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From: mstruebing@heritagefinservices.com  
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Sent: Thursday, June 25, 2009 5:35 PM

To: Comments, Public

Subject: Regulatory Notice 09-25

Mike Struebing  
1010 S. 120th St. #200  
Omaha, NE 68154-4208

June 25, 2009

FINRA - Financial Industry Regulatory Authority

FINRA - Financial Industry Regulatory Authority:

Gentlemen: I am a licensed insurance professional and a registered representative with over twenty-three years in business. I am appalled at the "takeover" that seems to be occurring by FINRA. I fail to understand how an agency that has been authorized to deal with the securities industry has any right to take on regulation of fixed insurance products. These products are already highly regulated in each state by the state insurance departments.

You have already received 100's of comments that list all of the legitimate reasons why this should not occur. Let me add one more to your list. If you look at LIMRA surveys you know that the people of this country are already underserved in the area of insurance. What I see more and more of each day are agents who are dropping their securities licenses because of the increased regulation, the resulting paperwork and the increased costs this creates. As a result more of my comrades are going out of business and that means fewer professionals to serve the public. If your intent is to take over the industry then moving into the fixed side will surely do it. Unfortunately if the present trend continues you will have no one to regulate and you too will be out of business.

I strongly urge you to continue to focus on the securities industry and let the state insurance departments do their job as well.

Sincerely,

Mike Struebing  
402-558-6860