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

In the Matter of RICHARD R. KELSEY, Respondent.	CEASE AND DESIST ORDER (CONSENT) File No. S-210117 (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.

Therefore, pursuant to § 551.604, 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 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. All exemptions from registration set forth at Ch. 551, Wis. Stats., or successor statute, that might otherwise apply to any offer or sale of any security of or by Richard R. Kelsey, his agents, servants, employees, and every entity or person directly or indirectly controlled or organized by or on his behalf, are hereby revoked.

EXECUTED at Madison, Wisconsin, this 26th day of August, 2011.

(SEAL)

Patricia D. Struck
Administrator
Division of Securities

NOTICE

You are advised that a failure to comply with this Order may result in a penalty under §551.604(7), and any willful violation of this Order is a criminal offense punishable under the provisions of § 551.508, Wis. Stats.

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

In the Matter of RICHARD R. KELSEY,	WAIVER AND CONSENT TO ORDER
Respondent.	File No. S-210117(EX)

The undersigned Respondent, having decided not to contest the issuance of the attached Order, hereby waives his right to a hearing with respect to this matter and hereby consents to the issuance of the Order;

The undersigned Respondent understands that the Order is effective when signed by the Administrator of the Division of Securities and that a willful violation of an Order signed by the Administrator is a criminal offense.

EXECUTED this 16 day of August, 2011.

RICHARD R. KELSEY

Richard R. Kelsey
(DOB 3-22-61)

State of FL)
County of Broward)

Subscribed before me this

16 day of August, 2011.

Evelin R. Monty
Notary Public

My commission expires 3/26/13

EVELIN ROMANSKI-MONTY
MY COMMISSION EXPIRES
March 26, 2013
#DD 874497
Notary Public Underwriters
Bonded Thru
STATE OF FLORIDA
NOTARY PUBLIC