

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

ADMINISTRATIVE PROCEEDINGS RULINGS  
Release No. 3433/December 23, 2015

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

REVISED SCHEDULING ORDER

On September 28, 2015, the Securities and Exchange Commission issued an Order Instituting Administrative and Cease-and-Desist Proceedings (OIP) against Respondents. On November 25, I set a procedural schedule for this matter. *Steven J. Muehler*, Admin. Proc. Rulings Release No. 3352, 2015 SEC LEXIS 4878. Thereafter, Steven J. Muehler submitted an amended answer purportedly on behalf of all Respondents.

Because Muehler purports to have answered on behalf of all Respondents, I ORDER Muehler to file by January 4, 2016, a notice of appearance, in accordance with Rule of Practice 102, 17 C.F.R. § 201.102, relating to his representation of Alternative Securities Markets Group Corp. (ASMGC) and Blue Coast Securities Corp. The notice of appearance shall be accompanied by an affidavit explaining Muehler's authority to represent those Respondents. In particular, the affidavit should address the discrepancy between his amended answer on behalf of all Respondents, and his earlier statements at the November 24, 2015, prehearing conference indicating he lacked the capacity to answer on behalf of ASMGC. *See* Tr. 6. As discussed during the conference, Muehler is informed that he need not represent—nor answer on behalf of—ASMGC in order to answer (on behalf of himself) allegations concerning events relating to ASMGC that may have occurred during his tenure at that company.

In light of Respondents' amended answer and Muehler's pro se status, I FURTHER ORDER the following revised procedural schedule:

December 29, 2015: The Division's subpoenas for the production of documentary evidence are due. Parties are responsible for

requesting and serving their own subpoenas. The subpoena forms to be used are online at <http://www.sec.gov/alj>.

January 4, 2016:

A telephonic prehearing conference will be held at 2:00 p.m. EST.

Respondents' subpoenas for the production of documentary evidence are due. Parties are responsible for requesting and serving their own subpoenas. The subpoena forms to be used are online at <http://www.sec.gov/alj>.

January 19, 2016:

The Division shall file its exhibit and witness lists.

The Division shall furnish Respondents with, but not file, its pre-marked exhibits.

The Division shall provide my office with, but not file, electronic courtesy copies of its exhibits.

January 26, 2016:

Respondents shall file their exhibit and witness lists.

Respondents shall furnish the Division with, but not file, their pre-marked exhibits.

Respondents shall provide my office with, but not file, electronic courtesy copies of their exhibits.

February 1, 2016:

All parties' subpoenas requiring the attendance of witnesses at the hearing are due. Parties are responsible for requesting and serving their own subpoenas. The subpoena forms to be used are available online at <http://www.sec.gov/alj>.

The Division's objections to Respondents exhibits<sup>1</sup> and witnesses are due.

February 8, 2016:

The Division's prehearing brief is due. Respondents may submit prehearing briefing but are not required to do so.

Respondents' objections to the Division's exhibits and witnesses are due.

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<sup>1</sup> Exhibits not objected to will be deemed admitted at the beginning of the hearing. This applies to both the Division's and Respondents' exhibits.

February 16, 2016: A final telephonic prehearing conference will be held at 2:00 p.m. EST.

February 22, 2016: The hearing will begin at 10:00 a.m. PST, in Courtroom 24 of the United States Courthouse for the Central District of California, 312 N. Spring Street, Los Angeles, California 90012. The parties should be prepared to proceed with the hearing on this date, as requests for postponement are “strongly disfavor[ed].” 17 C.F.R. § 201.161(b).

After the close of the parties’ evidentiary presentation, I will establish a post-hearing schedule for the filing of briefs and exhibits.

Witness lists shall include witnesses’ names, occupations, addresses, and a brief summary of their expected testimony. 17 C.F.R. § 201.222(a)(4). Exhibit lists shall be emailed to my office at [alj@sec.gov](mailto:alj@sec.gov) in Microsoft Excel or Word format and include exhibit numbers, a description of each exhibit, and Bates-stamp numbers, if any. Exhibits shall not be filed with the Office of the Secretary until after the hearing concludes. In addition to the required filing with the Office of the Secretary, electronic courtesy copies of filings should be emailed to [alj@sec.gov](mailto:alj@sec.gov) in both PDF text-searchable format and, when possible, Microsoft Word format. Electronic copies of exhibits should not be combined into a single PDF file, but submitted as separate attachments.

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Jason S. Patil  
Administrative Law Judge