

BEFORE THE
DIVISION OF SECURITIES
DEPARTMENT OF FINANCIAL INSTITUTIONS
STATE OF WISCONSIN

In the Matter of
QUEST EVENTS, INC. a/k/a ITRIUMPH and
KENNETH A. MACKENZIE,

PETITION FOR ORDER

Respondents.

File No. S-00275(EX)

The staff of the Enforcement Unit, Registration & Enforcement Section, of the Division of Securities, Department of Financial Institutions, State of Wisconsin has conducted an investigation in this matter pursuant to sec. 551.56, Wis. Stats. and as a result thereof alleges as follows:

1. Quest Events, Inc. a/k/a iTriumph (“Quest Events”) is a business entity with a last known address of 1320 Mendota Street, Suite 105, Madison, Wisconsin 53714.
2. Kenneth A. MacKenzie (“MacKenzie”) is an individual who at all time material hereto has been “President” of Quest Events.
3. MacKenzie is an individual with a date-of-birth of 9/30/63 and a last known home address of 10 Birchwood Circle, Madison, Wisconsin 53704.
4. During the period of September 1, 2000, to October 10, 2000, on behalf of Quest Events, MacKenzie and an agent of Quest Events offered to at least five persons in Wisconsin the common stock of Quest Events.
5. The common stock offered by the respondents is a security as defined by sec. 551.02(13), Wis. Stats.
6. In connection with the offers of the securities described above, an agent transacted business in Wisconsin as a “securities agent” for Quest Events as that term is defined by sec. 551.02(2), Wis. Stats.
7. At no time has the agent of Quest Events been licensed as a securities agent pursuant to Ch. 551, Wis. Stats.
8. MacKenzie and Quest Events have violated sec. 551.31(2), Wis. Stats., by employing an unlicensed agent to represent them in Wisconsin.
9. In connection with the offer and sale of the security described in Paragraph 4 above, the Respondents made untrue statements of material facts, or omitted to state material facts including but not limited to the following: the financial condition of Quest Events at the time the offer was made, the stated ownership by Quest Events of Madison Marathon, Inc, and the United States Triathlon Series, stated television coverage of Quest Events races by ESPN, ESPN2 and Outdoor Life Network, the statement “strong sponsorship base,” the statement, “We currently have healthy cash flows and have for ten years,” and the stated use of proceeds.
10. All Respondents have violated sec.551.41(2), Wis. Stats., by making an untrue statement of material fact in the offer and sale of securities to persons in Wisconsin.

