

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

ADMINISTRATIVE PROCEEDINGS RULINGS
Release No. 3327/November 18, 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

ORDER SCHEDULING PREHEARING
CONFERENCE

On September 28, 2015, the Securities and Exchange Commission issued an Order Instituting Administrative and Cease-and-Desist Proceedings (OIP) against Respondents pursuant to Sections 15(b) and 21C of the Securities Exchange Act of 1934. The Division of Enforcement and Respondent Steven J. Muehler have since submitted a joint prehearing conference statement that addresses certain items in Rule of Practice 221(c), and includes certain proposed due dates, which dates I accept as Muehler's waiving his right to a hearing within thirty to sixty days of service of the OIP. *See* 15 U.S.C. § 78u-3(b); OIP at 7. The joint statement also addresses aspects of Muehler's response to the OIP, and reflects that the OIP was served by October 3, 2015.

I ORDER that a telephonic prehearing conference be held on November 24, 2015, at 2:00 p.m. EST. The conference will address issues implicated by the joint prehearing conference statement, including: (1) the status of Respondents' efforts to obtain counsel; (2) whether Muehler's *pro se* Response to the OIP, which denies allegations relating to him and companies he controlled, may be deemed an answer on behalf of Alternative Securities Markets Group Corp. (ASMGC); (3) the circumstances informing why ASMGC has not yet filed an independent answer to the OIP; (4) whether the answer deadline for ASMGC should be extended; (5) the sufficiency of the Response to the OIP as to each Respondent and whether it should be amended in writing and/or clarified on the record at the conference; (6) the appropriateness of a prospective motion for default as to ASMGC; (7) whether Muehler and the other Respondent(s) he is appearing on behalf of should be excused from filing prehearing briefs; and (8) the appropriateness of establishing additional deadlines for requesting document and witness

subpoenas, as well as deadlines for any of the other numbered items in Rule of Practice 221(c) not addressed by the joint prehearing conference statement.

Jason S. Patil
Administrative Law Judge