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**BEFORE THE INSURANCE COMMISSIONER
 OF THE STATE OF UTAH**

COMPLAINANT:	:	NOTICE OF INFORMAL
	:	ADJUDICATIVE PROCEEDING
UTAH INSURANCE DEPARTMENT	:	AND ORDER
	:	
RESPONDENT:	:	Failure to Respond
	:	
ARIEL IVAN MORENO	:	DOCKET No. <u>2011-127 LC</u>
1953 S. MARRS	:	
Amarillo, TX 79110-2329	:	Enf. Case No. <u>2928</u>
License No. 329383	:	

The Utah Insurance Department has commenced this informal adjudicative proceeding pursuant to Utah Code Annotated (U.C.A.) §§ 31A-2-101 and 63G-4-201 and Utah Administrative Code (U.A.C.) Rule R590-160. Based upon information contained in agency files or known to the Commissioner, the Commissioner makes the following:

FINDINGS OF FACT

1. Respondent is a non-resident agent authorized to do the business of insurance in the State of Utah holding License number 329383.
2. Respondent failed to properly respond to an inquiry of the Commissioner dated June 2, 2011.

3. Thereafter, an attempt to contact the Respondent on June 6, 2011, at his business telephone on file was unsuccessful, as it was discovered his employment was terminated on November 2, 2009. Department records indicate that both the Respondents business and residential telephone numbers are identical.

4. An additional attempt to make contact was unsuccessful, as the Respondent was required, by USPS First Class letter dated June 6, 2011, to provide a substantive response to the Commissioner's initial inquiry on or before June 16, 2011.

5. As of the date of this Notice of Informal Adjudicative Proceeding and Order, no response has been received and the time for response and any extensions granted has expired.

Having entered his Findings of Fact, the Commissioner now enters his:

CONCLUSION OF LAW

1. In failing to submit a timely response to an inquiry from the Commissioner, the Respondent violated U.C.A. Subsection 31A-2-202(4).

Based upon the foregoing Findings of Fact and Conclusions of Law, the Commissioner now enters the following:

ORDER

IT IS HEREBY ORDERED:

1. Respondent shall pay an administrative forfeiture in the amount of \$500.00. Said forfeiture shall be paid no later than ten (10) days after the date this Order becomes final.

2. Respondent shall provide a substantive response to the Commissioner's inquiries to be received in the offices of the Utah Insurance Department no later than ten (10) days after the date this Order becomes final.

3. This Order shall become final fifteen (15) days after the date of mailing unless a written request for a hearing is received from the Respondent in the offices of the department prior to that date. A written request for a hearing shall be signed by the person making the request and shall state the basis for the relief requested.

DATED THIS 13th day of JULY, 2011.

NEAL T. GOOCH
Insurance Commissioner



MARK KLEINFELD
Administrative Law Judge
Utah Insurance Department
State Office Building, Room 3110
Salt Lake City, Utah 84114
Telephone (801) 538-3800

NOTIFICATION

If you request a hearing regarding this matter, the department will be represented by M. Gale Lemmon, Assistant Attorney General, 160 East 300 South, Fifth Floor, P.O. Box 140874 Salt Lake City, Utah 84114-0874, Telephone Number (801) 366-0375. Failure to request a hearing will be considered a failure to exhaust administrative remedies and will preclude any further administrative or judicial review or appeal of this matter.

You are further notified that a failure to obey an Order of the commissioner may subject you to further penalties, including forfeitures of up to \$2,500.00 per violation and the suspension

or revocation of your license and the filing of an action to enforce this Order in District Court which may impose forfeitures of up to \$10,000.00 per day for continued violation.

You are further notified that other jurisdictions in which you may be licensed, may require that you report this action to them.

Questions regarding this Adjudicative Proceeding should be directed to Richard Grieser, at the Utah Insurance Department (801) 537-9057.

CERTIFICATE OF MAILING

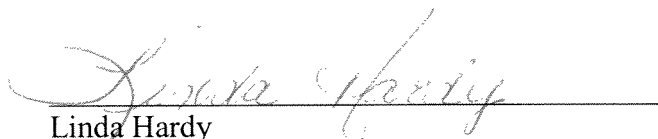
I do hereby certify that on this date I mailed, by regular mail, postage prepaid a true and correct copy of the attached:

NOTICE OF INFORMAL
ADJUDICATIVE PROCEEDING
AND ORDER

To the following:

Ariel Ivan Moreno
1953 S. Marris
Amarillo, TX 79110-2329

DATED this 14th day of July, 2011

A handwritten signature in cursive script, appearing to read "Linda Hardy", is written over a horizontal line.

Linda Hardy
Market Conduct
Utah Department of Insurance
State Office Building, Room 3110
Salt Lake City, UT 84114-6901

UTAH
Invoice - Original

Printed Date: July 14, 2011
Invoice Date: July 14, 2011
Balance Due: \$500.00
Due Date: August 13, 2011
Invoice ID: 519375
Payor ID: 1407274

MORENO ARIEL IVAN
SITEL
4945 CANYON DR
AMARILLO TX 79110-2329

Item Description	Amount
7/14/2011 Monetary Penalty Individual E-Case 2928 Docket # 2011-127 LC	\$500.00
Original Amount Due	<hr/> \$500.00
Payments Received	
	<hr/> Balance Due

UTAH
Invoice - Original

Invoice Date: July 14, 2011
Balance Due: \$500.00
Due Date: August 13, 2011
Invoice ID: 519375
Payor ID: 1407274
Payor Name: MORENO, ARIEL
IVAN

Make checks payable to: Utah Insurance Department

Send payment to:

Utah Insurance Department
3110 State Office Building
Salt Lake City, UT 84114-6901