

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

In the Matter of

SOUTHWEST BIOFUELS, LLC,
RICK J. JIMENEZ,
DAVID M. SIMPSON,
JOHN GREY, and
ADAM H. BAKER.

PETITION FOR ORDER

File No. S-222506(EX)

Respondents.

The staff of the Bureau of Enforcement of the Division of Securities, Department of Financial Institutions, State of Wisconsin has conducted an investigation in this matter pursuant to Wis. Stat. § 551.602 and as a result thereof alleges as follows:

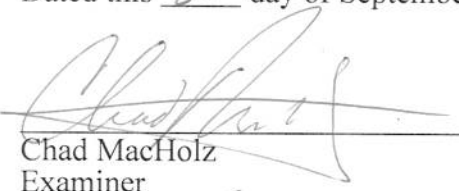
1. Southwest Biofuels, LLC ("Southwest") is a Nevada limited-liability company organized in on January 22, 2010 with last known business addresses of 4856 E. Baseline Road, Suite 104, Mesa, Arizona 85206, 1016 E. Pennsylvania Street, Suite 207, Tucson, Arizona 85714, and 1959 S. Power Road, Ste. 103-144, Mesa, Arizona 85206.
2. Rick J. Jimenez ("Jimenez") is an adult resident of Mesa, Arizona, born in May 1959, who at all times material hereto has been an owner, officer, and/or controlling person of Southwest with last known business addresses of 4856 E. Baseline Road, Suite 104, Mesa, Arizona 85206.
3. David M. Simpson ("Simpson") is an adult resident of Gilbert, Arizona, born in January 1962, who at all times material hereto has been an agent of Southwest with a last known business address of 4856 E. Baseline Road, Suite 104, Mesa, Arizona 85206.
4. John Grey ("Grey") is an individual who at all times material hereto has been a Senior Project Manager of Southwest with a last known business address of 1959 S. Power Road, Ste. 103-144, Mesa, Arizona 85206.
5. Adam H. Baker ("Baker") is an individual who at all times material hereto has acted as an agent of Southwest with a last known business address of 1959 S. Power Road, Ste. 103-144, Mesa, Arizona 85206.
6. On June 28, 2011, the Commonwealth of Pennsylvania Securities Commission issued a Summary Order to Cease and Desist against Southwest for violations of the Pennsylvania Securities Act. (See Exhibit A attached hereto).
7. During July 2011, Baker on behalf of Southwest placed an unsolicited telephone call to a resident of Wisconsin (hereafter "Investor 1") offering the resident the opportunity to invest in Southwest. Grey subsequently placed additional phone calls to Investor 1 in an effort to solicit investment in Southwest.
8. Grey informed Investor 1 that Southwest was a privately owned company which was capable of producing 10,000 gallons of jet fuel per month. This representation was false and misleading, as Southwest had made no sales and did not have the operational capacity to produce 10,000 gallons of jet fuel per month.

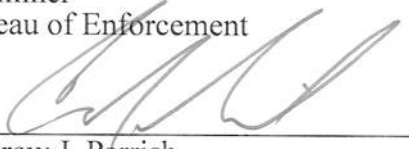
9. Grey also encouraged Investor 1 to invest by telling him that Southwest was on the verge of going public and was in the process of raising capital for the sole purpose of increasing its Biofuels production.
10. Although Southwest had a Confidential Private Placement Memorandum ("PPM") that described the investment opportunity and material facts related thereto, Investor 1 was never provided with a copy of the PPM.
11. According to information provided by Investor 1, he made an aggregate investment in Southwest in the amount of \$25,000. In return, Southwest issued to Investor 1 four ownership certificates for Shares of Preferred and Common Stock Warrants in Southwest, even though Southwest is a limited liability company with no stock to issue.
12. According to information available on the OTC Markets website, on November 29, 2011, Southwest merged with a company called Sloud, Inc. Sloud is a publicly traded company with a Central Index Key number 1391723. In consideration of the transfer of Southwest's assets to Sloud, Inc., members of Southwest were issued 15,200,000 shares of common stock in Sloud, Inc., distributed on a pro-rata basis in accordance with each member's interest in Southwest at the time of the merger.
13. According to information provided by Investor 1, in February of 2012, Simpson sent the investor an email representing that the merger was complete and that Jimenez had issued a resolution converting the investor interest in the LLC to stock in Sloud, Inc. Simpson also represented that Southwest would forward each of its members the conversion document, which would convert the investors' interest in the limited liability company to common stock of Sloud, Inc. However, no Sloud shares were ever issued to Investor 1.
14. In December 2011, Baker, acting on behalf of Southwest, placed an additional unsolicited telephone call to another resident of Wisconsin ("Investor 2"). Baker represented that he was a sales agent for Southwest and would receive a commission of eight percent (8%) of any investments that he successfully solicited. Baker represented his title as being "Senior Project Manager" of Southwest.
15. Baker offered Investor 2 the opportunity to purchase "accredited investor only" shares of Preferred and Common Stock in Southwest. Baker represented to Investor 2 that he could invest in Southwest, a private company, before it went public. Baker further represented that Southwest had a stock exchange "ticker" symbol and that it had submitted paperwork to the Securities and Exchange Commission ("SEC") for a public offering. This was false and misleading, as Southwest had no ticker symbol and no documents had ever been filed with the SEC on behalf of Southwest.
16. Investor 2 told Baker that he had limited investment experience and was not an accredited investor. Baker responded by informing Investor 2 that it was not necessary for him to be an accredited investor because Southwest was able to sell the stock in the offering to a limited number of non-accredited individuals.
17. Baker provided the Wisconsin offeree a copy of a subscription agreement and a Southwest PPM dated May 15, 2010. Baker also offered the Wisconsin offeree with access to the Southwest website.
18. At no time did Respondents disclose to the persons in Wisconsin who were offered and/or sold the Southwest securities, in neither the PPM nor by any other means, the existence of the Pennsylvania Securities Commission's Summary Order to Cease and Desist.

