

**UNITED STATES OF AMERICA**  
**Before the**  
**SECURITIES AND EXCHANGE COMMISSION**

**SECURITIES ACT OF 1933**  
**Release No. 9272 / October 31, 2011**

**SECURITIES EXCHANGE ACT OF 1934**  
**Release No. 65657 / October 31, 2011**

**INVESTMENT COMPANY ACT OF 1940**  
**Release No. 29854 / October 31, 2011**

**ADMINISTRATIVE PROCEEDING**  
**File No. 3-14607**

**In the Matter of**

**DAVID STORY**

**Respondent.**

**ORDER INSTITUTING ADMINISTRATIVE  
AND CEASE-AND-DESIST PROCEEDINGS  
PURSUANT TO SECTION 8A OF THE  
SECURITIES ACT OF 1933, SECTIONS 15(b)  
AND 21C OF THE SECURITIES EXCHANGE  
ACT OF 1934, AND SECTION 9(b) OF THE  
INVESTMENT COMPANY ACT OF 1940,  
MAKING FINDINGS, AND IMPOSING  
REMEDIAL SANCTIONS AND A CEASE-  
AND-DESIST ORDER**

**I.**

The Securities and Exchange Commission (“Commission”) deems it appropriate and in the public interest that public administrative and cease-and-desist proceedings be, and hereby are, instituted pursuant to Section 8A of the Securities Act of 1933 (“Securities Act”), Sections 15(b) and 21C of the Securities Exchange Act of 1934 (“Exchange Act”), and Section 9(b) of the Investment Company Act of 1940 (“Investment Company Act”) against David Story (“Respondent”).

**II.**

In anticipation of the institution of these 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 as to the Commission's jurisdiction over him and the subject matter of these proceedings, which are admitted, Respondent consents to the entry of this Order Instituting Administrative and Cease-and-Desist Proceedings Pursuant to Section 8A of the Securities Act of 1933, Sections 15(b) and 21C of the Securities Exchange Act of 1934, and Section 9(b) of the Investment Company Act of 1940, Making Findings, and Imposing Remedial Sanctions and a Cease-and-Desist Order ("Order"), as set forth below.

### **III.**

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

#### **Summary**

These proceedings arise out of Story's sale of securities of unregistered offerings to investors located in the United States and Spain. Beginning in or around September 2006, Story solicited investors located in the United States and Spain to invest with Story, promising investors a guaranteed return of 5% per month. Story represented that the funds would be used to invest in futures trading, with the safety of principal being the primary concern. Instead of investing funds as promised, Story used investor funds to pay earlier investors and to pay for his own personal expenses.

#### **Respondent**

1. David Story, age 36, is a Nevada resident. Story sold securities in unregistered offerings to investors located in the United States and Spain. Story has never been registered as a broker-dealer or associated with a broker or dealer registered with the Commission.

#### **Other Relevant Entities**

2. U.S. Ventures International, LLC, ("USVI") was a Utah limited liability company with its principal place of business in Salt Lake City, Utah. David Story was the manager and registered agent for USVI. USVI, through Story, sold securities to investors. USVI is defunct.

3. Siim, S.L. ("Siim") was a Spanish limited liability entity controlled by Story. Siim was created as a software development company. During 2007, investors transferred funds to Siim for investment in futures trading. Siim is defunct.

#### **Background**

4. Beginning in September 2006 Story sold securities in unregistered offerings to at least 35 investors in the United States and Spain through his companies, U.S. Ventures International and Siim. Story raised at least \$3,844,000 from investors. Story claimed that investors' funds would be invested in a fund which engaged in futures trading, that investors' principal would be secure and that investors would receive returns of 5% per month. Story also

represented to investors that their principal would be available for immediate return upon a ten day notice. Story did not provide investors with any financial information before they invested.

