

**UNITED STATES OF AMERICA**  
**Before the**  
**SECURITIES AND EXCHANGE COMMISSION**  
**October 29, 2007**

**ADMINISTRATIVE PROCEEDING**  
**File No. 3-12882**

---

<b>In the Matter of</b>	:	
	:	
	:	
<b>American Venture Group, Inc.,</b>	:	<b>ORDER INSTITUTING</b>
<b>Avocet Ventures, Inc.,</b>	:	<b>PROCEEDINGS AND NOTICE</b>
<b>Bull Run, Inc.,</b>	:	<b>OF HEARING PURSUANT TO</b>
<b>Calcomp Technology, Inc., and</b>	:	<b>SECTION 12(j) OF THE</b>
<b>Essco USA, Inc.,</b>	:	<b>SECURITIES EXCHANGE ACT</b>
	:	<b>OF 1934</b>
<b>Respondents.</b>	:	
	:	

---

**I.**

The Securities and Exchange Commission (“Commission”) deems it necessary and appropriate for the protection of investors that public administrative proceedings be, and hereby are, instituted pursuant to Section 12(j) of the Securities Exchange Act of 1934 (“Exchange Act”).

**II.**

After an investigation, the Division of Enforcement alleges that:

**A. RESPONDENTS**

1. American Venture Group, Inc. (CIK No. 1081925) is a void Delaware corporation located in Los Angeles, California with a class of equity securities registered with the Commission pursuant to Exchange Act Section 12(g). American Venture is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a Form 10-SB registration statement on May 27, 1999, which reported total assets of \$500.

2. Avocet Ventures, Inc. (CIK No. 1097461) is a revoked Nevada corporation located in Los Angeles, California with a class of equity securities registered with the Commission pursuant to Exchange Act Section 12(g). Avocet is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a Form 10-SB registration statement on October 28, 1999, which reported no operations, no revenue, and net losses of \$2,704.

3. Bull Run, Inc. (CIK No. 1043074) is a revoked Nevada corporation located in Irvine, California with classes of equity securities registered with the Commission pursuant to Exchange Act Section 12(g). Bull Run is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a Form 10-SB registration statement on February 2, 1999.

4. Calcomp Technology, Inc. (CIK No. 818470) is an inactive Delaware corporation located in La Palma, California with a class of equity securities registered with the Commission pursuant to Exchange Act Section 12(g). Calcomp is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a Form 10-Q for the period ended September 26, 1999.

5. Essco USA, Inc. (CIK No. 1053883) is a forfeited Delaware corporation located in Irvine, California with a class of equity securities registered with the Commission pursuant to Exchange Act Section 12(g). Essco is delinquent in its periodic filings with the Commission, having not filed any periodic reports since it filed a Form 10-SB registration statement on February 2, 1998.

#### B. DELINQUENT PERIODIC FILINGS

6. As discussed in more detail above, all of the respondents are delinquent in their periodic filings with the Commission (*see* Chart of Delinquent Filings, attached hereto as Appendix 1), have repeatedly failed to meet their obligations to file timely periodic reports, and failed to heed delinquency letters sent to them by the Division of Corporation Finance requesting compliance with their periodic filing obligations or, through their failure to maintain a valid address on file with the Commission as required by Commission rules, did not receive such letters.

7. Exchange Act Section 13(a) and the rules promulgated thereunder require issuers of securities registered pursuant to Exchange Act Section 12 to file with the Commission current and accurate information in periodic reports, even if the registration is voluntary under Section 12(g). Specifically, Rule 13a-1 requires issuers to file annual reports (Forms 10-K or 10-KSB), and Rule 13a-13 requires issuers to file quarterly reports (Forms 10-Q or 10-QSB).

8. As a result of the foregoing, Respondents failed to comply with Exchange Act Section 13(a) and Rules 13a-1 and 13a-13 thereunder.

### III.

In view of the allegations made by the Division of Enforcement, the Commission deems it necessary and appropriate for the protection of investors that public administrative proceedings be instituted to determine:

A. Whether the allegations contained in Section II are true and, in connection therewith, to afford the Respondents an opportunity to establish any defenses to such allegations; and,

B. Whether it is necessary and appropriate for the protection of investors to suspend for a period not exceeding twelve months, or revoke the registration of each class of securities of the Respondents identified in Section II registered pursuant to Section 12 of the Exchange Act.

