investors on behalf of StraightPath Venture Partners, LLC. ("StraightPath"). StraightPath was an entity that offered investments in privately offered membership interests in limited liability companies (the "StraightPath Funds") that each purportedly owned shares of private issuers that had prospects of becoming publicly traded issuers ("Pre-IPO Issuers"). Orlando successfully solicited at least \$1.1 million in investments in the



StraightPath Funds from at least 19 investors. Through his unregistered conduct brokering transactions between investors and the StraightPath Funds, Orlando received over \$67,000 in transaction-based compensation. As a result of this conduct, Orlando willfully violated Section 15(a) of the Exchange Act.

**Current Status:**

Final

**Resolution:**

Order

**Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?**

No

**Resolution Date:**

01/14/2025

**Sanctions Ordered:**

Cease and Desist  
Civil and Administrative Penalty(ies)/Fine(s)  
Disgorgement  
Monetary Penalty other than Fines  
Suspension  
Undertaking

**If the regulator is the SEC, CFTC, or an SRO, did the action result in a finding of a willful violation or failure to supervise?**

Yes

**(1) willfully violated any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any of such Acts, or any of the rules of the Municipal Securities Rulemaking Board, or to have been unable to comply with any provision of such Act, rule or regulation?**

Yes



**(2) willfully aided, abetted, counseled, commanded, induced, or procured the violation by any person of any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any of such Acts, or any of the rules of the Municipal Securities Rulemaking Board? or**

No

**(3) failed reasonably to supervise another person subject to your supervision, with a view to preventing the violation by such person of any provision of the Securities Act of 1933, the Securities Exchange Act of 1934, the Investment Advisers Act of 1940, the Investment Company Act of 1940, the Commodity Exchange Act, or any rule or regulation under any such Acts, or any of the rules of the Municipal Securities Rulemaking Board?**

No

**Sanction 1 of 2**

**Sanction Type:** Suspension  
**Capacities Affected:** Any offering of a penny stock  
**Duration:** 6 months  
**Start Date:** 01/27/2025  
**End Date:** 07/26/2025

**Sanction 2 of 2**

**Sanction Type:** Suspension  
**Capacities Affected:** Any broker, dealer, investment adviser, municipal securities dealer, municipal advisor, transfer agent, or NRSRO  
**Duration:** 6 months  
**Start Date:** 01/27/2025  
**End Date:** 07/26/2025

**Monetary Sanction 1 of 3**

**Monetary Related Sanction:** Civil and Administrative Penalty(ies)/Fine(s)  
**Total Amount:** \$20,000.00



**Portion Levied against individual:** \$20,000.00

**Payment Plan:**

**Is Payment Plan Current:**

**Date Paid by individual:**

**Was any portion of penalty waived?** No

**Amount Waived:**

**Monetary Sanction 2 of 3**

**Monetary Related Sanction:** Monetary Penalty other than Fines

**Total Amount:** \$15,995.95

**Portion Levied against individual:** \$15,995.95

**Payment Plan:** Prejudgment interest on disgorgement

**Is Payment Plan Current:**

**Date Paid by individual:**

**Was any portion of penalty waived?** No

**Amount Waived:**

**Monetary Sanction 3 of 3**

**Monetary Related Sanction:** Disgorgement

**Total Amount:** \$67,259.60

**Portion Levied against individual:** \$67,259.60

**Payment Plan:**

**Is Payment Plan Current:**

**Date Paid by individual:**

**Was any portion of penalty waived?** No

**Amount Waived:**

**Regulator Statement** As a result of this conduct, Orlando willfully violated Section 15(a) of the Exchange Act.

In view of the foregoing, the Commission deems it appropriate and in the public interest to impose the sanctions agreed to in Respondent Orlando's Offer. Accordingly, pursuant to Sections 15(b) and 21C of the Exchange Act and Section 203(f) of the Advisers Act, it is hereby ordered that Orlando cease and desist from committing or causing any violations and any future violations of Section 15(a) of the Exchange Act; be, and hereby is, suspended from association with any broker, dealer, investment adviser, municipal securities dealer, municipal advisor, transfer agent, or nationally recognized statistical rating organization ("NRSRO") for six (6) months, effective on the second Monday following the entry of this Order; be, and



hereby is, suspended from participating in any offering of a penny stock for six (6) months, effective on the second Monday following the entry of this Order; shall pay disgorgement of \$67,259.60, prejudgment interest of \$15,995.95, and civil penalties of \$20,000 to the SEC; and shall comply with the undertaking enumerated in the agreement.

.....

**Reporting Source:** Individual

**Regulatory Action Initiated By:** UNITED STATES SECURITIES AND EXCHANGE COMMISSION

**Sanction(s) Sought:** Cease and Desist

**Date Initiated:** 01/14/2025

**Docket/Case Number:** 3-22412

**Employing firm when activity occurred which led to the regulatory action:** VCP Financial LLC; IKE Group LLC

**Product Type:** Other: Privately offered membership interests in limited liability companies

**Allegations:** The Securities and Exchange Commission ("Commission") deems it appropriate and in the public interest that public administrative and cease-and-desist proceedings be, and hereby are, instituted pursuant to Sections 15(b) and 21C of the Securities Exchange Act of 1934 ("Exchange Act") and Section 203(f) of the Investment Advisers Act of 1940 ("Advisers Act") against Joseph J. Orlando Jr. ("Orlando" or "Respondent"). 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, which are admitted, and except as provided herein in Section VI, Respondent consents to the entry of this Order Instituting Administrative and Cease-and-Desist Proceedings, Pursuant to Sections 15(b) and 21C of the Securities Exchange Act of 1934 and Section 203(f) of the Investment Advisers Act of 1940, Making Findings, and Imposing Remedial Sanctions and a Cease-and-Desist Order ("Order"), as set forth below. These proceedings arise out of unregistered broker activity by Orlando who, between at least September 2019 and March 2020 (the "Relevant Period"), solicited investors on behalf of StraightPath Venture Partners, LLC. ("StraightPath"). StraightPath was an entity that offered investments in privately offered membership interests in limited liability companies (the "StraightPath Funds") that each purportedly owned shares of private issuers that had prospects of becoming publicly traded issuers ("Pre-IPO Issuers"). Orlando successfully solicited at least \$1.1 million in investments in the StraightPath Funds from at least 19 investors. Through his unregistered conduct brokering transactions between investors and the StraightPath Funds, Orlando received over \$67,000 in transaction-based compensation.

