

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

ADMINISTRATIVE PROCEEDINGS RULINGS  
Release No. 3352/November 25, 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

SCHEDULING ORDER FOLLOWING  
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. On November 24, I held a prehearing conference attended by the Division of Enforcement and Respondent Steven J. Muehler, who also appeared on behalf of Respondent Blue Coast Securities Corp.<sup>1</sup> During the conference, the parties addressed issues implicated by their joint prehearing conference statement, including applicable deadlines and the status of Muehler's efforts to obtain counsel. Muehler stated that he anticipates retaining counsel in this matter by the first week of December.

In light of the joint prehearing conference statement and the November 24 prehearing conference, I ORDER the following procedural schedule:

- December 18, 2015: Muehler may file an amended Answer to modify his Response to the OIP (which I construe as Muehler's Answer).
- December 22, 2015: The Division may file a motion for default against Respondent Alternative Securities Markets Group Corp., accompanied by supporting evidence, including a declaration. The Division's motion should be limited to the issue of whether this Respondent is in default. Liability and sanctions will not be determined until after the close of

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<sup>1</sup> Unless otherwise noted, "Muehler" herein refers to both him and Blue Coast.

evidence, and the Division should reserve arguments on such issues for post-hearing briefing.

- December 29, 2015: Subpoenas for the production of documentary evidence are due. Parties are responsible for requesting and serving their own subpoenas. Subpoena forms are available online at <http://www.sec.gov/alj>.
- January 19, 2016: The parties shall file their exhibit and witness lists.
- The parties shall furnish each other with, but not file, their pre-marked exhibits.
- The parties shall provide my Office with, but not file, electronic courtesy copies of their exhibits.
- January 26, 2016: Objections to exhibits<sup>2</sup> and witnesses are due.
- February 1, 2016: Subpoenas requiring the attendance of witnesses at the hearing are due. Parties are responsible for requesting and serving their own subpoenas. Subpoena forms are available online at <http://www.sec.gov/alj>.
- February 8, 2016: Prehearing briefs are due.
- 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 and their counsel, including any prospective attorney that Muehler may retain, 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

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<sup>2</sup> Exhibits not objected to will be deemed admitted at the beginning of the hearing.

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