

UNITED STATES OF AMERICA
before the
SECURITIES AND EXCHANGE COMMISSION

SECURITIES ACT of 1933
Release No. 8851A / September 27, 2007

SECURITIES ACT of 1934
Release No. 56553A / September 27, 2007

ADMINISTRATIVE PROCEEDING
File No. 3-12633

<p>In the Matter of</p> <p style="text-align:center">LAWRENCE A. CAMPBELL,</p> <p>Respondent.</p>
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**CORRECTED ORDER MAKING FINDINGS
AND IMPOSING REMEDIAL SANCTIONS
AND A CEASE-AND-DESIST ORDER
PURSUANT TO SECTION 8A OF THE
SECURITIES ACT OF 1933 AND SECTIONS
15(b) AND 21C OF THE SECURITIES
EXCHANGE ACT OF 1934 AS TO
LAWRENCE A. CAMPBELL**

I.

On May 11, 2007, the Securities and Exchange Commission (the "Commission") instituted public administrative proceedings against Lawrence A. Campbell ("Respondent") pursuant to Section 8A of the Securities Act of 1933 ("the Securities Act") and Sections 15(b) and 21C of the Securities Exchange Act of 1934 ("the Exchange Act").

II.

In connection with these proceedings, Lawrence A. Campbell ("Campbell" or "Respondent") has submitted an Offer of Settlement (the "Offer") which the Commission has determined to accept. Solely for the purpose of these proceedings and any other proceedings brought by or on behalf of the Commission, or to which the Commission is a party, and without admitting or denying the findings herein, except as to the Commission's jurisdiction over him and the subject matter of these proceedings, which are admitted, Respondent consents to the entry of this Order Making Findings, and Imposing Remedial Sanctions and a Cease-and-Desist Order Pursuant to Section 8A of the Securities Act of 1933 and Sections 15(b) and 21C of the Securities Exchange Act of 1934 ("Order"), as set forth below.

III.

On the basis of this Order and Respondent's Offer, the Commission finds¹ that:

¹ The findings herein are made pursuant to Respondent's Offer of Settlement and are not binding on any other person or entity in this or any other proceeding.

1. Lawrence A. Campbell, age 59, resides in Santa Ana, California. Campbell has never been registered with a broker-dealer.

2. From at least November 2001 through July 2003, Campbell offered and sold securities issued by Sunrise Energy, Inc. ("Sunrise") to at least twelve investors.

3. Campbell cold called prospective investors in several states and offered them Sunrise securities using high pressure sales tactics. After Campbell spoke with investors, they received written materials detailing the investments.

4. Campbell made material misrepresentations to investors regarding the rates of return that investors would receive. For example, Campbell told investors during his telephone solicitations that they could expect to receive the returns projected in the Sunrise offering materials which ranged from 55% to 112% per year. However, Sunrise investors never received the promised returns and most Sunrise investors ultimately lost more than 95% of the principal they invested.

5. Campbell also misrepresented the risk involved in the Sunrise securities. Campbell told investors that their investments involved low risk and were safe. However, these representations were false as the investments were highly speculative.

6. Campbell did not take any steps to verify the accuracy of the claims he made to investors regarding the low risk, high return nature of the securities he was selling. Moreover, Campbell continued to make representations regarding the low risk, high return nature of the Sunrise investments even after he learned that investors were receiving returns that were far less than those he was telling them to expect.

7. Campbell received commissions from Sunrise in connection with the Sunrise investments he sold. From November 2001 to July 2003 Campbell received at least \$162,000 in ill-gotten gains from bank accounts containing Sunrise investor funds.

8. Campbell acted at least recklessly in connection with his misrepresentations and omissions to investors relating to anticipated returns and risk involved.

9. No registration statement was filed with the Commission or was in effect as to the transactions in Sunrise securities. Moreover, the securities issued by Sunrise were not exempt from registration.

10. Campbell was not a registered broker-dealer nor was he associated with a registered broker-dealer while he sold the Sunrise securities. Moreover, Campbell received transaction-based compensation in connection with his sales of Sunrise securities.

11. As a result of the conduct described above, Campbell willfully violated Sections 5(a), 5(c), and 17(a) of the Securities Act of 1933 and Sections 15(a) and 10(b) of the Securities Exchange Act of 1934 and Rule 10b-5 thereunder.

IV.

In view of the foregoing, the Commission deems it appropriate and in the public interest to impose the sanctions agreed to in Respondent Campbell's Offer.

Accordingly, pursuant to Section 8A of the Securities Act of 1933 and Sections 15(b) and 21C of the Securities Exchange Act of 1934, it is hereby ORDERED that:

A. Respondent Campbell shall cease and desist from committing or causing any violations and any future violations of Sections 5(a), 5(c), and 17(a) of the Securities Act and Sections 15(a) and 10(b) of the Exchange Act and Rule 10b-5 thereunder.

B. Respondent Campbell be, and hereby is barred from association with any broker, or dealer.

Any reapplication for association by the Respondent will be subject to the applicable laws and regulations governing the reentry process, and reentry may be conditioned upon a number of factors, including, but not limited to, the satisfaction of any or all of the following: (a) any disgorgement ordered against the Respondent, whether or not the Commission has fully or partially waived payment of such disgorgement; (b) any arbitration award related to the conduct that served as the basis for the Commission order; (c) any self-regulatory organization arbitration award to a customer, whether or not related to the conduct that served as the basis for the Commission order; and (d) any restitution order by a self-regulatory organization, whether or not related to the conduct that served as the basis for the Commission order.

C. Respondent Campbell shall, within 20 days of the entry of this Order, pay disgorgement of \$162,000, prejudgment interest of \$40,530.25 and a civil money penalty in the amount of \$50,000 to the Securities and Exchange Commission. Such payment shall be (A) made by United States postal money order, certified check, bank cashier's check or bank money order, (B) made payable to the Securities and Exchange Commission, (C) hand delivered or mailed to the Office of Financial Management, Securities and Exchange Commission, Operations Center, 6432 General Green Way, Stop 0-3, Alexandria, CA 22312, and (D) submitted under cover letter that identifies Lawrence A. Campbell as a Respondent in these proceedings, the file number of these

proceedings, a copy of which cover letter and money order or check shall be sent to Donald Hoerl, Associate Regional Director, Securities and Exchange Commission, 1801 California Street, Suite 1500, Denver, CO 80202.

By the Commission.

Nancy M. Morris
Secretary