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BEFORE THE ARIZONA CORPORATION COMMISSION

COMMISSIONERS

BOB STUMP, Chairman
GARY PIERCE
BRENDA BURNS
BOB BURNS
SUSAN BITTER SMITH

Arizona Corporation Commission

DOCKETED

OCT 25 2013

DOCKETED BY [Signature]

In the matter of:
RIDE HARD AND PRAY, LLC, and
ROBERT J. DUDEK, a/k/a "BOBBY D" and "BOBBY DUDEK," and RENITA G. DUDEK, husband and wife,
Respondents.
DOCKET NO. S-20891A-13-0302
DECISION NO. 74148
ORDER TO CEASE AND DESIST, ORDER FOR ADMINISTRATIVE PENALTIES, AND CONSENT TO SAME BY RIDE HARD AND PRAY, LLC, ROBERT J. DUDEK, a/k/a "BOBBY D" and "BOBBY DUDEK," and RENITA G. DUDEK

Respondents Ride Hard and Pray, LLC, Robert J. Dudek, also known as "Bobby D" and "Bobby Dudek," and Renita G. Dudek (collectively, "Respondents") elect to permanently waive any right to a hearing and appeal under Articles 11 and 12 of the Securities Act of Arizona, A.R.S. § 44-1801 et seq. ("Securities Act") with respect to this Order To Cease And Desist, Order for Administrative Penalties and Consent to Same by Ride Hard and Pray, LLC, Robert J. Dudek, a/k/a "Bobby D" and "Bobby Dudek," and Renita G. Dudek ("Order"), admit the jurisdiction of the Arizona Corporation Commission ("Commission"), admit the Findings of Fact and Conclusions of Law contained in this Order, and consent to the entry of this Order by the Commission.

I.

FINDINGS OF FACT

- 1. Ride Hard and Pray, LLC ("Ride Hard") is an Arizona limited liability company organized on December 1, 2011, and doing business in Maricopa County, Arizona.
2. Ride Hard is a manager-managed company.
3. Robert J. Dudek ("Dudek") is a manager of Ride Hard and a resident of Arizona.

1 4. Renita G. Dudek (“Respondent Spouse”) has been at all relevant times the spouse of
2 Robert J. Dudek.

3 5. At all relevant times, Dudek has been acting for his own benefit and for the benefit or
4 in furtherance of the marital community.

5 6. Ride Hard maintains a website at www.RideHardandPray.com. Ride Hard plans to
6 offer through its website a “referral site for recreational motorsport related products and services.”

7 7. Beginning about March 21, 2013, through its website and under the title “BECOME
8 PART OF RIDEHARDANDPRAY.COM,” Ride Hard advertised to its readers an opportunity to
9 invest in the company through its Private Placement Memorandum, stating in pertinent part:

10 It’s been a fantastic ride since we launched RideHardandPray.com.
11 We’ve made many contacts, secured many merchants, and watched
12 our membership grow steadily each month. That said, we are ready
13 to take our website and company to the next level. In order to do that,
14 we’ve just issued a Private Placement Memorandum (PPM), [sic] to
15 help us raise the resources we need to achieve that next level. You
16 can now join us in this journey by becoming part of the company
 through our PPM. We want to thank everyone that helped us get to
 where we are, [sic] and are excited we can now offer you the
 opportunity to join us in our goal to become the number one site in
 the country for recreation and motorsports.

17 As the saying goes, you can now, “Own a piece of the action!”
18 (“Website Advertisement”).

19 8. On August 8, 2013, Ride Hard promoted investment in the company through an
20 advertisement posted under the “services” category described as “financial” on
21 phoenix.craigslist.org. The Craigslist advertisement was updated on August 29, 2013. This
22 advertisement is entitled “Launching PPM”, is nearly identical to the Website Advertisement, and
23 states as follows:
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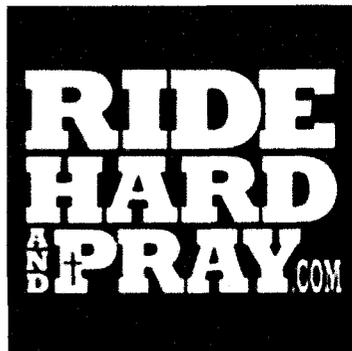
1 Become Part of RideHardandPray.com.

