

BEFORE THE DIVISION OF INSURANCE
DEPARTMENT OF LABOR AND REGULATION
STATE OF SOUTH DAKOTA

IN THE MATTER OF
LATASHA NEWELL

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)

CONSENT ORDER

In resolution of the above matter and in lieu of issuance of a Notice of Hearing and a formal hearing, the undersigned parties do hereby agree to the following:

LATASHA NEWELL, whose address of record is 3224 Visionary Bay, North Las Vegas, Nevada 89081, holds a nonresident insurance producer license in the State of South Dakota;

LATASHA NEWELL is aware that the South Dakota Division of Insurance ("Division") has conducted an investigation;

The Division alleges the following with regard to LATASHA NEWELL:

- 1) LATASHA NEWELL was subject to a California administrative action;
- 2) LATASHA NEWELL violated SDCL § 58-30-193 by failing to report the administrative action to the Division within 30 days;
- 3) On August 14, 2014, and September 16, 2014, the Division sent LATASHA NEWELL letters requesting an explanation for why the administrative action was not reported to the Division;
- 4) LATASHA NEWELL failed to respond to the Division inquiries in violation of SDCL §§ 58-33-66 and 58-33-68;
- 5) Pursuant to SDCL §§ 58-30-167(1), and (8), 58-33-66(1), 58-33-68, and 58-30-193 the Director of the Division may revoke LATASHA NEWELL's insurance producer license for any of the above violations.

LATASHA NEWELL is aware of and understands the nature of the allegations and has been informed that she has the right to a Notice of Hearing, counsel and appeal and that by agreeing to sign this Consent Order, waives these rights;

In return for LATASHA NEWELL agreeing to and complying with the provisions of this Consent Order, the Division agrees not to proceed to administrative hearing and agrees that this Consent Order will constitute an informal disposition of this licensing matter pursuant to SDCL § 1-26-20;

By the execution of this Consent Order and the payment of a penalty pursuant to this Consent Order, LATASHA NEWELL waives her right to contest the allegations contained in this Consent Order in any future actions or licensing procedures with the Division;

LATASHA NEWELL agrees to pay \$250 pursuant to SDCL §§ 58-30-167 and 58-4-28.1, in lieu of an administrative hearing and Final Decision;

LATASHA NEWELL further agrees to conduct herself in accordance with the insurance laws and regulations of the State of South Dakota;

LATASHA NEWELL further agrees that this Consent Order may be considered for the purpose of determining the appropriate sanction in any future actions with the Division for any violations of the laws or regulations of the State of South Dakota or for failing to abide by any order of the Director;

LATASHA NEWELL waives her right to contest the allegations contained in this Consent Order in any future actions or licensing procedures;

Wherefore, good cause appearing from the foregoing, it is hereby ORDERED that LATASHA NEWELL pay a monetary penalty in the amount of \$250 payable to "South Dakota Division of Insurance" for deposit in the general fund of the State of South Dakota; and it is further

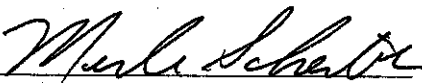
ORDERED that LATASHA NEWELL abide by the agreements made by her in this Consent Order; and it is further

ORDERED that should LATASHA NEWELL fail to comply with the provisions of this Order, the Division may seek the suspension or revocation of LATASHA NEWELL's nonresident insurance producer license at hearing, or seek other remedies available at law; and it is further

ORDERED that the use of this Consent Order for competitive purposes by an insurance agent or third-party administrator holding a license in the State of South Dakota, or by any company holding a Certificate of Authority, or by anyone on their behalf, may be deemed unfair competition and be grounds for suspension or revocation of said license or authority; and it is further


ORDERED that the provisions of this Consent Order shall be effective from the date the Director signs this Order.

Dated at Pierre, South Dakota this 1st day of December, 2014.


Merle Scheiber, Director
South Dakota Division of Insurance

I have read and understand the terms of this Consent Order and the waiver of my due process rights and voluntarily enter into this Consent Order.

Dated this 21 day of November, 2014.


Signature
Latasha Newell
Name (typed or printed)