

From: Elwood Syverson [esyverson@ruralins.com]
Sent: Tuesday, June 23, 2009 10:16 AM
To: Comments, Public

Ms. Asquith,

I am a licensed insurance agent and registered representative and I am writing to you today to strongly oppose FINRA Regulation Notice 09-25. The expansion of regulatory authority over non-securities based products is apparently an attempt to usurp the individual state's authority over regulating agents within their boundaries and create another layer of bureaucracy. As you know, there are many laws and regulations in place to deal with unscrupulous individuals that place questionable products and make unsuitable recommendations currently. Strongly enforcing ethics violations at the state level is a much more effective tool in reigning in these individuals. It is clear that there is no tax money available to fund these ill begotten regulations; therefore, people in my line of business would suspect that there would be some sort of fee structure needed to fund this folly. As an independent business person, I cannot afford more fees and taxes and continue to provide jobs. I suspect this action is a "knee-jerk" reaction to market conditions and media hype that tend to make bureaucrats and legislators believe that states insurance commissioners are not doing their jobs. Creating another level of bureaucracy will not solve individual issues, nor will it enhance market conditions. Please reconsider this regulation.

Sincerely,

Elwood Syverson, LUTCF
The Syverson Agency, LLC
115 East State Street
Mauston, WI 53948
(608)847-5552
(608)847-1172-Fax

**Registered Representative/
Securities & services offered through
EquiTrust Marketing Services, LLC
5400 University Avenue
West Des Moines, IA 50266
(877)860-2904, Member SIPC
EquiTrust Marketing Services is not an affiliate of
Rural Mutual Insurance Company.**



This message is intended only for the person to whom it is addressed and may contain information that is privileged, confidential and exempt from disclosure. Use, distribution or copying by anyone else is prohibited. If you receive this in error, please notify us promptly and then destroy this communication.