#### IV.

IT IS HEREBY ORDERED that a public hearing for the purpose of taking evidence on the questions set forth in Section III hereof shall be convened at a time and place to be fixed, and before an Administrative Law Judge to be designated by further order as provided by Rule 110 of the Commission's Rules of Practice [17 C.F.R. § 201.110].

IT IS HEREBY FURTHER ORDERED that Respondents shall file an Answer to the allegations contained in this Order within ten (10) days after service of this Order, as provided by Rule 220(b) of the Commission's Rules of Practice [17 C.F.R. § 201.220(b)].

If Respondents fail to file the directed Answers, or fail to appear at a hearing after being duly notified, the Respondents may be deemed in default and the proceedings may be determined against it upon consideration of this Order, the allegations of which may be deemed to be true as provided by Rules 155(a), 220(f), 221(f), and 310 of the Commission's Rules of Practice [17 C.F.R. §§ 201.155(a), 201.220(f), 201.221(f), and 201.310].

This Order shall be served forthwith upon Respondents personally or by certified, registered, or Express Mail, or by other means of verifiable delivery.

IT IS FURTHER ORDERED that the Administrative Law Judge shall issue an initial decision no later than 120 days from the date of service of this Order, pursuant to Rule 360(a)(2) of the Commission's Rules of Practice [17 C.F.R. § 201.360(a)(2)].

In the absence of an appropriate waiver, no officer or employee of the Commission engaged in the performance of investigative or prosecuting functions in this or any factually related proceeding will be permitted to participate or advise in the decision of this matter, except as witness or counsel in proceedings held pursuant to notice. Since this proceeding is not "rule making" within the meaning of Section 551 of the Administrative Procedure Act, it is not deemed subject to the provisions of Section 553 delaying the effective date of any final Commission action.

By the Commission.

Nancy M. Morris  
Secretary

Attachment

## Appendix 1

### Chart of Delinquent Filings *American Venture Group, Inc.*

Company Name	Form Type	Period Ended	Due Date	Date Received	Months Delinquent (rounded up)
<b><i>American Venture Group, Inc.</i></b>	<i>10-QSB</i>	06/30/99	08/16/99	Not filed	98
	<i>10-QSB</i>	09/30/99	11/15/99	Not filed	95
	<i>10-KSB</i>	12/31/99	03/30/00	Not filed	91
	<i>10-QSB</i>	03/31/00	05/15/00	Not filed	89
	<i>10-QSB</i>	06/30/00	08/14/00	Not filed	86
	<i>10-QSB</i>	09/30/00	11/14/00	Not filed	83
	<i>10-KSB</i>	12/31/00	04/02/01	Not filed	78
	<i>10-QSB</i>	03/31/01	05/15/01	Not filed	77
	<i>10-QSB</i>	06/30/01	08/14/01	Not filed	74
	<i>10-QSB</i>	09/30/01	11/14/01	Not filed	71
	<i>10-KSB</i>	12/31/01	04/01/02	Not filed	66
	<i>10-QSB</i>	03/31/02	05/15/02	Not filed	65
	<i>10-QSB</i>	06/30/02	08/14/02	Not filed	62
	<i>10-QSB</i>	09/30/02	11/14/02	Not filed	59
	<i>10-KSB</i>	12/31/02	03/31/03	Not filed	55
	<i>10-QSB</i>	03/31/03	05/15/03	Not filed	53
	<i>10-QSB</i>	06/30/03	08/14/03	Not filed	50
	<i>10-QSB</i>	09/30/03	11/14/03	Not filed	47
	<i>10-KSB</i>	12/31/03	03/30/04	Not filed	43
	<i>10-QSB</i>	03/31/04	05/17/04	Not filed	41
	<i>10-QSB</i>	06/30/04	08/16/04	Not filed	38
	<i>10-QSB</i>	09/30/04	11/15/04	Not filed	35
	<i>10-KSB</i>	12/31/04	03/31/05	Not filed	31
	<i>10-QSB</i>	03/31/05	05/16/05	Not filed	29
	<i>10-QSB</i>	06/30/05	08/15/05	Not filed	26
	<i>10-QSB</i>	09/30/05	11/14/05	Not filed	23
	<i>10-KSB</i>	12/31/05	03/31/06	Not filed	19
	<i>10-QSB</i>	03/31/06	05/15/06	Not filed	17
	<i>10-QSB</i>	06/30/06	08/14/06	Not filed	14
	<i>10-QSB</i>	09/30/06	11/14/06	Not filed	11
<i>10-KSB</i>	12/31/06	04/02/07	Not filed	6	
<i>10-QSB</i>	03/31/07	05/15/07	Not filed	5	
<i>10-QSB</i>	06/30/07	08/14/07	Not filed	2	

