

STATE OF MISSOURI
DEPARTMENT OF INSURANCE

IN THE MATTER OF:)

Mark J. Trusty)

Case No. 060608243C)

Producer)

Serve at:)

1211 Myra Street)
Moberly, MO 65270)

PETITION FOR CEASE AND DESIST ORDER

FACTUAL BACKGROUND

1. Mark J. Trusty is a Missouri resident with a legal address of 12987 N. Old Number 7, Columbia, Missouri 65270 and a mailing address of 1211 Myra Street, Moberly, Missouri 65270.
2. On June 13, 2005, Mark J. Trusty placed an advertisement in the Marshall Democrat Newspaper which invited persons over the age of 55 to attend a workshop where he would discuss tax avoidance or minimization, probate, and ways to “protect your principal from market risks and downturns.” Additionally, the flyer stated that lawyers, C.P.A.s, and agents were excluded from attending.
3. On or about July 20, 2005, in Marshall, Missouri, Mark J. Trusty conducted a seminar at the county jail entitled “Senior Financial Protection Workshop” during which:
 - A. Mark Trusty provided advice to senior citizens that he was not qualified to provide, specifically relating to personal financial matters.
 - B. The advice given by Mr. Trusty to senior citizens would have been more appropriately provided for by an attorney, Certified Public Accountant, or another qualified investment professional.
 - C. Mr. Trusty would attempt to schedule an appointment with potential clients for a “personal consultation” at which time Mr. Trusty would discuss specific investment products.