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

In the Matter of
MERYL H. KELCH

Respondent.

PETITION FOR ORDER

File No. S-03001(LX)

The staffs of the Bureau of Licensing & Compliance and the Enforcement Unit, Bureau of Registration & Enforcement, 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. Meryl H. Kelch ("Kelch") is a licensed securities agent (CRD #1951476) with a last known business address at 525 S. 24th Ave, Suite 302, Wausau WI 54401;

2. In a letter from Kelch to the staff of the Division of Securities dated January 22, 2003, the letterhead provides "Advisory Services provided by Sterling Portfolio Allocation Service..."

3. The web site for Kelch also contains the language "Advisory Services provided by Sterling Portfolio Allocation Service..."

4. At no time material hereto has Kelch been licensed as an investment adviser representative with Sterling Portfolio Allocation Services;

5. By acting as an unlicensed investment adviser representative Kelch has violated sec. 551.31(3m), Wis. Stats.

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

DATED this 14th day of February, 200.

David A. Cohen
Supervising Attorney
Bureau of Registration & Enforcement

Judith A.L. Wilson
Examiner
Bureau of Licensing & Compliance