STATE OF ALABAMA
ALABAMA SECURITIES COMMISSION

IN THE MATTER OF: ASCENSION FINANCIAL SOLUTIONS KENNETH MUELLER ROBERT BEAM JOHN R BERNIER RICHARD E. STEWART RESPONDENTS	)	ADMINISTRATIVE ORDER NO. CD-2007-0006

CEASE AND DESIST ORDER

The Alabama Securities Commission ("Commission"), having the authority to administer and provide for the enforcement of all provisions of Title 8, Chapter 6, Code of Alabama 1975, the Alabama Securities Act ("Act"), upon due consideration of the subject matter hereof, and having confirmed information of the offers for sale and/or sale of securities into, within or from the state of Alabama, has determined as follows:

RESPONDENTS

1. ASCENSION FINANCIAL SOLUTIONS INC ("ASCENSION") is a Kentucky Corporation, with a business address of 938 Searcy Way, Bowling Green, KY 42103. ASCENSION is incorporated by Heartland Holding Company, Inc., 942 Searcy Way, Bowling Green, KY 42103, and the co-address of HEARTLAND RESOURCES INC.

2. KENNETH MUELLER ("MUELLER"), at all times relevant, is the President and CSO of ASCENSION with a business address of 938 Searcy Way, Bowling Green, KY 42103 and a home address of 203 Silver Springs Avenue, Bowling Green, KY 42104.

3. RICHARD E. STEWART ("STEWART"), at all times relevant, is a Control Affiliate, Broker/Dealer Director, Indirect Owner, and Trustee of ASCENSION, with a

business address of 942 Searcy Way, Bowling Green, KY 42103 and a home address of 170 Chambers Drive, Bowling Green, KY 42103

4. ROBERT BEAM ("BEAM"), at all times relevant acted as an agent of ASCENSION, with a business address of 938 Searcy Way, Bowling Green, KY 42103 and a residence of 8241 Old Bowling Green Road, Glasgow, KY 42141.

5. JOHN R BERNIER ("BERNIER"), at all times relevant acted as an agent of ASCENSION, with a business address of 938 Searcy Way, Bowling Green, KY 42103 and a home address of 206 Red Cedar Way, Bowling Green, KY 42104.

STATEMENT OF FACTS

6. On April 27, 2006, Cease and Desist Order #2006-0015A was issued to HEARTLAND RESOURCES, INC., 942 Searcy Way, Bowling Green, KY 42103 (the same address of Heartland Holding) who offered and/or sold certificates of interest or participation in oil and gas titles or leases entitled "Units" of HEARTLAND – CRESCENT THUNDER #3, HEARTLAND – EASTERN KENTUCKY DEVELOPMENT, GP, HEARTLAND – PRAIRIE FIRE #1, GP, and HEARTLAND – APPALACIAN DEVELOPMENT, LP. Multiple sales were made by representatives of HEARTLAND to Alabama residents. The securities were neither registered nor exempt from registration in the state of Alabama.

7. NASD records indicate that BEAM has been employed with ASCENSION starting in June 2006, to the present and with HEARTLAND RESOURCES, INC., and HEARTLAND RESOURCES, INC., starting in September 2004, to the present. BERNIER has been employed with ASCENSION starting in July of 2006, to the present and with HEARTLAND RESOURCES, INC., starting in February 2003, to the July 2006. Both BEAM and BERNIER have continued to communicate with Alabama resident (s) and engaged in the offer of and/or sale of certificates of interest or participation in oil and gas titles or leases issued by HEARTLAND RESOURCES, INC.

8. A review of the files of the Commission, disclosed that ASCENSION has filed with the NASD and Alabama Securities Commission for registration as a Broker/Dealer, but the registration is still pending.

9. Information made available to the Commission indicates that BEAM, an agent of ASCENSION, solicited additional Alabama investors to invest in the unregistered HEARTLAND certificates of interest or participation in oil and gas titles or leases entitled "Units".

10. Information made available to the Commission indicates that BERNIER, at the time an agent of ASCENSION, sold certificates of interest or participation in oil and gas titles or leases issued by to HEARTLAND RESOURCES, INC., to a Alabama resident which were not registered.

11. Interviews with the Alabama resident (s) clearly demonstrated that they were not sophisticated in the terms of the offered product, oil and gas well ventures. The interviews further confirmed that Alabama resident (s) did not initiate these offers and did not have a pre-existing relationship with ASCENSION.

12. The actions of BEAM and BERNIER indicate that MUELLER and STEWART failed to provide an adequate level of supervision of ASCENSION agents that was necessary to prevent the sale of unregistered securities.

CONCLUSIONS OF LAW

13. Section 8-6-2 (10), Code of Alabama 1975, defines a certificate of interest or participation in an oil, gas, or mining title or lease or in payments out of production under such a title or lease, or any right to subscribe to any of the foregoing, as a security. The Participation Agreements offered and sold by the RESPONDENTS to the Alabama resident are securities.

14. Pursuant to Section 8-6-2(2), Code of Alabama 1975, the definition of "agent" includes any individual who represents an issuer in effecting sales of securities. The respondents' actions in paragraphs 7, 9, and 10 indicates that BEAM and BERNIER acted as agents of ASCENSION under the Act.

15. Pursuant to Section 8-6-3, Code of Alabama 1975, it is unlawful for any person to transact business in this state as a Dealer, Agent, Investment Advisor, or Investment Advisor Representative unless he is registered under this article. RESPONDENTS are not registered as a Dealer, Agent, Investments Advisor, or Investment Advisor Representative the State of Alabama, and have effected securities transactions with Alabama residents in violation of the Act.

16. Pursuant to Section 8-6-4, Code of Alabama 1975 states: "It is unlawful for any person to offer or sell any security in this state unless it is registered under this article; the security is exempt from registration under Section 8-6-10; or the transaction is exempt under Section 8-6-11." The securities offered and sold by the RESPONDENTS were neither registered nor exempt from registration in Alabama at the time of solicitation or sale.

17. Pursuant to Section 8-6-17(A)(2) Code of Alabama 1975, Prohibits acts regarding untrue statements of a material fact or to omit to state a material facts necessary in order to make the statements made, in the light of the circumstances under which they are made, not misleading. The RESPONDENTS omitted to tell the Alabama investors of the Cease and Desist order that was issued on April 27, 2006, that the securities offered and sold by the RESPONDENTS were neither registered nor exempt from registration in Alabama at the time of solicitation or sale.

18. Commission Rule 830-X-3-.13 requires that every dealer and officers, directors and partners thereof, exercise diligent supervision over all the securities activities of its associated persons and that a regular examination of all customer accounts be conducted to detect and prevent irregularities or abuses. RESPONDENTS MUELLER

and STEWART failed to prevent RESPONDENTS; BEAM and BERNIER from offering HEARTLAND issued securities in the State of Alabama.

This Order does not prevent the Commission from seeking such other civil or criminal remedies that are available to it under the Act.

This Order is appropriate in the public interest for the protection of investors and is consistent with the purposes of the Act.

ACCORDINGLY, IT IS HEREBY ORDERED that RESPONDENTS immediately CEASE AND DESIST from further offers or sales of any securities into, within or from the state of Alabama.

Entered at Montgomery, Alabama, this 23RD day of February, 2007

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BY:

JOSEPH P. BORG
Director

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