2 It's been a fantastic ride since we launched RideHardandPray.com.
3 We've made many contacts, secured many merchants, and watched
4 our membership grow steadily each month. That said, we are ready
5 to take our website and company to the next level. In order to do that,
6 we've just issued a Private Placement Memorandum (PPM), [sic] to
7 help us raise the resources we need to achieve that next level. You
8 can now join us in this journey by becoming part of the company
9 through our PPM. We want to thank everyone that helped us get to
10 where we are, [sic] and are excited we can now offer you the
11 opportunity to join us in our goal to become the number one site in
12 the country for recreation and motorsports.

13 As the saying goes, you can now, "Own a piece of the action!"

14 Feel free to contact us through our (contact form) or contact Bobby
15 directly at: [REDACTED TELEPHONE NUMBER].

16 ***



18 ("Craigslist Advertisement").

19 9. On August 13, 2013, in response to the Craigslist Advertisement, an Arizona
20 resident sent an email requesting additional information to an address provided in the
21 advertisement.

22 10. Also on August 13, 2013, the Arizona resident received a reply to her email, stating:

23 Thank you for your interest in our company, we feel that we have
24 something very special here. please [sic] feel free to contact me at
25 my office number below.

26 This is the paperwork on our private placement offering for Ride
Hard and Pray LLC. An investor can participate starting at \$5000 -
\$400,000.

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Bobby D
[REDACTED TELEPHONE NUMBER]
Director of Business Development



Attached to Bobby D's reply was a "CONFIDENTIAL PRIVATE PLACEMENT MEMORANDUM" for Ride Hard, dated March 20, 2013 ("PPM").

11. Later on August 13, 2013, the Arizona resident received a second email from Bobby D, who provided another copy of the PPM and requested, "Please let me know that you received this e-mail."

12. In addition to other follow-up emails received by the Arizona resident regarding investment in Ride Hard, on September 4, 2013, the Arizona resident received an email from Bobby D, which reads in pertinent part:

Good morning. A couple of weeks ago we received a response from you from an ad that we posted for an investor. I sent you a copy of our PPM and would like to speak with you about investing in our amazing program. Please feel free to call my office direct.

13. The PPM identifies "Bobby Dudek" as one of Ride Hard's founders.

14. "Bobby D" and "Bobby Dudek" are nicknames for Robert J. Dudek.

15. The PPM advertises that Ride Hard, through its website at www.RideHardandPray.com, "provides motorsport customers with a central location to network with others and provides referrals to trusted merchants." It goes on to claim that the website provides merchants a "vehicle to interact with potential customers and to market to those customers" and provides website viewers and paid members the "benefit" of "knowing that each listed merchant has been thoroughly vetted and must meet strict guidelines before they can be listed."

1 16. Company managers control Ride Hard, including the use of monies raised through
2 the offering. Pursuant to the PPM:

3 The Company reserves the right to use the funds obtained from this
4 Offering for other similar purposes not presently contemplated which
5 it deems to be in the best interests of the Company and its
6 Membershipholders [sic] in order to address changed circumstances
7 or opportunities. As a result of the foregoing, the success of the
8 Company will be substantially dependent upon the discretion and
9 judgment of Management with respect to application and allocation
 of the net proceeds of this Offering. Investors for the Memberships
 offered hereby will be entrusting their funds to the Company's
 Management, upon whose judgment and discretion the investors
 must depend.

10 17. The PPM explains that Ride Hard intends to generate revenue through membership
11 fees paid by merchants and consumers, paid classified advertisements, merchant services,
12 insurance services, and financial services.

