

BEFORE THE
DIVISION OF SECURITIES
DEPARTMENT OF FINANCIAL INSTITUTIONS
STATE OF WISCONSIN

In the Matter of
RONALD G. RICHER

PETITION FOR ORDER

Respondent.

File No.S-05104-LX

The staffs of the Licensing & Compliance Section and the Enforcement Unit, Registration & Enforcement Section, of the Division of Securities, Department of Financial Institutions, State of Wisconsin have conducted an investigation in this matter pursuant to sec. 551.56, Wis. Stats., and as a result thereof allege as follows:

1. Ronald G. Richer ("Richer") is a securities agent (CRD #2988381) with a last known business address of 230 Park Avenue, Suite 934, New York, NY 10004 and last known residential address of 65 Seamen Avenue, New York, NY 10034;

2. Westrock Advisors, Inc. ("Westrock") is a securities broker-dealer (CRD #114338) licensed in Wisconsin since March 19, 2002 with a last known business address of 230 Park Avenue, Suite 934, New York, NY 10004;

3. On January 7, 2005, Richer applied through the CRD to become licensed as a securities agent in Wisconsin for Westrock;

4. By letter dated January 11, 2005, the staff sent a letter to Westrock with a copy to Richer requesting additional information regarding Richer's disclosure history. The response date was February 1, 2005. No response was received to this request for information;

5. On February 15, 2005, the staff sent another letter to Westrock with a copy to Richer requesting additional information regarding Richer's disclosure history. The response deadline was March 7, 2005. No response was received to this request for information;

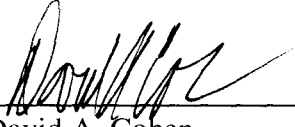
6. On April 11, 2005, the staff sent a letter by certified mail to Westrock and to Richer advising the firm to withdraw Richer's application by May 2, 2005 for failure to respond to the staff's requests for information;

7. To date the staff has not received any information from Westrock or Richer nor has Richer's application been withdrawn;

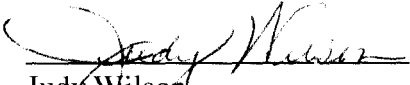
8. Richer's failure to complete his application, as described above, provides a basis, pursuant to sec. 551.34(1)(a), Wis. Stats., for the denial of his application.

THEREFORE, the staffs of the Licensing & Compliance Section and the Enforcement Unit petition the Administrator for the issuance of the attached Order.

DATED this 17th day of June, 2005



David A. Cohen
Supervising Attorney
Enforcement Unit



Judy Wilson
Examiner
Licensing & Compliance Section

BEFORE THE
DEPARTMENT OF FINANCIAL INSTITUTIONS
DIVISION OF SECURITIES
STATE OF WISCONSIN

In the Matter of
RONALD G. RICHER

ORDER OF DENIAL OF
SECURITIES AGENT APPLICATION
(SUMMARY)

Respondent.

File No. S-05104-LX

Based upon the attached Petition for Order I find that this action is necessary and appropriate in the public interest and for the protection of investors;

Therefore, pursuant to secs. 551.34 and 551.63, Wis. Stats.,

IT IS ORDERED THAT:

The securities agent application of Ronald G. Richer (CRD #2988381) is hereby denied.

EXECUTED at Madison, Wisconsin, this 13th day of June, 2005.

(SEAL)



Patricia D. Struck
Administrator
Division of Securities

NOTICE:

Under sec. 551.61(2), Wis. Stats., within thirty (30) days after any Order has become effective without a hearing, any interested party may file a written request with the Administrator of the Division of Securities for a hearing in respect to any matters determined by the Order. A request for hearing shall be in the form of a petition for hearing and shall, under section SEC 8.01, Wis. Adm. Code, plainly admit or deny each specific allegation, finding, or conclusion in the Order and incorporated papers (unless the petitioner lacks sufficient knowledge or information to permit an admission or denial, in which case the petition shall so state, and such statement shall have the effect of a denial), and shall state all affirmative defenses.

You are advised that any willful violation of an Order issued by the Administrator of the Division of Securities of the State of Wisconsin Department of Financial Institutions under Ch. 551, Wis. Stats., is a criminal offense punishable under the provisions of sec. 551.58, Wis. Stats.