

**BEFORE THE SECURITIES COMMISSIONER  
OF THE STATE OF KANSAS**

In the Matter of:

Docket No. 11 E 003  
KSC No. 2010-5728  
KSC App No.2010A0000055

EASTRIDGE GROUP INC.,  
BRIAN EASTRIDGE

Respondents,

\_\_\_\_\_/\_\_\_\_\_  
Pursuant to K.S.A. 17-12a406 and 17-12a604

**NOTICE OF INTENT TO DENY REGISTRATION AND INVOKE  
ADMINISTRATIVE SANCTIONS**

Staff for the Office of the Securities Commissioner alleges there is sufficient evidence exists to provide cause under K.S.A. 17-12a406 and 17-12a604 to invoke administrative sanctions against Respondents under the Kansas Uniform Securities Act. If the allegations set forth below are found to be true, through either administrative adjudication, failure of the Respondents to make a timely request for hearing, or default of the Respondents, it is the intention of staff to seek an order from the Commissioner to deny registration of the Respondents and impose additional administrative sanctions upon the Respondents. Such sanctions may include, *inter alia*, fines, disgorgement, restitution and/or a permanent bar.

If the Respondents wish to contest the facts alleged below, or offer evidence and argument to mitigate those facts, then they must file a request for hearing within thirty-three (33) days after the date of mailing on the Certificate of Service attached to this Notice. The request for hearing must be in the manner and form prescribed by K.A.R. 81-11-3 and K.A.R. 81-11-5, and it must be filed with the Office of the Securities

Commissioner, 109 S. 9<sup>th</sup>, Suite 600, Topeka, Kansas, 66612. The request for hearing must be verified under oath by the Respondents, and if the Respondents dispute any of the allegations set forth below, they shall specifically deny those allegations or the allegations will be deemed admitted by the Respondents. If a request for hearing is not timely filed, the Commissioner may issue a final order without further proceedings.

In support of such action, staff for the Securities Commissioner alleges and states:

**Allegation of Fact**

1. Respondent Eastridge Group, Inc. (Eastridge Group) sought registration as a Kansas registered investment adviser in December 2009.
2. Brian Eastridge (Eastridge) was formally a registered investment adviser and agent with PlanMember Securities Corporation (PlanMember). Eastridge was terminated from PlanMember on November 20, 2009 for cause.
3. During the review process of Respondents Eastridge Group and Eastridge's applications it was determined that Eastridge was terminated for cause by PlanMember.
4. An examiner from the Office of the Kansas Securities Commissioner contacted PlanMember to determine the allegations as to Eastridge's termination. PlanMember indicated that Eastridge was terminated for selling away an offering in United American Ventures/Integra (UAV)
5. UAV is a company located in California. The SEC has investigated UAV and through that investigation determined that Eastridge was selling securities in UAV and was selling away from PlanMember. The SEC has filed fraud charges against UAV and Douglas Vaughn for running a Ponzi scheme.

6. PlanMember has provided the Office of the Kansas Securities Commissioner emails between Eastridge and UAV which indicate that Eastridge agreed to receive a commission on the sales of a UAV investment and become an agent on March 31, 2009. There were also emails between Eastridge and his PlanMember clients where Eastridge recommended purchasing UAV convertible bonds.
7. Eastridge spoke with an investigator with the Office of the Kansas Securities Commissioner and told him that during the time he was contemplating selling UAV bonds, he spoke with the compliance department at PlanMember. He asked the compliance department if he could receive a referral fee for referring his PlanMember clients to a private placement in UAV. Eastridge was told that he probably could not sell the UAV bonds to his clients as it would be “selling away” and that he could not receive any compensation for selling anything involved with UAV. The PlanMember employee did tell Eastridge he could send along the private placement information but it was unlikely to get approved. Eastridge told the investigator he never sent the information to PlanMember because he knew they would not approve it.
8. Eastridge approached three individuals to invest in UAV/Integra. The first investor invested \$25,000, the second individual invested \$40,000 and the third individual invested \$63,817.22.
9. Eastridge did not receive compensation from UAV. It appears from bank records that the SEC took action against UAV before Eastridge could be compensated.

10. Eastridge agreed on May 14, 2010 to waive the 45 day deadline for effective registration. Eastridge Financial's application status is currently pending with the Office of the Kansas Securities Commissioner.

**Allegations of Law**

- 1) Respondent Eastridge, while registered as an agent of Plan Member, violated K.A.R. 81-3-6(e)(21) by selling securities that were not recorded, sold or approved by PlanMember which resulted in losses to his clients in the amount of \$128,817.22.
- 2) Adequate grounds exist under KAR 81-3-6(e)(21) and K.S.A. 17-12a412(a) and (c) to deny registration of the Respondents and to impose additional sanctions, and such an order is in the public interest.”

Filed this 30th day of September, 2010, in Topeka, KS.

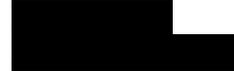
/s/ Erin M. Hoestje  
Erin M. Hoestje, #22042  
Associate General Counsel  
109 SW 9<sup>th</sup> St., Suite 600  
Topeka, KS 66614  
(785) 296-5215

**Certificate of Service**

I hereby certify that on this 30th day of September, 2010, copies of the above Notice of Intent to Invoke Administrative Sanctions were sent by certified mail, return receipt requested, addressed to the following:

Eastridge Group, Inc.  
c/o Brian Eastridge  
322 S. Mosley, Suite 9  
Wichita, KS 67202

Brian Eastridge



/s/ Erin M. Hoestje  
Erin Hoestje, #22042  
Associate General Counsel