

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

ADMINISTRATIVE PROCEEDINGS RULINGS
Release No. 3590/February 9, 2016

ADMINISTRATIVE PROCEEDING
File No. 3-16836

In the Matter of

STEVEN J. MUEHLER,
ALTERNATIVE SECURITIES MARKETS
GROUP CORP., AND
BLUE COAST SECURITIES CORP., DBA
GLOBALCROWDTV, INC., AND BLUE
COAST BANC

ORDER

On January 26, 2016, Respondents submitted their witness list consisting of eight witnesses that they intend to call during the upcoming hearing in this matter. According to the revised procedural schedule, subpoenas for such witnesses were due by February 1, 2016. *Steven J. Muehler*, Admin. Proc. Rulings Release No. 3433, 2015 SEC LEXIS 5267 (ALJ Dec. 23, 2015). To date, Respondents have not requested the issuance of any subpoenas for witnesses.

One of the witnesses on Respondents' witness list, Mr. Weslie Watt Johnson, also appears on the Division of Enforcement's witness list, and a subpoena requested by the Division for Mr. Johnson's appearance has already been issued. Mr. Johnson and five other of Respondents' listed witnesses share an employer, ASMX Capital, and four of those share a work address in Marina Del Rey, California.

Although the deadline for requesting witness subpoenas has passed, I will allow Respondents until February 16, 2016, to submit subpoena requests for their witnesses to ensure availability and to provide the witnesses with sufficient notice prior to the hearing.¹ To the extent the witnesses are represented by counsel, as it appears Mr. Johnson is according to the

¹ As I noted during the January 4 prehearing conference, a witness subpoena may be accompanied by a request for that witness to testify telephonically if in-person attendance would be difficult. Tr. 45. I also indicated that Respondents should not rely solely on the Division's subpoena of a witness to secure that witness's attendance at the hearing because the Division could elect not to call that witness. Tr. 47-48.

Division's witness list, the subpoena should be directed to the witness's counsel after my office returns a signed version to Respondents.

In regards to the last witness on Respondents' list, Ms. Earth Baynard, an analyst at FINRA, I encourage the parties to stipulate to this witness's expected testimony. If stipulation is impossible, Respondents should arrange to have this witness testify by phone.

Jason S. Patil
Administrative Law Judge