

**From:** David Hunke [david.hunke@tieronebank.com]  
**Sent:** Monday, June 29, 2009 5:11 PM  
**To:** Comments, Public  
**Subject:** FINRA Regulatory Notice 09-25

**Importance:** High

To Whom It May Concern:

I would like to voice my objection to certain aspects of the Regulatory Notice 09-25 recently issued by FINRA. While I thoroughly agree with the need to consolidate various rules and interpretations governing suitability for Securities Transactions I ADAMANTLY DISAGREE with FINRA's broadening of their powers to NON-Securities related business/transactions. I believe their over-site is most needed and should be focused on the securities oriented side of the financial planning and financial advisor business and NOT into the area of Insurance or similar products. The Insurance Business is already heavily regulated on the State Level and already has numerous suitability standards that have been implemented over the past several years, thus any additional regulation would be redundant and time consuming for both our clients and the advisors who work with them to reach their long-term financial goals.

I have been in the industry for over 15 years and when I first got into the business back in 1993 they spoke regularly of a "paperless business" within a few years. Since that time we are filling out twice as much paperwork and I believe clients and representatives are getting more confused by the additional forms and regulations that are being imposed almost on a daily basis.

My recommendation is not so much more regulation but stronger penalties for those representatives that fail to live up to their obligations to their clients, heavier focus on Ethical Business behavior and training, as well as stronger standards for those businesses (insurance carriers and investment companies) that bring new products to the market place. That I believe would help cure a lot of the issues that we are currently seeing in this environment and the problems that have been created by careless advisors and investment firms over the past decade.

David L. Hunke  
Financial Consultant  
Group Manager  
TierOne Financial  
(402) 554-8027 or Cell (402) 657-3119

INFORMATION CONTAINED IN THIS E-MAIL IS PRIVILEGED AND CONFIDENTIAL INFORMATION INTENDED FOR THE USE OF THE RECIPIENT LISTED ABOVE. IF YOU ARE NOT THE INTENDED RECIPIENT OR AN EMPLOYEE OR AGENT RESPONSIBLE FOR DELIVERING THIS INFORMATION TO THE INTENDED RECIPIENT, YOU ARE HEREBY NOTIFIED THAT ANY DISCLOSURE, COPYING, DISTRIBUTION, OR TAKING OF ANY ACTION IN RELIANCE ON THE CONTENT OF THIS INFORMATION IS STRICTLY PROHIBITED. IF YOU HAVE RECEIVED THIS MESSAGE BY MISTAKE, PLEASE LET US KNOW BY E-MAIL REPLY AND DELETE IT FROM YOUR SYSTEM. THE VIEWS, OPINIONS, CONCLUSIONS AND OTHER INFORMATION EXPRESSED IN THIS ELECTRONIC MAIL ARE NOT GIVEN OR ENDORSED BY THE COMPANY UNLESS OTHERWISE INDICATED BY AN AUTHORIZED REPRESENTATIVE INDEPENDENT OF THIS MESSAGE.

ALL MESSAGES TO: OR FROM: THIS SYSTEM MAY BE MONITORED.