Company Name	Form Type	Period Ended	Due Date	Date Received	Months Delinquent (rounded up)
<b>American Venture Group, Inc.</b>					
Total Filings Delinquent	33				
<b>Avocet Ventures, Inc.</b>					
	10-QSB	12/31/99	02/14/00	Not filed	92
	10-QSB	03/31/00	05/15/00	Not filed	89
	10-QSB	06/30/00	08/14/00	Not filed	86
	10-KSB	09/30/00	12/29/00	Not filed	82
	10-QSB	12/31/00	02/14/01	Not filed	80
	10-QSB	03/31/01	05/15/01	Not filed	77
	10-QSB	06/30/01	08/14/01	Not filed	74
	10-KSB	09/30/01	12/31/01	Not filed	70
	10-QSB	12/31/01	02/14/02	Not filed	68
	10-QSB	03/31/02	05/15/02	Not filed	65
	10-QSB	06/30/02	08/14/02	Not filed	62
	10-KSB	09/30/02	12/30/02	Not filed	58
	10-QSB	12/31/02	02/14/03	Not filed	56
	10-QSB	03/31/03	05/15/03	Not filed	53
	10-QSB	06/30/03	08/14/03	Not filed	50
	10-KSB	09/30/03	12/29/03	Not filed	46
	10-QSB	12/31/03	02/17/04	Not filed	44
	10-QSB	03/31/04	05/17/04	Not filed	41
	10-QSB	06/30/04	08/16/04	Not filed	38
	10-KSB	09/30/04	12/29/04	Not filed	34
	10-QSB	12/31/04	02/14/05	Not filed	32
	10-QSB	03/31/05	05/16/05	Not filed	29
	10-QSB	06/30/05	08/15/05	Not filed	26
	10-KSB	09/30/05	12/29/05	Not filed	22
	10-QSB	12/31/05	02/14/06	Not filed	20
	10-QSB	03/31/06	05/15/06	Not filed	17
	10-QSB	06/30/06	08/14/06	Not filed	14
	10-KSB	09/30/06	12/29/06	Not filed	10
	10-QSB	12/31/06	02/14/07	Not filed	8
	10-QSB	03/31/07	05/15/07	Not filed	5
	10-QSB	06/30/07	08/14/07	Not filed	2

Company Name	Form Type	Period Ended	Due Date	Date Received	Months Delinquent (rounded up)
<b>Avocet Ventures, Inc.</b>					
Total Filings Delinquent	31				
<b>Bull Run, Inc.</b>					
	10-QSB	09/30/02	11/14/02	Not filed	59
	10-QSB	12/31/02	02/14/03	Not filed	56
	10-KSB	03/31/03	06/30/03	Not filed	52
	10-QSB	06/30/03	08/14/03	Not filed	50
	10-QSB	09/30/03	11/14/03	Not filed	47
	10-QSB	12/31/03	02/17/04	Not filed	44
	10-KSB	03/31/04	06/29/04	Not filed	40
	10-QSB	06/30/04	08/16/04	Not filed	38
	10-QSB	09/30/04	11/15/04	Not filed	35
	10-QSB	12/31/04	02/14/05	Not filed	32
	10-KSB	03/31/05	06/29/05	Not filed	28
	10-QSB	06/30/05	08/15/05	Not filed	26
	10-QSB	09/30/05	11/14/05	Not filed	23
	10-QSB	12/31/05	02/14/06	Not filed	20
	10-KSB	03/31/06	06/29/06	Not filed	16
	10-QSB	06/30/06	08/14/06	Not filed	14
	10-QSB	09/30/06	11/14/06	Not filed	11
	10-QSB	12/31/06	02/14/07	Not filed	8
	10-KSB	03/31/07	06/29/07	Not filed	4
	10-QSB	06/30/07	08/14/07	Not filed	2
Total Filings Delinquent	20				
<b>Calcomp Technology, Inc.</b>					
	10-K	12/26/99	03/27/00	Not filed	91
	10-Q	03/26/00	05/10/00	Not filed	89
	10-Q	06/25/00	08/09/00	Not filed	86
	10-Q	09/24/00	11/08/00	Not filed	83
	10-K	12/31/00	04/02/01	Not filed	78
	10-Q	03/25/01	05/09/01	Not filed	77
	10-Q	06/24/01	08/08/01	Not filed	74
	10-Q	09/30/01	11/14/01	Not filed	71

