

CERTIFIED MAIL
RETURN RECEIPT REQUESTED

STATE OF ALASKA
DEPARTMENT OF COMMERCE, COMMUNITY AND ECONOMIC
DEVELOPMENT
DIVISION OF INSURANCE

550 W. 7th AVENUE, SUITE 1560
ANCHORAGE, ALASKA 99501-3567

STATE OF ALASKA
DEPARTMENT OF COMMERCE, COMMUNITY AND ECONOMIC
DEVELOPMENT
DIVISION OF INSURANCE
550 W. 7th AVENUE SUITE 1560
ANCHORAGE, ALASKA 99513-3567
PHONE: (907) 269-7900

Order No. LD24-24) Insurance Producer
In the Matter of) License Denial Pursuant
CHERISE RUMLEY) to AS 21.27.040
NPN# 20053009)
_____)

ACCUSATION AND FINAL ORDER

Lori Wing-Heier, Director of the Division of Insurance (Division), Department of
Commerce, Community, and Economic Development (DCCED), State of Alaska, states
the issues on which the accusation is based as follows:

1. On September 7, 2023, **CHERISE RUMLEY (RUMLEY)**, domiciled in
the State of New Mexico applied for an Insurance Producer license
requesting Health line of authority with the Division to conduct business
in the State of Alaska.
2. Upon review of the application, **RUMLEY** responded negatively to all
background questions, indicating no administrative actions or criminal
history to report to the State of Alaska.

CHERISE RUMLEY
Accusation and Final Order
LD24-24

- 1 3. The Producer Database and the Attachment Warehouse reflects
2 administrative action was taken against **RUMLEY** in State of New York
3 in effect January 26, 2022. The NIPR Attachment Warehouse has
4 disclosures which suggest **RUMLEY** has a criminal history with at least
5 one misdemeanor charge. **RUMLEY** failed to disclose her administrative
6 action and criminal conviction to the Division and provided inaccurate
7 information on her application.
8
- 9 4. On September 19, 2023, correspondence was provided to **RUMLEY**
10 informing of her failure to respond accurately to a background question
11 regarding administrative actions. The Division provided **RUMLEY** the
12 opportunity to voluntarily withdraw the application and provide a new,
13 complete, and accurate application within 30 days. No response was
14 received.
15
- 16 5. Alaska Statute 21.27.040(a) states that “(a) Application for a license shall
17 be made to the director upon forms prescribed by the director. As a part of
18 or in connection with the application, the applicant shall furnish
19 information concerning the applicant's identity, personal history,
20 experience, business record, purposes, and other pertinent facts that the
21 director may reasonably require. The applicant shall declare, subject to
22 penalty of denial, nonrenewal, suspension, or revocation of a license
23 issued by the director, that the statements made in or in connection with
24 the application are true, correct, and complete to the best of the applicant's
25 knowledge and belief...”
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- 6. AS 21.27.020(a) provides: "For the protection of the people of this state, the director may not issue or renew a license except in compliance with this chapter and not issue a license to a person, or to be exercised by a person, found by the director to be untrustworthy, incompetent, or who has not established to the satisfaction of the director that the person is qualified under this chapter."
- 7. AS 21.27.020(b)(4) provides: "To qualify for issuance or renewal of an individual license, an applicant or licensee shall (4) be a trustworthy person."
- 8. Pursuant to AS 21.27.040(a), **RUMLEY** provided inaccurate information at the time of application. Based on the above **RUMLEY** Insurance Producer license application is hereby DENIED.

ORDER

IT IS HEREBY ORDERED, under the provisions of AS 21.27.040(a) that **CHERISE RUMLEY** application for the Insurance Producer license in Alaska under National Producer Number (NPN) # 20053009 is DENIED for supplying inaccurate information on the application for licensure.

This Order is effective the 6th day of May 2024.

DocuSigned by:
Lori Wing-Heier

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LORI WING-HEIER, DIRECTOR
DIVISION OF INSURANCE

CHERISE RUMLEY
Accusation and Final Order
LD24-24

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I hereby certify that, on the 6th day of May, 2024, I mailed copies of the accusation to:

CHERISE RUMLEY
6090 ZENITH CT NE
RIO RANCH, NM 87144
UNITED STATES

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FINAL ORDER

IT IS ORDERED that this license denial is adopted in full resolution of the issues in the case and shall constitute the final order of this matter. **CHERISE RUMLEY** may seek licensure in Alaska after a period of 30 days has lapsed after the effective date of this ORDER.

This Order is effective the 3rd day of June 2024.

DocuSigned by:

Lori Wing-Heier

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LORI WING-HEIER, DIRECTOR
DIVISION OF INSURANCE

CHERISE RUMLEY
Accusation and Final Order
LD24-24