19. From September 2010 through January 2012, Respondents raised \$635,100 from 45 investors. One investor received \$24,250 repayment. No other investors received any return on investment or repayment of their principal.
20. The investment interests in Southwest are securities as defined by Wis. Stat. § 551.102(28).
21. Southwest is an "issuer" as defined by Wis. Stat. § 551.102(17).
22. Baker, Simpson, and Grey were "agents" for the issuer Southwest as defined by Wis. Stat. § 551.102(2).
23. Upon information and belief, the Southwest agents were acting at the direction of Jimenez and/or with his knowledge and approval.
24. The Southwest securities were never registered for offer and sale in Wisconsin pursuant to Ch. 551, Wis. Stats., at the time of the offer to the Wisconsin investors.
25. Respondents violated Wis. Stat. § 551.301 by offering unregistered securities in Wisconsin.
26. Baker, Simpson, and Grey violated Wis. Stat. § 551.402(1) by transacting securities business in Wisconsin without being registered.
27. Southwest violated Wis. Stat. § 551.402(4) by employing unlicensed agents to represent it in Wisconsin.
28. Respondents violated Wis. Stat. § 551.501(2) by making untrue statements of material fact in connection with the offer and sale of securities to persons in Wisconsin.
29. Respondents violated Wis. Stat. § 551.501(2) by, in connection with the offer and sale of securities to persons in Wisconsin, omitting to state material facts necessary in order to make the statements made, in the light of the circumstances under which they were made, not misleading.

Therefore, the staff of the Bureau of Enforcement petitions the Administrator of the Division of Securities for the issuance of the attached Order pursuant to Ch. 551, Wis. Stats.

Dated this 23rd day of September, 2013.


Chad MacHolz
Examiner
Bureau of Enforcement


Andrew J. Parrish
Staff Attorney
Bureau of Enforcement

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

In the Matter of

WAIVER AND CONSENT TO ORDER

Southwest Biofuels, LLC,

File No. S - 222506 (EX)

Respondent.

The undersigned Respondent, having decided not to contest the issuance of the attached Order in the above-referenced matter, hereby waives his right to a hearing with respect to this matter and hereby consents to the issuance of the Order.

The undersigned Respondent understands that the Order is effective when signed by the Administrator of the Division of Securities and that a willful violation of an Order signed by the Administrator is a criminal offense pursuant to Wis. Stat. § 551.508.

EXECUTED this 17 day of SEPTEMBER, 2013.

SOUTHWEST BIOFULES, LLC

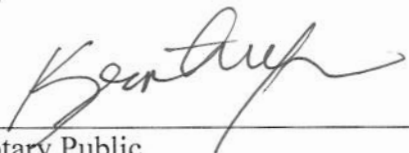
by 

RICK JIMENEZ Man.
(Type name and title)

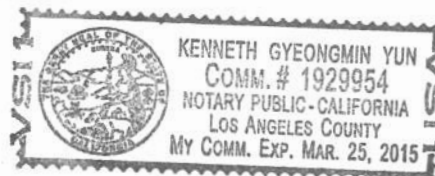
State of CA.)
County of L.A.)

