

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

In the Matter of

ORDER OF ASSESSMENT (CONSENT)

LOUISE E. LADD

File No. S-04157 (LX)

Respondent

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Based upon the attached Petition for Order and Waiver and Consent to Order, I find that this action is necessary and appropriate in the public interest and for the protection of investors.

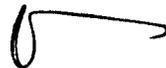
Therefore, pursuant to Sections 551.605 and 551.63, Wis. Stats.,

IT IS ORDERED THAT:

- a. Louise E. Ladd shall pay the sum of \$10,000 as an administrative assessment pursuant to Sec. 551.605, Wis. Stats. The Administrator shall credit the administrative assessment to the appropriation under Sec. 20.144(1)(i), Wis. Stats., and
- b. This matter is concluded, the file [S-04157(LX)] is closed, and,
- c. The matters forming the basis of this Order will not be considered in reviewing any future license applications.

EXECUTED at Madison, Wisconsin this 14~~th~~ day of January 2005.

(SEAL)



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Patricia D. Struck  
Administrator  
Division of Securities

NOTICE:

You are advised that any wilful violation of an Order issued by the Administrator of the Division of Securities of the Department of Financial Institutions of the State of Wisconsin under Ch. 551, Wis. Stats., is a criminal offense punishable under the provisions of Sec. 551.58, Wis. Stats.