

BEFORE THE INSURANCE COMMISSIONER
FOR THE STATE OF ARKANSAS

ARKANSAS INSURANCE DEPARTMENT)
PETITIONER)
)
VS.)
)
JOSEPH LATA)
RESPONDENT)
NPN 8841792)

A.I.D. NO. 2016- 028

EMERGENCY SUSPENSION ORDER

On this day, the matter of Joseph Lata (“Respondent”) came before Allen Kerr, Arkansas Insurance Commissioner (“Commissioner”). The Arkansas Insurance Department (“Department”) is represented by Gray Allen Turner, Associate Counsel, in this matter. From the facts and law before him, the Commissioner finds as follows:

FINDINGS OF FACT

1. Respondent holds an Arkansas Non-Resident Producer License, National Producer Number 8841792, Respondent resides in Florida.
2. In a telephone call with an employee of the Arkansas Insurance Department, the Respondent used deceptive or misleading descriptions of insurance products he was promoting. Specifically, Respondent, working in conjunction with persons who identified themselves as Javier Bernal and Kim Marshall, solicited the sale of unsuitable products. During the telephone call, Respondent failed to adequately

explain that the plan being sold was (1) a short-term medical insurance policy, and (2) that the product was not Affordable Care Act compliant. In the same telephone call, Kim Marshall made misleading statements claiming that the State was only allowing 1,000 persons to enroll at a special lower insurance policy rate.

3. Respondent allowed an unlicensed person, Kim Marshall, to solicit and sell insurance in Arkansas.

CONCLUSIONS OF LAW

From the Findings of Fact contained herein, the Commissioner concludes as follows:

1. The Commissioner has jurisdiction over the parties and the subject matter pursuant to Ark. Code Ann. § 23-61-103.

2. The Commissioner has the authority to issue an emergency license suspension pursuant to Ark. Code Ann. §§ 23-64-216(e) and 25-15-211(c).

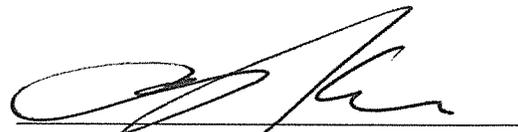
3. An administrative hearing will be held promptly, as required by Ark. Code Ann. § 23-64-216(e)(2). A Notice of Hearing is being served herewith.

4. The Commissioner and the Department reserve the right to amend the allegations, findings and conclusions set forth herein and further reserve the right to present additional allegations and evidence in any subsequent order or administrative hearing.

IT IS THEREFORE ORDERED:

In consideration of the Commissioner's Findings of Fact and Conclusions of Law, the Respondent's Arkansas Non-Resident Producer License, National Producer Number 8841792, is hereby immediately suspended.

IT IS SO ORDERED this 29 day of March, 2016.


ALLEN KERR,
INSURANCE COMMISSIONER
STATE OF ARKANSAS