

UNITED STATES OF AMERICA
Before the
SECURITIES AND EXCHANGE COMMISSION

INVESTMENT ADVISERS ACT OF 1940

Release No. 5120 / March 7, 2019

ADMINISTRATIVE PROCEEDING

File No. 3-19023

In the Matter of

LEWIS DEAN MCBRIDE,

Respondent.

**ORDER INSTITUTING
ADMINISTRATIVE PROCEEDINGS
PURSUANT TO SECTION 203(f) OF THE
INVESTMENT ADVISERS ACT OF 1940,
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 203(f) of the Investment Advisers Act of 1940 ("Advisers Act") against Lewis Dean McBride ("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, Respondent admits the Commission's jurisdiction over him and the subject matter of these proceedings, and the findings contained in paragraph III.2 below, and consents to the entry of this Order Instituting Administrative Proceedings Pursuant to Section 203(f) of the Investment Advisers Act of 1940, 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. McBride was the owner of Cowboy Financial Advisors, LLC ("CFA"), an investment adviser that was not registered with the Commission in any capacity. McBride was CFA's principal representative for interfacing with clients and dispensing investment advice. From 1998 to 1999, McBride was a registered representative with a broker-dealer registered with the Commission. McBride, 68, is a resident of Stephenville, Texas.

2. On February 13, 2015, McBride pled guilty to one count of money laundering in violation of 18 U.S.C. Section 1957 before the United States District Court for the Western District of Missouri, in United States v. Lewis Dean McBride, No. 4:15-cr-00061. On August 14, 2015, a judgment in the criminal case was entered against McBride. He was sentenced to a prison term of 40 months followed by three years of supervised release and ordered to make restitution in the amount of \$430,000.

3. The count of the criminal information to which McBride pled guilty alleged, inter alia, that from 2005 to 2010, McBride knowingly and willfully misappropriated funds that CFA's investment advisory clients had entrusted to him for investment, in violation of Section 203(e)(2)(C) of the Advisers Act.

IV.

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

Accordingly, it is hereby ORDERED pursuant to Section 203(f) of the Advisers Act, that Respondent McBride be, and hereby is barred from association with any investment adviser.

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.

By the Commission.

Brent J. Fields
Secretary