

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

In the Matter of

ISPOTTEDYOU.COM, INC.,
SECURE A FINANCIAL FUTURE SOCIETY,
RICHARD R. KELSEY, and
WILLIAM G. LEHMANN,

Respondents.

PETITION FOR ORDER

File No. S-09092(EX)

The staff of the State of Wisconsin, Department of Financial Institutions, Division of Securities has conducted an investigation in this matter pursuant to §551.602, Wis. Stats., and as a result thereof alleges as follows:

1. ISpottedYou.com, Inc., (“ISY”) is a Nevada corporation with a last known business address of 227 W. Depot Street, Antioch, Illinois 60002, and a corporate headquarters listed at 2020 Calamos Court, Suite 200, Naperville, Illinois 60563.
2. Secure A Financial Future Society (“SAFF”) is a Washington nonprofit corporation with last known business addresses of S74 W17065 Janesville Road #186, Muskego, Wisconsin 53150, and 1402 Auburn Way N., #116, Auburn, Washington 98002.
3. Richard Robert. Kelsey (“Kelsey”) is an individual, born in March 1961, who at all times material hereto has been an owner, officer, or controlling person of ISY, with a last known business address at ISY, and a last known home address of 914 Hillside Avenue, Apartment #4, Antioch, Illinois 60002-1491.
4. William G. Lehmann (“Lehmann”) is an individual, born in December 1951, who at all times material hereto has been an officer of ISY and an owner, officer or controlling person of SAFF, with a last known business address at SAFF, and a last known home address of 17440 W. College Avenue, Muskego, Wisconsin 53150.
5. Between 2008 and 2009, Lehmann, on behalf of SAFF, ISY and Kelsey, offered and sold to at least 100 persons in Wisconsin an investment in shares of stock in SAFF (a revenue sharing stock that only pays out a dividend), with the representation that for each share of SAFF purchased, the investor would also get five shares of ISY common stock within 6-12 months after ISY went public.
6. According to p. 2 of the document provided by Kelsey to Division staff entitled “Company Profile Ispottedyou.com”, “ISpottedYou.com Inc. (ISYI) is a marketing company focused on producing advertising, business and entertainment-oriented products within a targeted community. ISYI is committed to raising the bar of internet interaction and member transparency, as well as breaking through the barrier by measuring success on a profit-per-member basis.”

7. According to a document posted on the Internet at <https://www.otciq.com/otciq/ajax/showFinancialReportById.pdf?id=19301>, entitled "Initial Issuer Information and Disclosure Statement – Ispottedyou.com, Inc.": "The Ispottedyou business model will encompass many of the salient features of well-known websites such as MySpace, Facebook and LinkedIn, but will also incorporate unique, proprietary applications such as the EBC, MIGA, and SmartKi (Location-based services, coupled with unique ISPO identifier/access technology)."
8. According to the verbal representations made by Lehmann to at least some of the persons in Wisconsin in the offer and sale of the securities as described above, "You can receive a 10% bonus if you refer another person that invest [sic] in SAFF. Have them put your name and phone number on the data sheet and you will receive 10% in both ISY and SAFF stock."
9. According to statements made by Lehmann to Division staff, Lehmann told the persons in Wisconsin who invested in the stock of SAFF that they would receive the 10% bonus as described in ¶ 8 above when the person they referred to Lehmann invested in SAFF.
10. Neither the investments in the stock of SAFF nor ISY have ever been registered for offer and sale in Wisconsin pursuant to Ch. 551, Wis. Stats.
11. Each Respondent has violated § 551.301, Wis. Stats., by offering and selling unregistered securities to persons in Wisconsin.
12. In connection with the offers and sales of the securities described in ¶5 above, Lehmann, and the investors he used for referrals, transacted business in Wisconsin as "agents" for all Respondents, as that term is defined by § 551.102(2), Wis. Stats.
13. At no time have Lehmann or any of those referring investors been licensed as a securities agent pursuant to Ch. 551, Wis. Stats.
14. All Respondents have violated § 551.401(3), Wis. Stats., by employing unlicensed agents to represent them in Wisconsin.
15. In connection with the offer of the securities described above, SAFF transacted business in Wisconsin as a broker-dealer in offering and selling the stock of ISY to the persons in Wisconsin, as that term is defined by § 551.102(4), Wis. Stats.
16. SAFF has never been registered as a broker-dealer in Wisconsin, pursuant to Chapter 551, Wis. Stats.
17. SAFF has violated § 551.401, Wis. Stats., by transacting business as an unregistered broker-dealer in Wisconsin.
18. On September 1, 2009, the State of Iowa Commissioner of Insurance issued a summary order to Cease and Desist against Lehmann based on the offer and sale of securities to persons in Iowa. According to that Cease and Desist Order, Lehmann's activities in Iowa were essentially the same as in the offer and sale of securities to persons in Wisconsin described above. According to the Iowa Cease and Desist Order, the staff of the Iowa Commissioner of Insurance alleged that Lehmann offered and sold unregistered non-exempt securities, acted as an unlicensed securities agent, and made untrue statements of material facts and omissions of material facts to investors in Iowa in the offer and sale of the securities.

Therefore, the staff of the Bureau of Enforcement petitions the Administrator of the Division of Securities to issue the attached Order pursuant to Ch. 551, Wis. Stats.

Mark Dorman 12-3-09

Mark Dorman Date
Senior Examiner
Bureau of Enforcement

Leslie M. Van Buskirk 12/3/09

Leslie M. Van Buskirk Date
Attorney Supervisor
Bureau of Enforcement