13 18. To help fund the start-up of its business, Ride Hard offers for sale through the PPM
14 “[m]embership units representing 20% company equity in the form of a LLC membership units.”

15 19. The PPM describes Ride Hard's membership units as “securities,” admits the
16 memberships are not registered under the Securities Act, but claims the memberships are exempt
17 from registration pursuant to “A.R.S. SECTION 44-1844 (1)” [sic].

18 20. The Website Advertisement, however, was available through the company website
19 for all internet users to view without password protection.

20 21. Likewise, the Craigslist Advertisement was also available for all internet users to
21 view without password protection.

22 22. Additionally, prior to responding to the Craigslist Advertisement, the Arizona
23 resident had no dealings with Ride Hard or Dudek.

24 23. Moreover, at no time prior to providing the PPM to the Arizona resident did Ride
25 Hard or Dudek request or receive from the Arizona resident any information regarding the Arizona
26 resident's net worth, income, or investment expertise.

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III.
ORDER

THEREFORE, on the basis of the Findings of Fact, Conclusions of Law, and Respondents' consent to the entry of this Order, attached and incorporated by reference, the Commission finds that the following relief is appropriate, in the public interest, and necessary for the protection of investors:

IT IS ORDERED, pursuant to A.R.S. § 44-2032, that Respondents, and any of Respondents' agents, employees, successors and assigns, permanently cease and desist from violating the Securities Act.

IT IS FURTHER ORDERED, pursuant to A.R.S. § 44-2036, that Ride Hard and Dudek and the marital community of Dudek and Respondent Spouse, jointly and severally, shall, under Docket No. S-20891A-13-0302, pay an administrative penalty in the amount of \$1,000. Payment is due in full on the date of this Order. Payment shall be made to the "State of Arizona." Any amount outstanding shall accrue interest as allowed by law.

For purposes of this Order, a bankruptcy filing by any Respondent shall be an act of default. If any Respondent does not comply with this Order, any outstanding balance may be deemed in default and shall be immediately due and payable.

IT IS FURTHER ORDERED that Respondents comply with the attached *Consent to Entry of Order*.

IT IS FURTHER ORDERED that if any Respondent fails to comply with this order, the Commission may bring further legal proceedings against the noncomplying respondent, including application to the superior court for an order of contempt.

IT IS FURTHER ORDERED that this Order shall become effective immediately.

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BY ORDER OF THE ARIZONA CORPORATION COMMISSION

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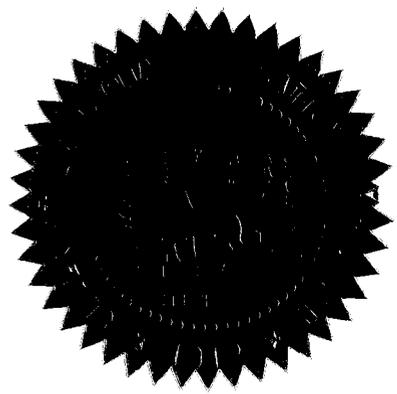
[Handwritten Signature]
CHAIRMAN

[Handwritten Signature]
COMMISSIONER

[Handwritten Signature]
COMMISSIONER

[Handwritten Signature]
COMMISSIONER

[Handwritten Signature]
COMMISSIONER



IN WITNESS WHEREOF, I, JODI JERICH, Executive Director of the Arizona Corporation Commission, have hereunto set my hand and caused the official seal of the Commission to be affixed at the Capitol, in the City of Phoenix, this 25th day of October, 2013.

[Handwritten Signature]
JODI JERICH
EXECUTIVE DIRECTOR

DISSENT

DISSENT

This document is available in alternative formats by contacting Shaylin A. Bernal, ADA Coordinator, voice phone number 602-542-3931, e-mail sabernal@azcc.gov.

