

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

ADMINISTRATIVE PROCEEDINGS RULINGS
Release No. 4632/February 27, 2017

ADMINISTRATIVE PROCEEDING
File No. 3-17650

In the Matter of

JOE LAWLER

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ORDER TO SHOW CAUSE

The Securities and Exchange Commission instituted this proceeding with an Order Instituting Proceedings (OIP) on October 28, 2016, pursuant to Section 15(b) of the Securities Exchange Act of 1934. The proceeding is a follow-on proceeding based on *SEC v. Projaris Management, LLC*, No. 13-cv-849 (D.N.M. May 17, 2016), in which Respondent Joe Lawler was enjoined against violations of the registration and antifraud provisions of the securities laws.

At a December 15, 2016, prehearing conference at which Lawler appeared, January 27, 2017, was set as the deadline for his Answer to the OIP. *Joe Lawler*, Admin. Proc. Rulings Release No. 4464, 2016 SEC LEXIS 4683 (A.L.J. Dec. 19, 2016). Lawler was advised that if he did not file an Answer by January 27, 2017, he would be in default, and the undersigned would enter an order barring him from associating with a broker, dealer, investment adviser, municipal securities dealer, municipal advisor, transfer agent, or nationally recognized statistical rating organization and from participating in an offering of penny stock. *Id.* To date, Lawler has not filed an Answer.

Accordingly, Lawler is ORDERED TO SHOW CAUSE, by March 13, 2017, why he should not be deemed to be in default and be barred from associating with any broker, dealer, investment adviser, municipal securities dealer, municipal advisor, transfer agent, or nationally recognized statistical rating organization and from participating in an offering of penny stock. *See* OIP at 2; 17 C.F.R. §§ 201.155(a), .220(f).

/S/ Carol Fox Foelak
Carol Fox Foelak
Administrative Law Judge