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

In the Matter of RICHARD R. KELSEY,	CEASE & DESIST ORDER (CONSENT)
Respondent.	File No. S-09092(EX)

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, and consistent with the purposes of Chapter 551, Wis. Stats.;

Therefore, pursuant to sec. §551.604 and §551.605, Wis. Stats.,

IT IS ORDERED THAT:

a. Richard R. Kelsey, his agents, servants, employees, and every entity and person directly or indirectly controlled or organized by or on his behalf, shall immediately cease and desist from making or causing to be made to any person or entity in Wisconsin any further offers or sales of securities unless and until such securities qualify as covered securities or are registered under Ch. 551, Wis. Stats., or successor statute, or properly exempted therefrom.

b. Richard R. Kelsey, his agents, servants, employees, and every entity and person directly or indirectly controlled or hereafter organized by or on his behalf, shall immediately cease and desist from employing any agent to represent them in Wisconsin unless the agent is licensed under Ch. 551, Wis. Stats., or successor statute, or excepted from the licensing requirement.

EXECUTED at Madison, Wisconsin, this 14th day of December, 2009.

(SEAL)

Patricia D. Struck
Administrator
Division of Securities

NOTICE

You are advised that any willful 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.