

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

In the Matter of

PETITION FOR ORDER

ISPOTTEDYOU.COM, INC.,
RICHARD R. KELSEY, and
WILLIAM D. CERBE,

File No. S-210117 (EX)

Respondents.

The staff of the State of Wisconsin, Department of Financial Institutions, Division of Securities (“the Division”) 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 as 2020 Calamos Court, Suite 200, Naperville, Illinois 60563.
2. 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.
3. William D. Cerbe (“Cerbe”) is an individual, 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 9711 Shepard Avenue, Oak Creek, Wisconsin 53154-5224.
4. ISY, Kelsey, William G. Lehmann (“Lehmann”) and Lehmann’s business of Secure a Financial Future Society consented to an Order of Prohibition issued by the Division on December 14, 2009 for selling unregistered securities as an unregistered broker-dealer with an unlicensed agent to at least 100 Wisconsin investors in 2008 and 2009. As part of the resolution, Lehmann made rescission offers to the Wisconsin investors.
5. According to information that legal counsel for ISY provided to Division staff, some sales of the ISY stock occurred in December 2009 immediately before the Division issued the Consent Orders, but well after Kelsey signed the Waiver and Consent forms in October 2009.
6. According to information that Kelsey provided to Division staff, between December 4, 2009 and December 31, 2010, Kelsey and Cerbe offered and sold ISY stock to at least 82 Wisconsin investors on behalf of ISY.
7. Those December 2009 sales of ISY stock were neither registered nor exempt under Chapter 551, Wis. Stats., and Kelsey did not disclose those sales to the Division during its investigation.
8. Kelsey, Cerbe and ISY violated § 551.301, Wis. Stats., by offering and selling unregistered securities to persons in Wisconsin.

9. ISY and Kelsey willfully violated the consent Order of Prohibition issued by the Division on December 14, 2009 through their unregistered sales after that date.

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.

Dated this 24th day of August, 2011.



Mark Dorman
Senior Examiner
Bureau of Enforcement



Leslie M. Van Buskirk
Attorney Supervisor
Bureau of Enforcement