

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES EXCHANGE ACT OF 1934
Release No. 67614 / August 7, 2012

ADMINISTRATIVE PROCEEDING
File No. 3-14976

In the Matter of

TRAVIS RICHEY,

Respondent.

ORDER INSTITUTING
ADMINISTRATIVE PROCEEDINGS
PURSUANT TO SECTION 15(b) OF THE
SECURITIES EXCHANGE ACT OF 1934
AND NOTICE OF HEARING

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 Travis Richey (“Richey” or “Respondent”).

II.

After an investigation, the Division of Enforcement alleges that:

A. RESPONDENT

1. Between November 2007 and July 2008, Respondent was the control person of Blue Investments, LLC (“Blue Investments”). Respondent has never been registered with the Commission or any other regulatory agency in any capacity. During the time in which he engaged in the conduct underlying the indictment described below, Respondent acted as an unregistered

broker or dealer in violation of the federal securities laws by selling promissory notes through his company, Blue Investments. Respondent, age 30, is an Arizona resident.

B. ENTRY OF THE CRIMINAL CONVICTION

2. Richey pleaded guilty to one count of operating a fraudulent scheme and artifice in violation of Arizona Revised Statutes (A.R.S.) § 13-2310(A), and two counts of transactions by unregistered dealers or salesmen in violation of A.R.S. § 44-1842, before the Superior Court of Maricopa County, Arizona, in State of Arizona v. Richey (Case No. CR 2010-006712-001DT). On January 20, 2012, a judgment in the criminal case was entered against Richey. He was sentenced to two years imprisonment, seven years probation and ordered to pay restitution of \$3,059,495.24.

3. The counts of the criminal indictment to which Richey pleaded guilty alleged, inter alia, that Richey, pursuant to a scheme or artifice to defraud, did knowingly obtain a benefit from investors, by means of false or fraudulent pretenses, representations, promises or material omissions and offered to sell or offered for sale, securities to investors when he was not registered as a securities dealer or salesman.

III.

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

A. Whether the allegations set forth in Section II hereof are true and, in connection therewith, to afford Respondent an opportunity to establish any defenses to such allegations; and

B. What, if any, remedial action is appropriate in the public interest against Respondent pursuant to Section 15(b) of the Exchange Act.

IV.

IT IS 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 FURTHER ORDERED that Respondent shall file an Answer to the allegations contained in this Order within twenty (20) days after service of this Order, as provided by Rule 220 of the Commission's Rules of Practice, 17 C.F.R. § 201.220.

If Respondent fails to file the directed answer, or fails to appear at a hearing after being duly notified, the Respondent may be deemed in default and the proceedings may be determined against him 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 Respondent personally or by certified mail.

IT IS FURTHER ORDERED that the Administrative Law Judge shall issue an initial decision no later than 210 days from the date of service of this Order, pursuant to Rule 360(a)(2) of the Commission's Rules of Practice.

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.

Elizabeth M. Murphy
Secretary