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

IN THE MATTER OF PAULA LYDA	INS 26-33825 **NOTICE OF ENTRY OF ORDER REVOKING INSURANCE PRODUCER LICENSE**

NOTICE IS HEREBY GIVEN, that attached hereto, is a true and correct copy of the Order Revoking Insurance Producer License entered by Larry Deiter, Director of the South Dakota Division of Insurance, on July 15, 2026.

Dated this 14th day of September, 2026.

Lisa M. Harmon
Insurance Division Legal Counsel
South Dakota Dept. of Labor and Regulation
124 S. Euclid Ave., 2nd Floor
Pierre, SD 57501
Phone (605) 773-3563
Fax (605) 773-5369

CERTIFICATE OF SERVICE

I, the undersigned, do hereby certify that on the date shown below, a true and correct copy of the Notice of Entry of Order Revoking Insurance Producer License with respect to the above-entitled action was sent via U.S. First Class Mail to the following:

PAULA LYDA
[redacted]

Dated this 14th day of September, 2026 in Pierre, South Dakota.

Lisa M. Harmon
Insurance Division Legal Counsel
Department of Labor and Regulation
124 S. Euclid Ave., 2nd Floor
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BEFORE THE DIVISION OF INSURANCE
DEPARTMENT OF LABOR AND REGULATION
STATE OF SOUTH DAKOTA

IN THE MATTER OF PAULA LYDA	INS 26-33825 **ORDER REVOKING INSURANCE PRODUCER LICENSE**

TO: PAULA LYDA
[redacted]

Larry Deiter, Director of the South Dakota Division of Insurance (Director), in accordance with SDCL 58-30-167.2 and 58-30-167.3, hereby gives notice that PAULA LYDA (Respondent), NPN 21490211, has violated the Insurance Code of the State of South Dakota and has failed to timely respond to the South Dakota Division of Insurance (Division). Respondent is expressly notified that they are entitled to a hearing pursuant to SDCL 58-30-167.3.

RESPONDENT'S INSURANCE PRODUCER LICENSE WILL BE REVOKED UNLESS A HEARING IS REQUESTED IN WRITING WITHIN 60 DAYS OF THIS ORDER.

Therefore, supported by the Exhibits attached hereto, the Director makes the following Findings of Fact, Conclusions of Law, and Order:

FINDINGS OF FACT

1. Respondent, whose address of record is shown above, is an individual who is a licensed insurance producer in the State of South Dakota. (Exhibit 1).

2. Respondent has been subject to an administrative action in another jurisdiction, in violation of SDCL 58-30-167(2) & (9). (Exhibit 2).

3. Respondent did not report the administrative action to the Division.

4. Respondent provided incorrect or incomplete information on their license application by omitting their criminal history, in violation of SDCL 58-30-167(1). (Exhibit 3).

5. The Division sent inquiries to Respondent at their address of record regarding licensure matters. (Exhibits 4-5).

6. Respondent did not respond to the Division's inquiries, in violation of SDCL 58-33-66.

7. To the extent any of the foregoing are improperly designated and are instead conclusions of law, they are hereby redesignated and incorporated herein as conclusions of law.

CONCLUSIONS OF LAW

1. The Director of the Division has jurisdiction over Respondent and the subject matter of this contested case pursuant to SDCL Chs. 1-26 and 58-30.

2. Due to the loss of livelihood from lack of licensure, the Division bears the burden of establishing the alleged statutory violations by clear and convincing evidence. *In re Zar*, 434 N.W.2d 598, 602 (S.D. 1989) and *Brown v. Warner*, 107 N.W.2d 1, 4 (S.D. 1961).

3. The Division established by clear and convincing evidence as attached in Exhibits hereto that Respondent violated SDCL 58-30-193 and 58-33-66.

4. The Division established by clear and convincing evidence that the Respondent's South Dakota Insurance Producer License is subject to revocation pursuant to SDCL 58-30-167(1), (2), & (9).

5. The Division is authorized to issue this Order revoking Respondent's producer license without a hearing pursuant to SDCL 58-30-167.2, and 58-30-167.3.

6. To the extent any of the foregoing are improperly designated and are instead findings of fact, they are hereby redesignated and incorporated herein as Findings of Fact.

ORDER

Now therefore, good cause appearing from the foregoing, IT IS HEREBY ORDERED, pursuant to SDCL 58-30-167(1), (2), & (9); 58-30-167.2; 58-30-167.3; 58-30-193; and 58-33-66, the South Dakota Insurance Producer License of PAULA LYDA is hereby REVOKED, unless a hearing is requested in writing within 60 days of this Order; and it is further

ORDERED that the Respondent may request a hearing on this Order within 60 days of the date of this Order; and it is further

ORDERED that the Division will issue a Notice of Hearing on this matter within 30 days of a timely written request from the Respondent to schedule a hearing in this matter pursuant to SDCL 58-30-167.3, which shall be conducted according to procedures for contested cases as prescribed in SDCL Chs. 1-26 and 1-26D.

Dated at Pierre, South Dakota this 15th day of July, 2026.

Larry Deiter, Director
South Dakota Division of Insurance

CERTIFICATE OF SERVICE

I, the undersigned attorney, pursuant to SDCL 58-4-17 and 58-30-157 do hereby certify that on the date shown below, a true and correct copy of the Order Revoking Insurance Producer License with respect to the above-entitled action was sent via certified mail and first-class mail to the following:

PAULA LYDA
[redacted]

Dated this 15th day of July, 2026 in Pierre, South Dakota.

Lisa M. Harmon, Legal Counsel
S.D. Division of Insurance
Department of Labor and Regulation
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Pierre, SD 57501
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