

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 62634 / August 4, 2010

ADMINISTRATIVE PROCEEDING
File No. 3-13991

In the Matter of

Shauntel A. McCoy,

Respondent.

ORDER INSTITUTING
ADMINISTRATIVE PROCEEDINGS
PURSUANT TO SECTION 15(b) OF THE
SECURITIES EXCHANGE ACT OF 1934,
MAKING FINDINGS, AND IMPOSING
REMEDIAL SANCTIONS

I.

The Securities and Exchange Commission (“Commission”) deems it appropriate and in the public interest that public administrative proceedings be, and hereby are, instituted pursuant to Section 15(b) of the Securities Exchange Act of 1934 (“Exchange Act”) against Shauntel A. McCoy (“McCoy” or “Respondent McCoy”).

II.

In anticipation of the institution of the proceedings, Respondent has submitted an Offer of Settlement (the “Offer”) which the Commission has determined to accept. Solely for the purpose of these proceedings and any other proceedings brought by or on behalf of the Commission, or to which the Commission is a party, and without admitting or denying the findings herein, except to the Commission’s jurisdiction over her and the subject matter of these proceedings, and the findings contained in Section III.2 below, which are admitted, Respondent consents to the entry of this Order Instituting Administrative Proceedings Pursuant to Section 15(b) of the Securities Exchange Act of 1934, Making Findings, and Imposing Remedial Sanctions (“Order”), as set forth below.

III.

On the basis of this Order and Respondent's Offer, the Commission finds that:

1. McCoy was a manager of Sun Empire, LLC ("Sun Empire") and/or Empire Capital Asset Management ("ECAM") investment club. From March 2007 through February 2008, McCoy was associated with a registered investment adviser headquartered in Georgia. Her prior employment includes positions as a loan originator, a youth counselor for California Youth Authority, and a parole agent with the California Department of Corrections. McCoy is not currently associated with any registered broker-dealer. McCoy, 36 years old, is a resident of Fontana, California.

2. On July 12, 2010, a judgment was entered against Respondent McCoy, permanently enjoining her from future violations of Sections 5(a) and 5(c) of the Securities Act of 1933 ("Securities Act"); Section 17(a) of the Securities Act; Section 10(b) of the Exchange Act and Rule 10b-5 thereunder; and Section 15(a) of the Exchange Act, in the civil action entitled Securities and Exchange Commission v. Sun Empire, LLC, et al., Civil Action Number SACV09-399 DOC (RNBx), in the United States District Court for the Central District of California.

3. The Commission's complaint alleged that from at least September 2008 through April 2009, McCoy participated in unregistered offers and sales of securities in Sun Empire and ECAM. McCoy solicited investors from California and Nevada through a multi-level marketing scheme operated from an Anaheim, California hotel. The complaint further alleged that McCoy offered investors several types of investments that purportedly generated high-yield returns. McCoy made false and misleading statements in the unregistered offer and sale of Sun Empire and ECAM securities, and otherwise engaged in a variety of conduct which operated as a fraud and deceit on investors.

IV.

In view of the foregoing, the Commission deems it necessary and appropriate in the public interest to impose the sanctions agreed to in Respondent McCoy's Offer.

Accordingly, it is hereby ORDERED:

Pursuant to Section 15(b)(6) of the Exchange Act, that Respondent McCoy be, and hereby is barred from association with any broker or dealer.

Any reapplication for association by the Respondent will be subject to the applicable laws and regulations governing the reentry process, and reentry may be conditioned upon a number of factors, including, but not limited to, the satisfaction of any or all of the following: (a) any disgorgement ordered against the Respondent, whether or not the Commission has fully or partially waived payment of such disgorgement; (b) any arbitration award related to the conduct that served as the basis for the Commission order; (c) any self-regulatory organization arbitration award to a

customer, whether or not related to the conduct that served as the basis for the Commission order;
and (d) any restitution order by a self-regulatory organization, whether or not related to the conduct
that served as the basis for the Commission order.

For the Commission, by its Secretary, pursuant to delegated authority.

Elizabeth M. Murphy
Secretary

Service List

Rule 141 of the Commission's Rules of Practice provides that the Secretary, or another duly authorized officer of the Commission, shall serve a copy of the Order Instituting Administrative Proceedings Pursuant to Section 15(b) of the Securities Exchange Act of 1934, Making Findings, and Imposing Remedial Sanctions ("Order"), on the Respondent, who is acting as her own legal agent.

The attached Order has been sent to the following parties and other persons entitled to notice:

Honorable Brenda P. Murray
Chief Administrative Law Judge
Securities and Exchange Commission
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