

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

IN THE MATTER OF)	
MIKE KEITH AND)	CONSENT ORDER
MIKE KEITH INSURANCE INC)	

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:

MIKE KEITH, whose address of record is 103 West Franklin Street, Clinton, MO 64735-2007, is a licensed insurance producer and owner of MIKE KEITH INSURANCE INC in the State of South Dakota,

MIKE KEITH INSURANCE is a licensed business entity in the State of South Dakota with an address of PO BOX 388 Clinton, Missouri 64735-2007 which is owned by MIKE KEITH;

MIKE KEITH and MIKE KEITH INSURANCE (RESPONDENTS) are aware that the South Dakota Division of Insurance (Division) has conducted an investigation of its insurance-related activities in South Dakota;

The Division has alleged the following:

- 1) RESPONDENTS sold Multiple Employer Welfare Arrangement (MEWA) unapproved association plans utilizing an unlicensed Third-Party Administrator, in violation of SDCL 58-8-1, 58-18-1; 58-18-6, 58-33-98, 58-33-102, 58-33-103, 58-30-167(8) & (12), 58-33-66(2), and ARSD 20:06:42;
- 2) RESPONDENTS supplied the Division with incomplete information upon request on July 8, 2024 and February 18, 2025, in violation of SDCL 58-33-66(1);
- 3) During the investigation, RESPONDENTS submitted a Business Entity License Renewal Application, which is currently pending;
- 4) The South Dakota Division of Insurance alleges that the above-cited conduct may be grounds for the refusal to renew RESPONDENTS' insurance producer and business entity licenses pursuant to SDCL 58-8-1, 58-18-1; 58-18-6, 58-33-98, 58-33-102, 58-33-103, 58-30-167(8) & (12), 58-33-66(1) & (2), and ARSD 20:06:42;

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

RESPONDENTS are aware of and understands the nature of the charges and has been informed that it has the right to notice, hearing, and appeal, and that by agreeing to and signing this Consent Order waives these rights;

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

RESPONDENTS agree not to conduct unlicensed or unappointed insurance business in the future;

RESPONDENTS agree to a monetary penalty in the amount of \$10,000 pursuant to SDCL 58-4-28.1, in lieu of license denial, administrative hearing, and Final Decision;

RESPONDENTS further agree to conduct itself in accordance with the insurance laws and regulations of the State of South Dakota;

RESPONDENTS further agree 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;

Wherefore, good cause appearing from the foregoing, it is hereby ORDERED that RESPONDENTS pay a monetary penalty in the amount of \$10,000 payable to "South Dakota Division of Insurance" for deposit in the general fund of the State of South Dakota; and RESPONDENTS further agree to conduct itself in accordance with the insurance laws and regulations of the State of South Dakota; and it is further

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


ORDERED that RESPONDENTS' Business Entity License Renewal Application is hereby APPROVED for licensure as of the effective date of this Consent Order; 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.

[Signature page follows.]

Dated at Pierre, South Dakota this 30th day of July, 2025.



Larry Deiter, Director
South Dakota Division of Insurance

I have read and understand the terms of this Consent Order, including the waiver of my due process rights, and voluntarily agree to them.

Dated this July day of 8, 2025.

Mike Keith

Mike Keith

The undersigned, on behalf of MIKE KEITH INSURANCE, represents it understands the terms of this Consent Order and the waiver of its due process rights and voluntarily enters into this Consent Order.

Dated this July day of 8, 2025.

Mike Keith

Signature of Authorized Representative

Mike Keith Insurance Inc

Printed Name

Owner / Agency Principal

Title



Mike Keith Insurance, Inc.
103 W Franklin St. - PO Box 388
Clinton, MO 64735

Hawthorn Bank
102 N 2nd St
Clinton, MO 64735
80-60/865

110881

PAY Ten Thousand Dollars and 00 Cents

TO THE
ORDER OF

South Dakota Division of Insurance
Gallie Pospisil, Division Counsel
124 S. Euclid Ave., 2nd Floor
Pierre, SD 57501

DATE 07/10/2025

AMOUNT \$10,000.00

Void if not cashed within 120 days

Memo Consent Order

⑈ 110881 ⑈ ⑆086500605⑆ 012769⑈

Kelsy Knisht
AUTHORIZED SIGNATURE

MP

Security Features Included Details on back.

Mike Keith Insurance, Inc.

110881

Account	Date	Schedule	Invoice	P.O.#	Description	Debit
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6095 07/10/2025

South Dakota Division of Insurance, Consent
Order \$10,000.00

Check # 110881

Refer # 39789

173001 *Journal of the American Chemical Society*, 1997, 119, 12, 2759-2764, 12 refs.

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