5. Story's representations to investors were materially misleading. Story did not have a trading program whereby investor funds would be secure. Investors' principal was not maintained in a secure, liquid account but was instead transferred to a fund operated by Robert L. Holloway ("Holloway") and U.S. Ventures, LLC ("U.S. Ventures"). The funds were then used to make interest and principal payments to earlier investors and to pay for Story's personal expenses. A civil injunctive action was filed in the United States District Court for the District of Utah in which Holloway and U.S. Ventures were named as relief defendants, SEC v. Novus Technologies, LLC et al., 2:07cv0235 (D. Utah). The Commodity Futures Trading Commission also filed a civil injunctive action in the United States District Court for the District of Utah, naming Holloway and U.S. Ventures as defendants, CFTC v. U.S. Ventures, LC et al., 2:11cv00099 (D. Utah).

6. For a period of seven months Story solicited funds from investors raising \$3,844,000 from at least 35 investors. Upon making a determination to invest funds with Story, USVI issued promissory notes to investors, which were signed by Story. Investors deposited funds in bank accounts controlled by Story. Story then authorized the transfer of investor funds from those bank accounts to bank accounts controlled by Holloway. Story also authorized the payment of purported interest payments to investors and prepared and provided account statements for investors. Story has repaid investors their principal investment.

7. The securities Story sold were not registered with the Commission and no exemption from the registration requirements of the Securities Act was available for the sale of the securities. Story received compensation for his sale of securities in the form of a profit sharing arrangement whereby any profits received above the 5% return guaranteed to investors were returns to Story.

8. As a result of the conduct described above, Story willfully violated Section 17(a) of the Securities Act, Section 10(b) of the Exchange Act and Rule 10b-5 thereunder, which prohibit fraudulent conduct in connection with the offer, purchase or sale of securities.

9. As a result of the conduct described above, Story willfully violated Sections 5(a) and 5(c) of the Securities Act, which prohibit the unregistered offer and sale of securities.

10. As a result of the conduct described above, Story willfully violated Section 15(a) of the Exchange Act, which prohibits the offer and sale of securities by an unregistered broker or dealer.

### **Civil Penalties**

11. Respondent has submitted a sworn Statement of Financial Condition dated January 19, 2011, and other evidence and has asserted his inability to pay a civil penalty.

#### IV.

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

Accordingly, pursuant to Section 8A of the Securities Act, Sections 15(b) and 21C of the Exchange Act, and Section 9(b) of the Investment Company Act it is hereby ORDERED that:

A. Pursuant to Section 8A of the Securities Act and Section 21C of the Exchange Act, Respondent Story cease and desist from committing or causing any violations and any future violations of Sections 5(a), 5(c) and 17(a) of the Securities Act and Sections 10(b) and 15(a) of the Exchange Act and Rule 10b-5 thereunder.

B. Respondent Story be, and hereby is, barred from association with any broker, dealer, investment adviser, municipal securities dealer, municipal advisor, transfer agent, or nationally recognized statistical rating organization, and is prohibited from serving or acting as an employee, officer, director, member of an advisory board, investment adviser or depositor of, or principal underwriter for, a registered investment company or affiliated person of such investment adviser, depositor, or principal underwriter, and barred from participating in any offering of a penny stock, including: acting as a promoter, finder, consultant, agent or other person who engages in activities with a broker, dealer or issuer for purposes of the issuance or trading in any penny stock, or inducing or attempting to induce the purchase or sale of any penny stock.

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.

C. Based upon Respondent's sworn representations in his Statement of Financial Condition dated January 19, 2011, and other documents submitted to the Commission, the Commission is not imposing a penalty against Respondent.

D. The Division of Enforcement ("Division") may, at any time following the entry of this Order, petition the Commission to: (1) reopen this matter to consider whether Respondent provided accurate and complete financial information at the time such representations were made; and (2) seek an order directing payment of the maximum civil penalty allowable under the law. No other issue shall be considered in connection with this petition other than whether the financial information provided by Respondent was fraudulent, misleading, inaccurate, or incomplete in any material respect. Respondent may not, by way of defense to any such petition: (1) contest the findings in this Order; (2) assert that payment of a penalty should not be ordered; (3) contest the imposition of the maximum penalty allowable under the law; or (4) assert any defense to liability or remedy, including, but not limited to, any statute of limitations defense.

By the Commission.

Elizabeth M. Murphy  
Secretary