Subscribed before me this

17 day of SEPTEMBER, 2013


Notary Public

My commission expires MARCH 25 2015



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

In the Matter of

Southwest Biofuels, LLC,

CEASE AND DESIST ORDER
(CONSENT)

File No. S - 222506 (EX)

Respondent.

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 Wis. Stat. § 551.604(1),

IT IS ORDERED THAT:

- a. Southwest Biofuels, LLC, its agents, servants, employees, and every entity and person directly or indirectly controlled or organized by or on his behalf, shall cease and desist from making or causing to be made to any person or entity in Wisconsin any further offers or sales of securities unless and until such securities qualify as covered securities or are registered under Wis. Stats. Ch. 551, or successor statute.
- b. All exemptions from registration set forth at Wis. Stats. Ch. 551, or successor statute that might otherwise apply to any offer or sale of any security of or by Southwest Biofuels, LLC, its successors, affiliates, controlling persons, and every entity and person directly or indirectly controlled or organized by or on his behalf, are hereby revoked.
- c. Southwest Biofuels, LLC, its successors, affiliates, controlling persons, officers, agents, servants, employees, and every entity and person directly or indirectly controlled or hereafter organized by or on his behalf, are prohibited from violating Wis. Stat. § 551.501, or successor statute.

EXECUTED at Madison, Wisconsin, this 2nd day of April, 2013.

(SEAL)



Patricia D. Struck
Administrator
Division of Securities

NOTICE:

You are advised that any willful violation of an Order issued by the Administrator of the Division of Securities under Wis. Stats. Ch. 551 is a criminal offense punishable under the provisions of Wis. Stat. § 551.508.

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

In the Matter of

WAIVER AND CONSENT TO ORDER

Rick J. Jimenez,

File No. S - 222506 (EX)

Respondent.

The undersigned Respondent, having decided not to contest the issuance of the attached Order in the above-referenced matter, hereby waives his right to a hearing with respect to this matter and hereby consents to the issuance of the Order.

The undersigned Respondent understands that the Order is effective when signed by the Administrator of the Division of Securities and that a willful violation of an Order signed by the Administrator is a criminal offense pursuant to Wis. Stat. § 551.508.

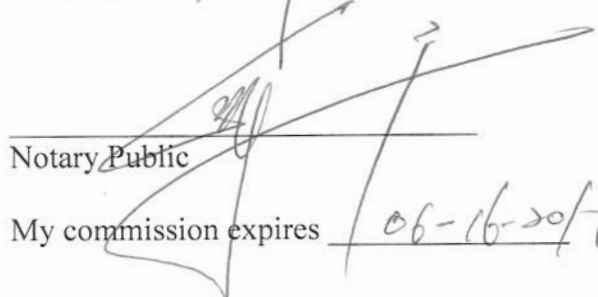
EXECUTED this 27 day of Sept., 2013.


Rick J. Jimenez

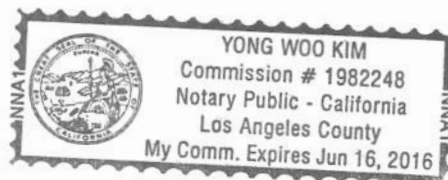
State of California
County of Los Angeles

Subscribed before me this

27th day of Sept., 2013


Notary Public

My commission expires 06-16-2016



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

In the Matter of

Rick J. Jimenez,

CEASE AND DESIST ORDER
(CONSENT)

File No. S - 222506 (EX)

Respondent.

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 Wis. Stat. § 551.604(1),

IT IS ORDERED THAT:

- a. Rick J. Jimenez, his agents, servants, employees, and every entity and person directly or indirectly controlled or organized by or on his behalf, shall cease and desist from making or causing to be made to any person or entity in Wisconsin any further offers or sales of securities unless and until such securities qualify as covered securities or are registered under Wis. Stats. Ch. 551, or successor statute.
- b. All exemptions from registration set forth at Wis. Stats. Ch. 551, or successor statute that might otherwise apply to any offer or sale of any security of or by Rick J. Jimenez, his successors, affiliates, controlling persons, and every entity and person directly or indirectly controlled or organized by or on his behalf, are hereby revoked.
- c. Rick J. Jimenez, his successors, affiliates, controlling persons, officers, agents, servants, employees, and every entity and person directly or indirectly controlled or hereafter organized by or on his behalf, are prohibited from violating Wis. Stat. § 551.501, or successor statute.

