

4. From on or about October 10, 2012 to on or about January 24, 2014, Holliday was an agent of The Investment Center, Inc., a broker-dealer registered with the Division.

5. From on or about October 14, 2009 to on or about September 30, 2012, Holliday was an agent of Spire Securities, LLC (“Spire”), a broker-dealer registered with the Division.

6. On or about January 1, 2012, while an agent of Spire, Respondent received a loan in the amount of twenty-five thousand dollars (\$25,000) from three (3) clients (the “Clients”).

7. Respondent evidenced the loan by issuing a promissory note to the Clients.

8. On or about December 30, 2011, while an agent of Spire, Respondent received a second loan in the amount of twenty-five thousand dollars (\$25,000) from the Clients.

9. Respondent evidenced the loan by issuing a promissory note to the Clients.

IV. APPLICABLE LAW

10. The South Carolina Uniform Securities Act of 2005, S.C. Code Ann. § 35-1-101, *et seq.* (the “Act”), governs the offer and sale of securities within the State of South Carolina.

11. Pursuant to S.C. Code Ann. § 35-1-412(c), if the Securities Commissioner finds that the order is in the public interest and subsection (d)(1) through (6), (8), (9), (10), or (12) and (13) authorizes the action, an order under the Act may censure, impose a bar, and/or impose a civil penalty in an amount not to exceed \$10,000 for each violation on a registrant.

12. Pursuant to S.C. Code Ann. § 35-1-412 (d)(2), the Securities Commissioner may issue an order under § 35-1-412(c) if a Respondent willfully violated or willfully failed to comply with the Act or a rule adopted or order issued under the Act in the previous ten (10) years.

13. Pursuant to S.C. Code Ann. Reg. 13-501 (B), a broker-dealer agent shall observe high standards of commercial honor and just and equitable principles of trade in the conduct of

his business and refrain from conduct including, *inter alia*, engaging in the practice of lending or borrowing money or securities from a customer.

V. CONCLUSION

14. Based on the foregoing facts and applicable law, Respondent should be censured and fined for the violations of the Act and the Regulations adopted thereunder, as set forth above.

NOW THEREFORE, it is hereby **ORDERED** that Respondent **SHOW CAUSE**, if any there be, why the Securities Commissioner should not enter an Order, pursuant to S.C. Code Ann. § 35-1-412(c) imposing the following sanctions on Respondent:

- a. Censuring the Respondent for the two violations of the Act and the Regulations adopted thereunder described above;
- b. Imposing a fine of Ten Thousand Dollars (\$10,000) per violation on the Respondent; and
- c. Issuing a permanent bar from engaging securities business in the State of South Carolina.

NOTICE AND OPPORTUNITY FOR A HEARING

The Respondent is hereby notified that he has thirty (30) days from the date of this Order to Show Cause to file an answer and, if desired, a request for a hearing on the matters contained herein. Such documents should be filed with Thresechia Navarro, Securities Division, Post Office Box 11549, Columbia, South Carolina, 29211-1549. In his written Answer, the Respondent shall admit or deny each factual allegation in this Order to Show Cause, set forth specific facts, laws, and/or affirmative defenses which the Respondent relies upon. If the Respondent is without knowledge or information sufficient to form a belief as to the truth of an allegation, he shall so state.

In the event an answer and written notice requesting a hearing is not received within the above-stated thirty (30) day period of time, an order imposing the sanctions set forth above shall be issued against the Respondent.

The Respondent is further notified that by seeking the issuance of an order imposing the sanctions set forth above, the Division is not waiving any rights it may have to pursue additional remedies available to it for violations of the Act committed by the Respondent not enumerated herein.

ENTERED, this the 7th day of April, 2014.

ALAN WILSON
SECURITIES COMMISSIONER

By: Tracy Meyers
TRACY A. MEYERS
Deputy Securities Commissioner

ISSUANCE REQUESTED BY:

Emily S. Cheatham
EMILY S. CHEATHAM
Assistant Attorney General
Securities Division
Rembert C. Dennis Building
1000 Assembly Street
Columbia, SC 29201

STATE OF SOUTH CAROLINA
OFFICE OF THE ATTORNEY GENERAL
SECURITIES DIVISION

CERTIFICATE OF SERVICE AND
AFFIDAVIT OF COMPLIANCE
File Number 14008

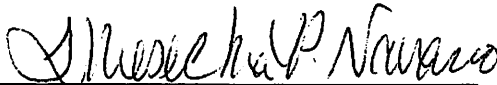
I hereby certify that I served upon the individual/entity listed below a copy of the document indicated below and dated April 8, 2014, by serving a copy of said document upon the Securities Commissioner of the State of South Carolina and by placing a copy of said document in the United States mail, certified mail, return receipt requested, first class postage prepaid and addressed to:

Richard E. Holliday
309 Palmetto Parkway
Belton, SC 29627

Document(s): Order to Show Cause

Mailed April 9, 2014 from Columbia, South Carolina.

I further hereby certify, swear and affirm that, service of the above-listed entity is in compliance with Section 35-1-611, Code of Laws of South Carolina.

By: 
Thresechia P. Navarro
South Carolina Attorney General's Office
Securities Division
Post Office Box 11549
Columbia, SC 29211-1549
(803) 734-4731

Subscribed and sworn to before me on
this 9 day of April, 2014.


Notary Public for South Carolina

My commission expires: 3/31/2016