ADMINISTRATIVE PROCEEDING BEFORE THE SECURITIES COMMISSIONER OF SOUTH CAROLINA

	IN THE MATTER OF:)	ORDER TO CEASE AND DESIST File No. 13059	
	Shawn M. Wheeland, and	,	1101(01200)	
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II. RESPONDENTS

- 2. Respondent Wheeland is a South Carolina resident with a last known address of 556 Kimball Pond Road, Aiken, South Carolina 29803.
- 3. Respondent BWI is a Nevada corporation with a last known address of 556 Kimball Pond Road, Aiken, South Carolina 29803.

III. FINDINGS OF FACT

- 4. In 2011, Respondent Wheeland was the subject of an Order to Cease and Desist issued by the Division (the "Order") and related to his operation of an entity called JGO Financial ("JGO").
- 5. The Order, which became final by operation of law, directed Respondent Wheeland and JGO to cease and desist operating as an unregistered investment advisor and offering and selling unregistered securities in violation of the Act.
- 6. Subsequent to the JGO scheme, Respondent Wheeland devised Respondent BWI as an alleged online penny auction site where customers could bid on "real life, practical items."
- 7. In order to fund the operations of Respondent BWI, Respondent Wheeland offered and sold so-called "Master Distributorships."
- 8. Each Master Distributorship entitled its purchaser to "a one-four hundredth undivided interest" in Respondent BWI, and "one-four hundredth of the commissions and

registered with the United States Securities and Exchange Commission, with the Division, or exempt from registration.

However, neither Respondent Wheeland nor the Master Distributorships were

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15. Pursuant to S.C. Code Ann. § 35-1-501, it is unlawful for a person in connection with the offer or sale of a security in this State: (1) to employ a scheme, device, or artifice to defraud; (2) to make an untrue statement of material fact or to omit to state a material fact necessary in order to make the statements made, in light of the circumstances in which they were

would operate as a fraud or deceit upon another person.

16. Pursuant to S.C. Code Ann. §35-1-604(a)(1), if the Securities Commissioner determines that a person has engaged, is engaging, or is about to engage in an act, practice, or course of business constituting a violation of the Act or a rule adopted or order issued under the

	20. The Respondents sold securities in this State: (1) while employing a scheme,
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	omitting to state a material fact necessary in order to make the statements made, in light of the
	circumstances in which they were made, not misleading; and (3) by engaging in an act, practice,
	or course of business that operated as a fraud or deceit upon another person.
	21. It is in the public interest, for the protection of investors, and consistent with the
	purposes of the Act that the Respondents be ordered to cease and desist from engaging in the
	above enumerated practices which constitute violations of the Act and pay an appropriate civil

Y_CEASE AND DESIST ORDER

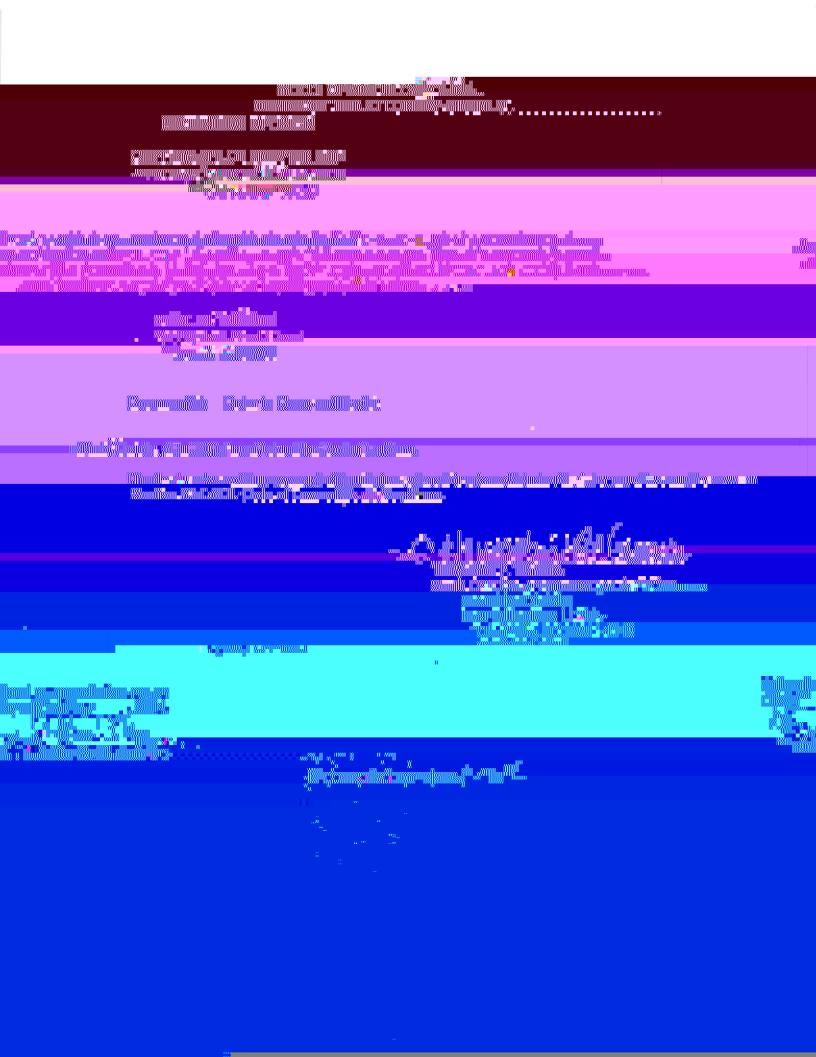
penalty for their wrongdoing.

IT IS FURTHER ORDERED that, pursuant to S.C. Code Ann. § 35-1-604(a)(2) and (3), any exemption from registration with the Division that the Respondents may claim to rely upon under S.C. Code Ann. §§ 35-1-201(3)(C), (7), or (8); 35-1-202; 35-1-401(b)(1)(D) or (F); or 35-1-403(b)(1)(C), has been and is **PERMANENTLY REVOKED**.

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The Respondents are hereby notified that they each have the right to a hearing on the matters contained herein. To schedule such a hearing, a Respondent must file with the Securities





STATE OF SOUTH CAROLINA OFFICE OF THE ATTORNEY GENERAL