EXECUTED at Madison, Wisconsin, this 20 day of October, 2013.

(SEAL)



Patricia D. Struck
Administrator
Division of Securities

NOTICE:

You are advised that any willful violation of an Order issued by the Administrator of the Division of Securities under Wis. Stats. Ch. 551 is a criminal offense punishable under the provisions of Wis. Stat. § 551.508.

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

In the Matter of

WAIVER AND CONSENT TO ORDER

David M. Simpson,

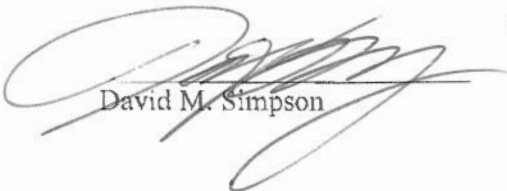
File No. S - 222506 (EX)

Respondent.

The undersigned Respondent, having decided not to contest the issuance of the attached Order in the above-referenced matter, hereby waives his right to a hearing with respect to this matter and hereby consents to the issuance of the Order.

The undersigned Respondent understands that the Order is effective when signed by the Administrator of the Division of Securities and that a willful violation of an Order signed by the Administrator is a criminal offense pursuant to Wis. Stat. § 551.508.

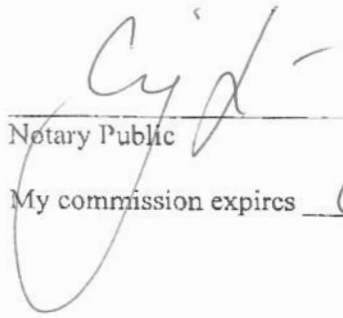
EXECUTED this 13TH day of SEPTEMBER, 2013.


David M. Simpson

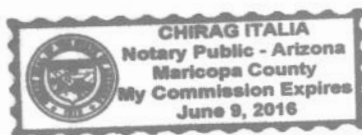
State of ARIZONA)
County of MARICOPA)

Subscribed before me this

13TH day of SEPTEMBER, 2013


Notary Public

My commission expires 6.9.16



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

In the Matter of
David M. Simpson,

CEASE AND DESIST ORDER
(CONSENT)

File No. S - 222506 (EX)

Respondent.

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 Wis. Stat. § 551.604(1),

IT IS ORDERED THAT:

a. David M. Simpson, his agents, servants, employees, and every entity and person directly or indirectly controlled or organized by or on his behalf, shall cease and desist from making or causing to be made to any person or entity in Wisconsin any further offers or sales of securities unless and until such securities qualify as covered securities or are registered under Wis. Stats. Ch. 551, or successor statute.

b. All exemptions from registration set forth at Wis. Stats. Ch. 551, or successor statute that might otherwise apply to any offer or sale of any security of or by David M. Simpson, his successors, affiliates, controlling persons, and every entity and person directly or indirectly controlled or organized by or on his behalf, are hereby revoked.

c. David M. Simpson, his successors, affiliates, controlling persons, officers, agents, servants, employees, and every entity and person directly or indirectly controlled or hereafter organized by or on his behalf, are prohibited from violating Wis. Stat. § 551.501, or successor statute.

EXECUTED at Madison, Wisconsin, this 2d day of October, 2013.

(SEAL)



Patricia D. Struck
Administrator
Division of Securities

NOTICE:

You are advised that any willful violation of an Order issued by the Administrator of the Division of Securities under Wis. Stats. Ch. 551 is a criminal offense punishable under the provisions of Wis. Stat. § 551.508.

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

In the Matter of

John Grey,

CEASE AND DESIST ORDER
(SUMMARY)

File No. S - 222506 (EX)

Respondent.

Based upon the attached Petition for Order, I have reason to believe that any further offer or sale of unregistered securities by or on behalf of the Respondent would be fraudulent to purchasers, and I find that this action is necessary and appropriate in the public interest and for the protection of investors;

Therefore, pursuant to Wis. Stat. § 551.604(1),

IT IS ORDERED THAT:

- a. John Grey, his agents, servants, employees, and every entity and person directly or indirectly controlled or organized by or on his behalf, shall cease and desist from making or causing to be made to any person or entity in Wisconsin any further offers or sales of securities unless and until such securities qualify as covered securities or are registered under Wis. Stats. Ch. 551, or successor statute.
- b. All exemptions from registration set forth at Wis. Stats. Ch. 551, or successor statute that might otherwise apply to any offer or sale of any security of or by John Grey, his successors, affiliates, controlling persons, and every entity and person directly or indirectly controlled or organized by or on his behalf, are hereby revoked.
- c. John Grey, his successors, affiliates, controlling persons, officers, agents, servants, employees, and every entity and person directly or indirectly controlled or hereafter organized by or on his behalf, are prohibited from violating Wis. Stat. § 551.501, or successor statute.

