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

In the Matter of
SOCAL SECURITIES

PETITION FOR ORDER

Respondent.

File No. S-00190(LX)

The staffs of the Licensing & Compliance Section and the Enforcement Unit, Registration & Enforcement Section, of the Division of Securities, Department of Financial Institutions, State of Wisconsin have conducted an investigation in this matter pursuant to sec. 551.56, Wis. Stats. and as a result thereof allege as follows:

1. **Socal Securities** ("Socal") is a broker-dealer (CRD #17788) with a last known address of 24351 Pasto Rd., Suite B, Dana Point, CA 92629;

2. On September 17, 1999, Socal applied through the CRD to become licensed as a broker-dealer in Wisconsin;

3. On September 22, 1999, the staff notified Socal of several items needed to complete its application and that those items must be filed by March 17, 1999 or the staff would ask the Administrator to deny its application;

4. On April 5, 2000, the staff sent a letter by certified mail again asking the firm to complete its application or withdraw its application by April 21, 2000;

5. To date, the staff has not received the information that it requested;

6. The failure of Socal to complete its application, as described above, provides a basis, pursuant to sec. 551.34(1)(a), Wis. Stats. for the denial of its license application.

THEREFORE, the staffs of the Licensing & Compliance Section and the Enforcement Unit petition the Administrator for the issuance of the attached Order.

DATED this 27th day of July, 2000.

David A. Cohen
Supervising Attorney
Bureau of Registration & Enforcement

Barbara Kerl
Licensing Examiner
Bureau of Licensing & Compliance