

STATE OF NEW JERSEY
DEPARTMENT OF BANKING AND INSURANCE

IN THE MATTER OF:

Proceedings by the Commissioner of Banking)	
and Insurance, State of New Jersey, to fine)	CONSENT
the insurance license of LISU & Associates,)	ORDER
LLC, Reference No. 1022317 and Suzett)	
McDine)	

To: LISU & Associates, LLC
c/o Suzett McDine
77 White Birch Road
Washington Twp., NJ 07676

Suzett McDine
77 White Birch Road
Washington Twp., NJ 07676

This matter, having been opened by the Commissioner of Banking and Insurance (“Commissioner”), State of New Jersey, upon information that LISU & Associates, LLC (LISU), formerly licensed as a resident business entity insurance producer pursuant to N.J.S.A. 17:22A-32b, and its unlicensed owner, Suzett McDine, may have violated various provisions of the insurance laws of the State of New Jersey; and

WHEREAS, LISU & Associates, LLC, and Suzett McDine (collectively “Respondents”) are subject to the provisions of New Jersey Insurance Producer Licensing Act of 2001, N.J.S.A. 17:22A-26 et seq.; and

WHEREAS, pursuant to N.J.S.A. 17:22A-40a (2) an insurance producer shall not violate any insurance laws, or violate any regulation, subpoena or order of the Commissioner or of another state’s insurance regulator; and

WHEREAS, pursuant to N.J.S.A. 17:22A-40a (8) an insurance producer shall not use fraudulent, coercive, or dishonest practices, or demonstrate incompetence, untrustworthiness or financial irresponsibility in the conduct of insurance business in this State; and

WHEREAS, pursuant to N.J.S.A. 17:22A-40a (10) an insurance producer shall not forge another's name to an application for insurance or to any document related to an insurance transaction; and

WHEREAS, pursuant to N.J.S.A. 17:22A-29 a person shall not sell, solicit or negotiate insurance in this State unless the person is licensed for that line of authority in accordance with this act; and

WHEREAS, pursuant to N.J.A.C. 11:17A-1.6 (c) licensed partners, officers and directors, and all owners with an ownership of 10 percent or more in the organization shall be held responsible for all insurance conduct of the organization licensee, any of its branch offices, its other licensed officers or partners, and its employees; and

IT APPEARING, that between January 1, 2005 through December 31, 2012, Respondents demonstrated untrustworthiness and incompetency through a failure to supervise employees, in that employee DM sold insurance without the appropriate Line of Authority, employee EB signed the name of another producer to insurance applications and employee MM solicited and sold insurance without being licensed, in violation of N.J.S.A. 17:22A-40a (2), (8) and (10), N.J.S.A. 17:22A-29 and N.J.A.C. 11:17A-1.6 (c); and

IT FURTHER APPEARING, that cause does exist under N.J.S.A. 17:22A-40(a) and N.J.S.A. 17:22A-45c to impose a fine; and

IT FURTHER APPEARING, that the Respondents have waived their right to a hearing on the aforementioned violations and consented to the payment of a fine in the amount of \$2,500.00; and

IT FURTHER APPEARING, that this matter should be resolved upon the consent of the parties without resort to a formal hearing; and

NOW, THEREFORE, IT IS on this 20th day of October 2014,

ORDERED AND AGREED, that the Respondents shall pay a fine in the amount of \$2,500.00; and

IT IS FURTHER ORDERED AND AGREED, that said fine shall be paid by certified check, cashier's check or money order made payable to the State of New Jersey, General Treasury in an initial payment of \$300.00 due and payable immediately upon the execution of this Consent Order by Respondents and 11 subsequent monthly payments of \$200.00, due and payable on or before the 25th of each month thereafter; and

IT IS FURTHER ORDERED AND AGREED, that the signed Consent Order together with the initial fine payment of \$300.00 and each subsequent monthly installment payments shall be remitted to:

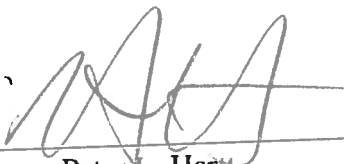
New Jersey Department of Banking and Insurance
ATTN: Virgil Downtin, Chief of Investigations
9th Floor, Consumer Protection Services, Enforcement
P O Box 329
Trenton, New Jersey 08625

IT IS FURTHER ORDERED AND AGREED, that Respondents shall be jointly and severally liable for the payment of the \$2,500.00 fine to the Department; and

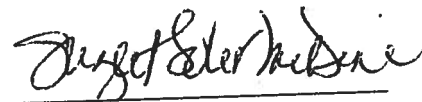
IT IS FURTHER ORDERED AND AGREED, that in the event full payment of the fine is not made, the Commissioner may exercise any and all remedies available by law, including but not limited to, recovery of any unpaid penalties in summary proceedings, in accordance with the penalty enforcement law, N.J.S.A. 2A:58-10 et seq.; and

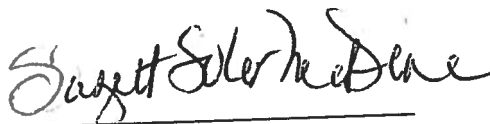
IT IS FURTHER ORDERED AND AGREED, that the provisions of this Consent Order represent a final agency decision and constitute a final resolution of the violations contained herein; and

IT IS FURTHER ORDERED AND AGREED, that the Respondents shall cease and desist from engaging in the conduct that gave rise to this Consent Order.


Peter L. Hartt
Acting Director of Insurance

Consented to as to
Form, Content and Entry

By: 
LISU & Associates
10/10/2014
Date


Suzett McDine
10/10/2014
Date