EXECUTED at Madison, Wisconsin, this 2d day of October, 2013.

(SEAL)



Patricia D. Struck
Administrator
Division of Securities

NOTICE:

This Order is effective on the date issued. Any person subject to the Order may request a hearing in the form of a written petition for hearing as provided in §§ DFI-Sec. 8.01, Wis. Adm. Code. If no hearing is requested, this Order will become final by operation of law 30 days after service.

You are advised that any willful violation of an Order issued by the Administrator of the Division of Securities under Wis. Stats. Ch. 551 is a criminal offense punishable under the provisions of Wis. Stat. § 551.508.

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

In the Matter of

Adam H. Baker,

CEASE AND DESIST ORDER
(SUMMARY)

File No. S - 222506 (EX)

Respondent.

Based upon the attached Petition for Order, I have reason to believe that any further offer or sale of unregistered securities by or on behalf of the Respondent would be fraudulent to purchasers, and I find that this action is necessary and appropriate in the public interest and for the protection of investors;

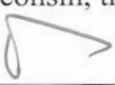
Therefore, pursuant to Wis. Stat. § 551.604(1),

IT IS ORDERED THAT:

- a. Adam H. Baker, his agents, servants, employees, and every entity and person directly or indirectly controlled or organized by or on his behalf, shall cease and desist from making or causing to be made to any person or entity in Wisconsin any further offers or sales of securities unless and until such securities qualify as covered securities or are registered under Wis. Stats. Ch. 551, or successor statute.
- b. All exemptions from registration set forth at Wis. Stats. Ch. 551, or successor statute that might otherwise apply to any offer or sale of any security of or by Adam H. Baker, his successors, affiliates, controlling persons, and every entity and person directly or indirectly controlled or organized by or on his behalf, are hereby revoked.
- c. Adam H. Baker, his successors, affiliates, controlling persons, officers, agents, servants, employees, and every entity and person directly or indirectly controlled or hereafter organized by or on his behalf, are prohibited from violating Wis. Stat. § 551.501, or successor statute.

EXECUTED at Madison, Wisconsin, this 22 day of April, 2013.

(SEAL)



Patricia D. Struck
Administrator
Division of Securities

NOTICE:

This Order is effective on the date issued. Any person subject to the Order may request a hearing in the form of a written petition for hearing as provided in §§ DFI-Sec. 8.01, Wis. Adm. Code. If no hearing is requested, this Order will become final by operation of law 30 days after service.

You are advised that any willful violation of an Order issued by the Administrator of the Division of Securities under Wis. Stats. Ch. 551 is a criminal offense punishable under the provisions of Wis. Stat. § 551.508.



COMMONWEALTH OF PENNSYLVANIA
BEFORE THE
PENNSYLVANIA SECURITIES COMMISSION

<u>IN THE MATTER OF</u>	:	
	:	ADMINISTRATIVE PROCEEDING
South West-Biofuels, LLC	:	Docket No. 2011-06-14
	:	
<u>RESPONDENT</u>	:	

SUMMARY ORDER TO CEASE AND DESIST

Based upon a preliminary investigation conducted by the staff of the Pennsylvania Securities Commission (Commission), the Commission has determined that evidence exists to support the following findings and conclusions:

1. South West-Biofuels, LLC (Respondent SWBIO) was, at all times material herein, an entity with an address at 1959 S. Power Road, Suites 103-144, Mesa, Arizona 85206. At all times material herein, Respondent SWBIO was an alternative fuel company offering for sale units (Units) consisting of preferred stock (Stock) and warrants in Respondent SWBIO;
2. In or about June 2011, a representative (Representative 1) of Respondent SWBIO cold-called at least one Pennsylvania resident (PA Resident) regarding an investment in Respondent SWBIO. Representative 1 asked whether the PA Resident had \$25,000 to invest and stated that the PA Resident would be contacted by someone else regarding Respondent SWBIO;
3. Subsequently, in or about June 2011, a second representative (Representative 2) of Respondent SWBIO telephoned the PA Resident and offered for sale the Units. Representative 2 stated:

