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redefining / standards

Howard D. Hines, CLU
Registered Representative

Office of the Corporate Secretary-Admin.

JUL - 1 2009

FINRA
Notice to Members

June 25, 2009

Ms. Marcia E. Asquith
Office of the Corporate Secretary, FINRA
1735 K Street, NW
Washington, DC 20006-1506

RE: FINRA Regulatory Notice 09-25

Dear Ms. Asquith:

I have been a licensed insurance professional since 1972 and a registered representative since about 1975. I am a Chartered Life Underwriter (CLU), and I have earned both a BA and an MA from the University of Cincinnati. I proudly served as President of the Cincinnati Association of Insurance and Financial Advisors in association year '89-90. I am writing to you because I STRONGLY object to the expansion of FINRA's suitability obligations to include recommendations that do not involve securities.

I have earned a sterling reputation in the life insurance and retirement planning industry in Cincinnati, Ohio, and I believe scam artists and fly-by-night policy peddlers should be driven out of business and prosecuted when it's appropriate. But I see no need for FINRA to bring my non-security business under their suitability regulations. Heaven knows agents and registered reps face enough scrutiny from various government regulators already. We do not need and absolutely do not want another set of government or quasi-government bureaucrats laying additional paperwork requirements on us.

I urge you not to expand FINRA's suitability obligations to include recommendations that do not involve securities. Thank you for considering my views on this issue.

Howard D.Hines, CLU

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