

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

Administrative Proceedings Rulings  
Release No. 6358 / November 21, 2018

Administrative Proceeding  
File No. 3-18007

In the Matter of

**New Western Energy Corp.,  
Preferred Restaurant Brands,  
Inc., and  
Primco Management, Inc.**

**Order Finding Service and  
Directing Respondents  
to Show Cause**

On June 1, 2017, the Securities and Exchange Commission issued an order instituting proceedings (OIP) against Respondents under Section 12(j) of the Securities Exchange Act of 1934. After a prior initial decision and finality order were vacated by the Commission, the proceeding was reassigned to me on September 12, 2018. *Pending Admin. Proc.*, Admin. Proc. Rulings Release No. 5955, 2018 SEC LEXIS 2264, at \*2-3 (ALJ).<sup>1</sup> The parties were provided the opportunity to propose how further proceedings should be conducted. *New W. Energy Corp.*, Admin. Proc. Rulings Release No. 5959, 2018 SEC LEXIS 2273, at \*1 (ALJ Sept. 13, 2018).

Because I was concerned that the finality order may have affected whether New Western Energy Corp. and Primco Management, Inc., updated their primary business addresses on file with the Commission, I directed the Division to take steps to ensure that the two companies were aware that the proceeding was reopened and that they had the opportunity to submit proposals regarding the proceeding's conduct. *See New W. Energy Corp.*, Admin. Proc. Rulings Release No. 6249, 2018 SEC LEXIS 2964, at \*1 (ALJ Oct. 24, 2018). The Division submitted a notice on October 3, 2018, and

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<sup>1</sup> Preferred Restaurant Brands, Inc., settled with the Commission and is no longer part of this proceeding. *New W. Energy Corp.*, Exchange Act Release No. 81552, 2017 SEC LEXIS 2762 (Sept. 7, 2017).

declarations on November 2 and 16, 2018, demonstrating that an officer or agent of each company has actual notice of the relevant orders. New Western's counsel accepted service by email. And the last chief executive officer of Primco, who signed the void Delaware corporation's last filings with the Commission, was served by a process server and, during a telephone call on September 27, 2018, told Division counsel that Primco "had no interest in contesting this proceeding." To date, neither New Western nor Primco has filed a proposal.

On June 7, 2017, the Division submitted a declaration of service. After independently reviewing the declaration, I find that the declaration establishes that New Western and Primco were each served with the OIP by June 5, 2017, by U.S. Postal Service Priority Mail Express to the most recent address shown on each Respondent's most recent filing with the Commission. 17 C.F.R. § 201.141(a)(2)(ii). Their answers were due by June 19, 2017. OIP at 3; 17 C.F.R. §§ 201.160(a), (b), .220(b). To date, neither has filed an answer.

I ORDER New Western and Primco to SHOW CAUSE by December 3, 2018, why the registration of their securities should not be revoked by default due to their failures to file answers or otherwise defend this proceeding. If either fails to respond to this order, it shall be deemed in default, the proceeding will be determined against it, and the registration of its securities will be revoked. OIP at 3; 17 C.F.R. §§ 201.155(a)(2), .220(f).

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Cameron Elliot  
Administrative Law Judge