- a. The Stock is selling for \$1.00 per share and could be worth as much as \$10 per share when Respondent SWBIO goes public;
 - b. 7.25 million shares of the Stock have been sold and only 250,000 are left; and
 - c. There is nothing for the PA Resident to do regarding the investment;
4. In or about June 2011, Representative 2 e-mailed offering materials (Materials) to the PA Resident which state that Respondent SWBIO is offering 300 Units, consisting of 7,500,000 shares of Preferred Stock and 1,500,000 Common Stock Purchase Warrants;
5. The PA Resident had no substantive, pre-existing relationship with Respondent SWBIO, Representative 1, or Representative 2; and
6. The PA Resident was not an accredited investor under Section 501 of Regulation D nor did the PA Resident have sufficient knowledge and experience in financial and business matters to be capable of evaluating the merits and risks of the investment;

WHEREAS, the Units described above are "securities" within the meaning of Section 102(t) of the Pennsylvania Securities Act of 1972 (1972 Act), 70 P.S. § 1-102(t); and

WHEREAS, Respondent SWBIO is the "issuer" of the Units described above within the meaning of Section 102(l) of the 1972 Act, 70 P.S. § 1-102(l); and

WHEREAS, the records of the Commission disclose that the Units are (a) not registered under Section 201 of the 1972 Act, 70 P.S. § 1-201; (b) not exempt from registration under Section 202 of the 1972 Act, 70 P.S. § 1-202; and (c) are not federally covered securities; and further the securities transactions related to the Units are not exempt under Section 203 of the 1972 Act, 70 P.S. § 1-203; and

WHEREAS, based on the foregoing, the Commission finds that Respondent SWBIO has engaged in and is about to engage in acts and practices which violate Section 201 of the 1972 Act, 70 P.S. §1-201; and

WHEREAS, after due deliberation, the Commission finds that it is necessary and appropriate, in the public interest, for the protection of investors and is consistent with the purposes fairly intended by the policy and provisions of the 1972 Act to issue the following Order:

NOW, THEREFORE, by the authority of Section 606(c.1) of the 1972 Act, 70 P.S. § 1-606(c.1):

IT IS ORDERED that Respondent SouthWest-Biofuels, LLC and every successor, affiliate, control person, agent, servant, and employee of it, and every entity owned, operated, or indirectly or directly controlled or hereinafter organized by or on behalf of it, shall immediately CEASE AND DESIST from offering and selling the Units in the Commonwealth of Pennsylvania, in violation of the 1972 Act, and in particular Section 201 thereof.

Pursuant to Section 607 of the 1972 Act, 70 P.S. §1-607, within thirty (30) days after receipt of written notification that this Order has been issued, any Respondent(s) against whom this Order was issued and entered may file with the Secretary of the Commission a written request for a hearing in respect to any matters determined by the Order. This written request must be filed with the Secretary of the Commission at the Commission's Harrisburg office. Failure to timely file the request for a hearing will result in this Order becoming a final Order.

Upon receipt of such written request for a hearing, the matter will be set down for a hearing to commence within thirty (30) days after receipt unless the person making the request consents to a later date.

If a person making a request for hearing consents to a later date but fails, after notification by first class mail to the person's last known address in the Commission's files, to consent to a hearing date that is within 180 days of the request, the request for a hearing shall be deemed abandoned and the order shall be deemed a final order.

FAILURE TO COMPLY WITH THIS ORDER MAY RESULT IN CRIMINAL PROSECUTION, INJUNCTIVE PROCEEDINGS, CIVIL CONTEMPT PROCEEDINGS, (INCLUDING CIVIL MONETARY PENALTIES) AND, SUBJECT TO THE RIGHT OF HEARING AFFORDED RESPONDENT UNDER THE 1972 ACT, THE IMPOSITION OF ADMINISTRATIVE MONETARY ASSESSMENTS AND STATUTORY BARS.

So ORDERED this 28th day of June, 2011.



BY ORDER OF THE COMMISSION

A handwritten signature in cursive script, reading "Simon J. Dengel", written over a horizontal line.

Simon J. Dengel
Assistant Secretary

Date Issued & Entered: June 28, 2011

Representation before the Commission shall be in accordance with Sections 31.21, 31.22, 31.23, and 31.24 of the General Rules of Administrative Practice and Procedure, 1 Pa. Code §§ 31.21, 31.22, 31.23, and 31.24. An individual who substantially controls a Respondent may represent the Respondent in an adversary proceeding.