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

In the Matter of Michael C. Ribich Respondent.	PETITION FOR ORDER File No. S-04280(LX)

The staffs of the Licensing & Compliance Bureau and the Enforcement Unit, Registration and Enforcement Bureau of the Division of Securities, Department of Financial Institutions, State of Wisconsin have conducted an investigation in this matter pursuant to sec. 551.56, Wis. Stats. and as a result thereof allege as follows:

1. Merrill Lynch Pierce Fenner & Smith Inc. ("Merrill") is a broker-dealer (CRD #7691) with a last known address of 4804 Deer Lake Dr., E. Jacksonville, Fl 32246-6486;

2. Michael C. Ribich ("Ribich") (CRD #4472460) is a securities agent licensed in Wisconsin with a last known address of 1359 N. Lincoln, Unit 3073, Urbana, IL 61801;

3. On October 12, 2004, the staff became aware that Ribich had been the subject of a denial of his application for licensing as an insurance agent by the Wisconsin Office of the Commissioner of Insurance ("OCI") on August 16, 2004;

4. The denial of his insurance agent application was based on Ribich's failure to respond to OCI's request for more information regarding his "yes" answer that he had been convicted of a misdemeanor or felony related to the insurance industry;

5. On October 27, 2004, the staff sent a letter to Gene Porter, the Registration contact for Merrill, asking for an explanation of the "yes" answer regarding a conviction on his insurance application, with a response date of November 10, 2004;

6. On November 26, 2004, the staff sent a letter to Christopher Cavuoti, Compliance contact for Merrill, with a copy to Ribich, stating that the Division had not received a reply to the October 27, 2004 letter and giving the firm and Ribich until December 7, 2004 to respond before the matter would be referred to Enforcement;

7. On December 13, 2004, the copy of the letter to Cavuoti that was sent to Ribich was returned by the Post Office as "Moved, Left No Address;"

8. To date, no response has been received from Merrill and no statement has been received from Ribich;

9. Sec. 551(33)(3), Wis. Stats., requires an agent to promptly file a correcting amendment when an application becomes inaccurate or incomplete in any material respect;

10. The failure of Ribich to disclose the denial of his insurance agent application, to disclose information regarding his conviction as reported on the insurance application, and to update his residential address on his application provide a basis, pursuant to sections 551.33(3) and 551.34(1)(a), Wis. Stats for the suspension of his securities agent license in Wisconsin.

THEREFORE, the staffs of the Licensing & Compliance and Registration & Enforcement Bureaus petition the Administrator for the issuance of the attached Order.

DATED this _____ day of _____, 2004.

_____ David A. Cohen Supervising Attorney Enforcement Unit	_____ Kenneth L. Hojnacki Director Licensing & Compliance Bureau