

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 68062 / October 17, 2012

ADMINISTRATIVE PROCEEDING
File No. 3-15071

In the Matter of

Rudolf Pameijer,

Respondent.

ORDER INSTITUTING
ADMINISTRATIVE PROCEEDINGS
PURSUANT TO SECTION 15(b) OF THE
SECURITIES EXCHANGE ACT OF 1934,
MAKING FINDINGS, AND IMPOSING
REMEDIAL SANCTIONS

I.

The Securities and Exchange Commission (“Commission”) deems it appropriate and in the public interest that public administrative proceedings be, and hereby are, instituted pursuant to Section 15(b) of the Securities Exchange Act of 1934 (“Exchange Act”) against Rudolf Pameijer (“Pameijer” or “Respondent”).

II.

In anticipation of the institution of these proceedings, Respondent has submitted an Offer of Settlement (the “Offer”) which the Commission has determined to accept. Solely for the purpose of these proceedings and any other proceedings brought by or on behalf of the Commission, or to which the Commission is a party, and without admitting or denying the findings herein, except as to the Commission’s jurisdiction over him and the subject matter of these proceedings and the findings contained in Section III.2 below, which are admitted, Respondent consents to the entry of ther Order Instituting Administrative Proceedings Pursuant to Section 15(b) of the Securities Exchange Act of 1934, Making Findings, and Imposing Remedial Sanctions (“Order”), as set forth below.

III.

On the basis of the Order and Respondent's Offer, the Commission finds that:

1. From at least March 2010 to October 2011, Pameijer acted as an unregistered broker. Pameijer, 62 years old, is a resident of Trafalgar, Indiana.
2. On September 25, 2012, a judgment was entered by consent against Pameijer, permanently enjoining him from future violations of Section 17(a) of the Securities Act of 1933, and Sections 10(b) and 15(a) of the Exchange Act and Rule 10b-5 thereunder, in the civil action titled Securities and Exchange Commission v. Rudolf D. Pameijer, et al., Civil Action Number 1:12-CV-01364, in the United States District Court for the Southern District of Indiana.
3. The Commission's complaint alleges that: From at least March 2010 through October 2011, in connection with the sale of securities, Pameijer and his daughter, Lindsay R. Sayer, and Ryan W. Koester, operating through their entities Plan America and Rykoworks Capital Group, LLC, misappropriated nearly \$1.7 million of investor money. Koester purported to be an expert foreign currency trader and falsely represented that his trading strategy offered investors a principal guaranteed investment opportunity. Pameijer and Sayer, operating as unlicensed brokers, solicited clients to invest in Koester's trading system, and misappropriated the majority of investor funds for their own personal use. The remaining investor funds transferred by Pameijer and Sayer to Koester and his entity Rykoworks were depleted through trading losses and Koester's misappropriation of funds for his own personal use. Pameijer misled investors regarding how their money was being used, sent out false account statements, and otherwise engaged in conduct which operated as a fraud and deceit on investors.

IV.

In view of the foregoing, the Commission deems it appropriate and in the public interest to impose the sanctions agreed to in Respondent Pameijer's Offer.

Accordingly, it is hereby ORDERED pursuant to Section 15(b)(6) of the Exchange Act that Respondent Pameijer be, and hereby is:

barred from association with any broker, dealer, investment adviser, municipal securities dealer, municipal advisor, transfer agent, or nationally recognized statistical rating organization; and

barred from participating in any offering of a penny stock, including: acting as a promoter, finder, consultant, agent or other person who engages in activities with a broker, dealer or issuer for purposes of the issuance or trading in any penny stock, or inducing or attempting to induce the purchase or sale of any penny stock.

Any reapplication for association by the Respondent will be subject to the applicable laws and regulations governing the reentry process, and reentry may be conditioned upon a number of factors, including, but not limited to, the satisfaction of any or all of the following: (a) any disgorgement ordered against the Respondent, whether or not the Commission has fully or partially waived payment of such disgorgement; (b) any arbitration award related to the conduct that served as the basis for the Commission order; (c) any self-regulatory organization arbitration award to a customer, whether or not related to the conduct that served as the basis for the Commission order; and (d) any restitution order by a self-regulatory organization, whether or not related to the conduct that served as the basis for the Commission order.

By the Commission.

Elizabeth M. Murphy
Secretary