Company Name	Form Type	Period Ended	Due Date	Date Received	Months Delinquent (rounded up)
<b>Calcomp Technology, Inc.</b>	10-K	12/23/01	03/25/02	Not filed	67
	10-Q	03/31/02	05/15/02	Not filed	65
	10-Q	06/30/02	08/14/02	Not filed	62
	10-Q	09/29/02	11/13/02	Not filed	59
	10-K	12/29/02	03/31/03	Not filed	55
	10-Q	03/30/03	05/14/03	Not filed	53
	10-Q	06/29/03	08/13/03	Not filed	50
	10-Q	09/28/03	11/12/03	Not filed	47
	10-K	12/28/03	03/29/04	Not filed	43
	10-Q	03/28/04	05/12/04	Not filed	41
	10-Q	06/27/04	08/11/04	Not filed	38
	10-Q	09/26/04	11/10/04	Not filed	35
	10-K	12/26/04	03/28/05	Not filed	31
	10-Q	03/27/05	05/11/05	Not filed	29
	10-Q	06/26/05	08/10/05	Not filed	26
	10-Q	09/25/05	11/09/05	Not filed	23
	10-K	12/25/05	03/27/06	Not filed	19
	10-Q	03/26/06	05/10/06	Not filed	17
	10-Q	06/25/06	08/09/06	Not filed	14
	10-Q	09/24/06	11/08/06	Not filed	11
	10-K	12/31/06	04/02/07	Not filed	0
10-Q	03/26/07	05/10/07	Not filed	5	
10-Q	06/25/07	08/09/07	Not filed	2	

Total Filings Delinquent

31

**Essco USA, Inc.**

10-Q	09/30/98	11/16/98	Not filed	107
10-K	12/31/98	03/31/99	Not filed	103
10-Q	03/31/99	05/17/99	Not filed	101
10-Q	06/30/99	08/16/99	Not filed	98
10-Q	09/30/99	11/15/99	Not filed	95
10-K	12/31/99	03/30/00	Not filed	91
10-Q	03/31/00	05/15/00	Not filed	89
10-Q	06/30/00	08/14/00	Not filed	86
10-Q	09/30/00	11/14/00	Not filed	83
10-K	12/31/00	04/02/01	Not filed	78

Company Name	Form Type	Period Ended	Due Date	Date Received	Months Delinquent (rounded up)
<b>Essco USA, Inc.</b>					
	10-Q	03/31/01	05/15/01	Not filed	77
	10-Q	06/30/01	08/14/01	Not filed	74
	10-Q	09/30/01	11/14/01	Not filed	71
	10-Q	03/31/02	05/15/02	Not filed	65
	10-Q	06/30/02	08/14/02	Not filed	62
	10-Q	09/30/02	11/14/02	Not filed	59
	10-K	12/31/02	03/31/03	Not filed	55
	10-Q	03/31/03	05/15/03	Not filed	53
	10-Q	06/30/03	08/14/03	Not filed	50
	10-Q	09/30/03	11/14/03	Not filed	47
	10-K	12/31/03	03/30/04	Not filed	43
	10-Q	03/31/04	05/17/04	Not filed	41
	10-Q	06/30/04	08/16/04	Not filed	38
	10-Q	09/30/04	11/15/04	Not filed	35
	10-K	12/31/04	03/31/05	Not filed	31
	10-Q	03/31/05	05/16/05	Not filed	29
	10-Q	06/30/05	08/15/05	Not filed	26
	10-Q	09/30/05	11/14/05	Not filed	23
	10-K	12/31/05	03/31/06	Not filed	19
	10-Q	03/31/06	05/15/06	Not filed	17
	10-Q	06/30/06	08/14/06	Not filed	14
	10-Q	09/30/06	11/14/06	Not filed	11
	10-K	12/31/06	04/02/07	Not filed	6
	10-Q	03/31/07	05/15/07	Not filed	5
	10-Q	06/30/07	08/14/07	Not filed	2
<b>Total Filings Delinquent</b>	<b>33</b>				