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2 **STATE OF CALIFORNIA**
3 **BUSINESS, CONSUMER SERVICES AND HOUSING AGENCY**
4 **DEPARTMENT OF BUSINESS OVERSIGHT**

5 TO: **New Directions Christian Fellowship**
6 **New Directions Financial Services**
7 **Kenny Ray Mosley**
8 1600 Hill Street
9 Long Beach, California 90807

10 **DESIST AND REFRAIN ORDER**

11 **(For violations of sections 25110 and 25401 of the Corporations Code)**

12 The Commissioner of Business Oversight (“Commissioner”) finds that:

13 1. At all relevant times, New Directions Christian Fellowship (“NDCF”) was a California
14 corporation formed in September 1995 with a place of business located at 1600 Hill Street, Long
15 Beach, California, 90807.

16 2. At all relevant times, Kenny Ray Mosley (“Mosley”) was the president of NDCF.

17 3. Beginning as early as January 2013, NDCF and Mosley offered securities in the form of
18 membership shares in “The 1000 Club” to California investors through general mail solicitations and
19 a website located at www.newdirectionsfinancialservices.com.

20 4. The website states that New Directions Financial Services (“NDFS”) is “the accounting
21 department of NDCF Incorporated” and “is also affectionately called The Secret Place.” The website
22 contains a photograph of a temple-like building located at 899 South Disneyland Drive in Anaheim,
23 California, which is marked with a sign indicating it is “The Secret Place.” The NDFS website also
24 offers loan modification, notary, and tax preparation services.

25 5. The NDFS website states that investors can “expect 20% return” and are guaranteed “both
26 material and spiritual benefits in one full year” if they invest \$1000 and enter a “covenant agreement”
27 with “NDCF Incorporated 501(c)3.” Shareholders are also assured that their money “will be held in a
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1 secure trust account at Union Bank” and that they will receive “the privileges of ownership”
2 evidenced by a “Deed of Trust” purportedly secured by “The Secret Place” property.

3 6. These securities were offered in this state in an issuer transaction.

4 7. The Commissioner has not issued a permit or other form of qualification authorizing
5 NDCF, NDFS, Mosley, or any other person to offer these securities in this state.

6 8. In connection with the offer and sale of these securities in this state, NDCF, NDFS, and
7 Mosley made, or caused to be made, written or oral communications that include untrue statements of
8 material fact or omits material facts necessary in order to make the statements made, in the light of
9 the circumstances under which they were made, not misleading, including the following:

10 (a) NDCF does not hold legal title to “The Secret Place” property located at 899 South
11 Disneyland Drive in Anaheim, California;

12 (b) On June 3, 2013, Mosley discharged his personal debts through bankruptcy filed under
13 Chapter 7; and,

14 (c) On June 14, 2013, the corporate status of NDCF was suspended by the California
15 Secretary of State.

16 Based on the foregoing, the Commissioner is of the opinion that the securities in the form of
17 shares in “The 1000 Club” offered by New Directions Christian Fellowship, New Directions
18 Financial Services, and Kenny Ray Mosley are securities subject to qualification under the California
19 Corporate Securities Law of 1968.

20 Further, the Commissioner is of the opinion that the securities offered by New Directions
21 Christian Fellowship, New Directions Financial Services, and Kenny Ray Mosley were offered in this
22 state by means of written or oral communications that included untrue statements of material fact or
23 omitted to state material facts necessary in order to make the statements made, in the light of the
24 circumstances under which they were made, not misleading, in violation of section 25401 of the
25 California Corporate Securities Law of 1968.

26 Pursuant to section 25532 of the California Corporate Securities Law of 1968, New
27 Directions Christian Fellowship, New Directions Financial Services, and Kenny Ray Mosley are
28 hereby ordered to desist and refrain from the further offer and sale, in the State of California, of

1 securities including, but not limited to, shares in “The 1000 Club” unless and until qualification has
2 been made under said law or unless exempted.

3 This Order is necessary, in the public interest, for the protection of investors and consistent
4 with the purposes, policies, and provisions of the California Corporate Securities Law of 1968.

5 Dated: July 9, 2013
6 Sacramento, California



Commissioner of Business Oversight

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9 By _____
10 MARY ANN SMITH
11 Deputy Commissioner
12 Enforcement Division
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