(SJW)

CONSENT TO ENTRY OF ORDER

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1. Ride Hard and Pray, LLC (“Ride Hard”), an Arizona limited liability company, Robert J. Dudek (“Dudek”), an individual, and Renita G. Dudek (“Respondent Spouse”), an individual, collectively referred to below as “Respondents,” admit the jurisdiction of the Commission over the subject matter of this proceeding. Respondents acknowledge that they have been fully advised of their right to a hearing to present evidence and call witnesses and Respondents knowingly and voluntarily waive any and all rights to a hearing before the Commission and all other rights otherwise available under Article 11 of the Securities Act and Title 14 of the Arizona Administrative Code. Respondents acknowledge that this *Order To Cease And Desist, Order for Administrative Penalties, and Consent to Same by Ride Hard and Pray, LLC, Robert J. Dudek, a/k/a “Bobby D” and “Bobby Dudek,” and Renita G. Dudek* (“Order”) constitutes a valid final order of the Commission.

2. Respondents knowingly and voluntarily waive any right under Article 12 of the Securities Act to judicial review by any court by way of suit, appeal, or extraordinary relief resulting from the entry of the Order.

3. Respondents acknowledge and agree that the Order is entered into freely and voluntarily and that no promise was made or coercion used to induce such entry.

4. Respondents understand and acknowledge that they have a right to seek counsel regarding the Order and that they have had the opportunity to seek counsel prior to signing the Order. They acknowledge and agree that, despite the foregoing, they freely and voluntarily waive any and all right to consult or obtain counsel prior to signing the Order.

5. Respondents admit the Findings of Fact and Conclusions of Law contained in the Order. They agree that they shall not contest the validity of the Findings of Fact and Conclusions of Law contained in the Order in any present or future proceeding in which the Commission or any other state agency is a party concerning the denial or issuance of any license or registration required by the state to engage in the practice of any business or profession.

1 6. By consenting to the entry of the Order, Respondents agree not to take any action or
2 to make, or permit to be made, any public statement denying, directly or indirectly, any Finding of
3 Fact or Conclusion of Law in the Order or creating the impression that the Order is without factual
4 basis. They will undertake steps necessary to assure that all of their agents and employees
5 understand and comply with this agreement.

6 7. While the Order settles this administrative matter between Ride Hard and Dudek, on
7 one hand, and the Commission, on the other hand, Respondents understand that this Order does not
8 preclude the Commission from instituting other administrative or civil proceedings based on
9 violations that are not addressed by the Order.

10 8. Respondents understand that the Order does not preclude the Commission from
11 referring this matter to any governmental agency for administrative, civil, or criminal proceedings
12 that may be related to the matters addressed by the Order.

13 9. Respondents understand that this Order does not preclude any other agency or
14 officer of the state of Arizona or its subdivisions from instituting administrative, civil, or criminal
15 proceedings that may be related to matters addressed by the Order.

16 10. Ride Hard and Dudek agree that they will not apply to the state of Arizona for
17 registration as a securities dealer or salesman or for licensure as an investment adviser or
18 investment adviser representative until such time as all penalties under the Order are paid in full.

19 11. Ride Hard and Dudek agree that they will not exercise any control over any entity
20 that offers or sells securities or provides investment advisory services within or from Arizona until
21 such time as all penalties under the Order are paid in full.

22 12. Dudek and Respondent Spouse acknowledge that any penalties imposed by this
23 Order are obligations of Dudek as well as the marital community.

24 13. Respondents consent to the entry of the Order and agree to be fully bound by its
25 terms and conditions.

