

STATE OF MICHIGAN
DEPARTMENT OF INSURANCE AND FINANCIAL SERVICES
Before the Director of the Department of Insurance and Financial Services

In the matter of:

Edel Denha
System ID No. 0199804

Enforcement Case No. 18-15126

Hilda Maldonado
System ID No. 0770249

ALF II Insurance Agency of Grand Rapids, LLC
System ID No. 0094175

Respondents.
_____ /

Issued and entered
on January 10, 2020
by Randall S. Gregg
Senior Deputy Director

ORDER ACCEPTING STIPULATION

Based upon the Stipulation to Entry of Order and the files and records of the Department of Insurance and Financial Services (DIFS) in this matter, the Senior Deputy Director finds and concludes that:

1. The Senior Deputy Director has jurisdiction and authority to adopt and issue this Order Accepting Stipulation in this proceeding pursuant to the Michigan Administrative Procedures Act of 1969 (APA), as amended, MCL 24.201 *et seq.*, and the Michigan Insurance Code of 1956 (Code), MCL 500.100 *et seq.*
2. Respondent Alf II Insurance Agency Of Grand Rapids, LLC (System ID No. 0094175) (ALF II) is a licensed resident insurance producer agency. Its principal place of business is located at 21745 W 8 Mile Road, Detroit, MI 48219.
3. Respondent Edel Denha (System ID No. 0199804) is a licensed resident insurance producer. During the period relevant to the above-captioned enforcement case, Denha served as the Designated Responsible Licensed Producer (DRLP) for ALF II.
4. Respondent Hilda Maldonado (System ID No. 0770249) is a licensed resident insurance producer.
5. ALF II, Denha, and Maldonado are collectively herein referred to as Respondents.
6. All required notices have been issued in this case, and the notices and service thereof were appropriate and lawful in all respects.

7. Acceptance of the Stipulation to Entry of Order is reasonable and in the public interest.
8. All applicable provisions of the APA have been met.
9. Respondents neither admit nor deny the allegations contained in the Notice of Opportunity to Show Compliance (NOSC) nor the findings contained in this Order set forth below, but have agreed to the entry of this Order to fully resolve the above-captioned enforcement case.
10. Based on its investigation of the above-captioned enforcement case, DIFS finds as follows:
 - a. ALF II either sells or sold Nation Safe Drivers (NSD) club memberships in conjunction with the sale of DIFS-approved insurance policies. An NSD club membership was an optional ancillary product and the purchase of such a membership was not required to purchase a DIFS-approved insurance policy during the timeframe relative to this action.
 - b. Respondent Hilda Maldonado misled customers by failing to fully disclose and explain to them that: (1) she was soliciting the purchase of NSD club memberships; (2) automobile insurance could be purchased irrespective of whether an NSD club membership was purchased; and (3) a portion of the monies they were providing for the payment of automobile insurance premiums was being applied toward the purchase of NSD club memberships.
 - c. Respondents ALF II and Edel Quinn Denha either knew or should have known that Respondent Maldonado was engaged in deception by selling customers NSD club memberships without obtaining their informed consent to the sales.
11. Based on the foregoing findings, the Senior Deputy Director finds and concludes that Respondents have committed acts under the Code that provide justification for the Director to order licensing sanctions according to Sections 1207(1), 1239(1)(b), (1)(d), (1)(e), (1)(h), and (3), and 1244(1)(a-d) of the Code, MCL 500.1207(1), 500.1239(1)(b), (1)(d), (1)(e), (1)(h), and (3), and 500.1244(1)(a-d).

Now therefore, based upon the Stipulation to Entry of Order and the facts surrounding this case, **IT IS ORDERED THAT:**

1. The Stipulation to Entry of Order and all agreements contained therein are accepted in their entirety.
2. Respondent ALF II shall pay a civil fine of \$2,000.00 within thirty days of the issuance of a DIFS invoice for said amount. Additionally, it shall provide restitution to all customers cited in the NOSC for whom a refund of the cost of the NSD club membership has not been previously provided. The restitution shall consist of a refund of the purchase price of the NSD club membership and must be provided to the customers within thirty days of the issuance of this Order. ALF II will provide a full accounting to DIFS within 45 days of the signing of the Order as to its compliance with restitution, including the names of customers, amounts paid, and dates paid.
3. Respondent Hilda Maldonado shall pay a civil fine of \$9,900.00 within thirty days of the issuance of a DIFS invoice for said amount.