**Current Status:** Final

**Resolution:** Order



<b>Does the order constitute a final order based on violations of any laws or regulations that prohibit fraudulent, manipulative, or deceptive conduct?</b>	No
<b>Resolution Date:</b>	01/14/2025
<b>Sanctions Ordered:</b>	Cease and Desist Civil and Administrative Penalty(ies)/Fine(s) Disgorgement Monetary Penalty other than Fines Suspension Undertaking
<b>Sanction 1 of 2</b>	
<b>Sanction Type:</b>	Suspension
<b>Capacities Affected:</b>	Any offering of a penny stock.
<b>Duration:</b>	6 months
<b>Start Date:</b>	01/27/2025
<b>End Date:</b>	07/26/2025
<b>Sanction 2 of 2</b>	
<b>Sanction Type:</b>	Suspension
<b>Capacities Affected:</b>	Any broker, dealer, investment adviser, municipal securities dealer, municipal advisor, transfer agent, or NRSRO.
<b>Duration:</b>	6 months
<b>Start Date:</b>	01/27/2025
<b>End Date:</b>	07/26/2025
<b>Monetary Sanction 1 of 3</b>	
<b>Monetary Related Sanction:</b>	Civil and Administrative Penalty(ies)/Fine(s)
<b>Total Amount:</b>	\$20,000.00
<b>Portion Levied against individual:</b>	\$20,000.00
<b>Payment Plan:</b>	
<b>Is Payment Plan Current:</b>	
<b>Date Paid by individual:</b>	
<b>Was any portion of penalty waived?</b>	No
<b>Amount Waived:</b>	
<b>Monetary Sanction 2 of 3</b>	
<b>Monetary Related Sanction:</b>	Monetary Penalty other than Fines
<b>Total Amount:</b>	\$15,995.95
<b>Portion Levied against individual:</b>	\$15,995.95



**Payment Plan:**

**Is Payment Plan Current:**

**Date Paid by individual:**

**Was any portion of penalty waived?** No

**Amount Waived:**

**Monetary Sanction 3 of 3**

**Monetary Related Sanction:** Disgorgement

**Total Amount:** \$67,259.60

**Portion Levied against individual:** \$67,259.60

**Payment Plan:**

**Is Payment Plan Current:**

**Date Paid by individual:**

**Was any portion of penalty waived?** No

**Amount Waived:**



## Criminal

This disclosure event involves a criminal charge against the Investment Adviser Representative that has resulted in a dismissal, plea, acquittal or conviction. The criminal matter may relate to any felony or certain misdemeanor offenses (e.g., bribery, perjury, forgery, counterfeiting, extortion, fraud, wrongful taking of property).

### Disclosure 1 of 1

<b>Reporting Source:</b>	Individual
<b>Court Details:</b>	STATE OF NEW YORK 51-I-90
<b>Charge Date:</b>	11/06/1989
<b>Charge Details:</b>	ATTEMPTED ROBBERY 2ND DEGREE/ 2 COUNTS
<b>Felony?</b>	Yes
<b>Current Status:</b>	Final
<b>Status Date:</b>	04/03/1990
<b>Disposition Details:</b>	FELONY E. CONVICTION A TERM OF FIVE YEARS PROBATION ON EACH COUNT TO RUN CONCURRENTLY. ON 03-02-93 PROBATION WAS TERMINATED.
<b>Broker Statement</b>	NOT PROVIDED



## Customer Dispute

This section provides information regarding a customer dispute that was reported to the Investment Adviser Registration Depository (IARD) by the Investment Adviser Representative (IAR), an investment adviser and/or securities firm, and/or a securities regulator. The event may include a consumer-initiated, investment-related complaint, arbitration proceeding or civil suit that contains allegations of sales practice violations against the individual.

The customer dispute may be pending or may have resulted in a civil judgment, arbitration award, monetary settlement, closure without action, withdrawal, dismissal, denial, or other outcome.

### Disclosure 1 of 1

<b>Reporting Source:</b>	Individual
<b>Employing firm when activities occurred which led to the complaint:</b>	FIRST STANDARD FINANCIAL
<b>Allegations:</b>	UNAUTHORIZED TRADING
<b>Product Type:</b>	Options
<b>Alleged Damages:</b>	\$48,000.00
<b>Is this an oral complaint?</b>	No
<b>Is this a written complaint?</b>	Yes
<b>Is this an arbitration/CFTC reparation or civil litigation?</b>	No

### Customer Complaint Information

<b>Date Complaint Received:</b>	03/05/2019
<b>Complaint Pending?</b>	Yes
<b>Settlement Amount:</b>	
<b>Individual Contribution Amount:</b>	
<b>Broker Statement</b>	Registered representative vehemently denies the allegations set forth by or on behalf of the customer; intends to establish the clearly erroneous nature and/or falsehood of same and seek expungement relief at the earliest opportunity.



## End of Report

This page is intentionally left blank.