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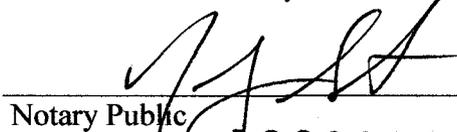
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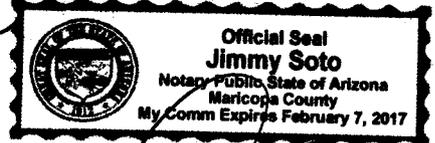
Robert J. Dudek

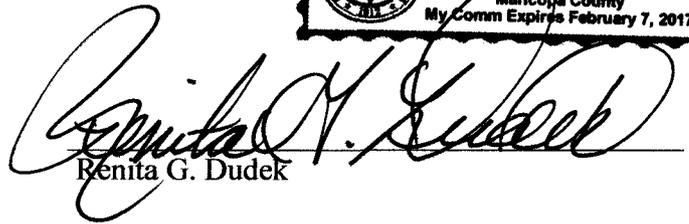
STATE OF ARIZONA)
) ss
County of Maricopa)

SUBSCRIBED AND SWORN TO BEFORE me this 30 day of September, 2013.


Notary Public

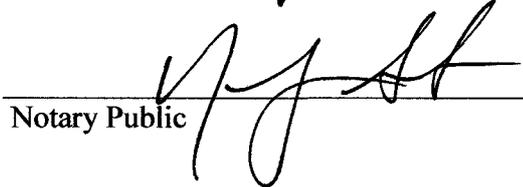
My commission expires:
02/07/2017




Renita G. Dudek

STATE OF ARIZONA)
) ss
County of Maricopa)

SUBSCRIBED AND SWORN TO BEFORE me this 30 day of September, 2013.


Notary Public

My commission expires:
02/07/2017



1 SERVICE LIST FOR Docket No. S-20891A-13-0302; *Ride Hard and Pray, LLC, et al.*:

2 Ride Hard and Pray, LLC
3 9007 S. 230th Ave.
4 Buckeye, AZ 85326

5 *Pro Se*

6 Robert J. Dudek
7 9007 S. 230th Ave.
8 Buckeye, AZ 85326

9 *Pro Se*

10 Renita G. Dudek
11 9007 S. 230th Ave.
12 Buckeye, AZ 85326

13 *Pro Se*

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1 **BEFORE THE ARIZONA CORPORATION COMMISSION**

2 COMMISSIONERS

3 BOB STUMP, Chairman
4 GARY PIERCE
5 BRENDA BURNS
6 BOB BURNS
7 SUSAN BITTER SMITH

7 In the matter of:

8 RIDE HARD AND PRAY, LLC, and
9 ROBERT J. DUDEK, a/k/a "BOBBY D" and
10 "BOBBY DUDEK," and RENITA G.
DUDEK, husband and wife,

11 Respondents.

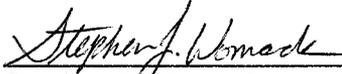
) DOCKET NO. S-20891A-13-0302

) NOTICE OF FILING OF PROPOSED
) OPEN MEETING AGENDA ITEM

) (Assigned to the Honorable Marc E. Stern)

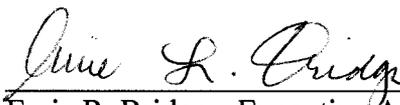
12
13 Pursuant to A.A.C. R14-4-303, you are hereby notified that the attached *Order to Cease and*
14 *Desist, Order for Administrative Penalties, and Consent to Same by Ride Hard and Pray, LLC,*
15 *Robert J. Dudek, a/k/a "Bobby D" and "Bobby Dudek," and Renita G. Dudek* was filed with the
16 Arizona Corporation Commission's Docket Control.

17
18 Dated: 10-3-13

By: 
Stephen J. Womack
Securities Division
Arizona Corporation Commission

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20
21 I hereby certify that I have this day served the foregoing document on all parties of record
22 in this proceeding by mailing a copy thereof, properly addressed with first class postage prepaid to:
23 Robert J. Dudek, Renita G. Dudek, and Ride Hard and Pray, LLC, 9007 S. 230th Ave., Buckeye,
24 AZ 85326.

25
26 Dated: 10-3-13

By: 
Emie R. Bridges, Executive Assistant