4. Respondent Edel Quinn Denha shall pay a civil fine of \$2,000.00 within thirty days of the issuance of a DIFS invoice for said amount.
5. Within thirty days of the execution of this agreement, ALF II shall develop and implement a written internal procedure with respect to the sale of ancillary products in conjunction with or contemporaneously with insurance. The goal of the procedure is to ensure that the Code is not violated in the future in the manner described above and that the informed consent of the customer has been obtained prior to the sale of the ancillary product. The procedure must communicate to ALF II staff that the sale of an insurance policy cannot be conditioned upon the purchase of an ancillary product.
6. The Senior Deputy Director retains jurisdiction over the matters contained herein and has the authority to issue such further orders as shall be deemed just, necessary, and appropriate in accordance with the Code. Failure to abide by the terms and provisions of the Stipulation to Entry of Order and this Order constitutes an independent violation of the Code and may result in the commencement of additional proceedings that could impose additional penalties, including revocation of licensure.



Randall S. Gregg
Senior Deputy Director

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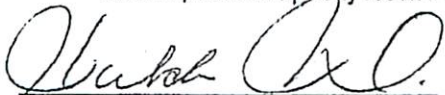
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STIPULATION TO ENTRY OF ORDER

Petitioner DIFS and Respondents Edel Denha, Hilda Maldonado, and ALF II Insurance Agency of Grand Rapids, LLC, stipulate to the following:

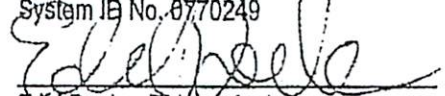
1. On or about May 3, 2018, DIFS issued a Notice of Opportunity to Show Compliance (NOSC) in the above-captioned enforcement case. DIFS alleged that Respondents engaged in actions in violation of Sections 1207(1) of the Code, MCL 500.1207(1) and acts that gave rise to sanctions pursuant to Sections 1239(1)(b), (1)(d), (1)(e), (1)(h), and (3) of the Code, MCL 500.1239(1)(b), (1)(d), (1)(e), (1)(h), and (3). DIFS' factual assertions were essentially that Respondent Hilda Maldonado sold NSD club memberships in conjunction with insurance transactions and failed to obtain the informed consent of customers to the sale of said memberships. Moreover, with respect to Respondents ALF II and Edel Denha, it was alleged that they were negligent by allowing Maldonado to engage in such conduct.
2. Without admitting to any of the allegations set forth above, Respondents have reviewed and voluntarily consented to the entry of the Order Accepting Stipulation that will be entered in this enforcement case.
3. Respondents understand that this Stipulation will be presented to the Senior Deputy Director for approval and the Senior Deputy Director may or may not approve and adopt it. Respondents further agree that the Senior Deputy Director has jurisdiction and authority to approve and adopt this Stipulation.
4. Respondents understand that, by agreeing to this Stipulation to Entry of Order, they are waiving the right, pursuant to the Code, the rules promulgated thereto, and the APA, to a hearing before an administrative law judge, at which DIFS would be required to prove the charges set forth by presentation of evidence and legal authority and at which Respondents would be entitled to appear, to cross-examine all witnesses presented by DIFS, and to present such testimony or other evidence or legal authority deemed appropriate as a defense to said charges.

5. Respondents understand that, in the event that the Stipulation to Entry of Order is not approved by the Senior Deputy Director, the case will be referred to the Michigan Office of Administrative Hearings and Rules (MOAHR) for an administrative hearing conducted pursuant to the APA. Respondents further understand that the Director will issue a Final Decision subsequent to MOAHR's issuance of a Proposal for Decision.
6. The parties agree that the Stipulation to Entry of Order represents the full and complete agreement of the parties in this matter and, in the event that the Stipulation is accepted by the Senior Deputy Director, shall completely resolve the enforcement case captioned above:



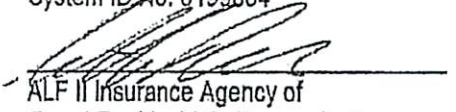
Hilda Maldonado, Respondent
System ID No. 0770249

01/08/2020
Date



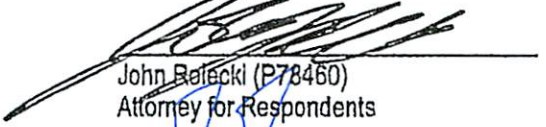
Edel Denha, Respondent
System ID No. 0199804

01/08/2020
Date



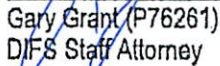
ALF II Insurance Agency of
Grand Rapids, LLC, Respondent
System ID No. 0094175

1-8-2020
Date



John Bielecki (P78460)
Attorney for Respondents

1/10/2020
Date



Gary Grant (P76261)
DIFS Staff Attorney

1-10-2020
Date