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# Memorandum

**To:** Representative Jeskewitz  
**From:** Senator Brian Burke  
**Date:** 05/07/99  
**Re:** Request for Assembly Lead Sponsor

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Please consider becoming the lead Assembly co-sponsor of the following two consumer protection bills:

**SB 169** *LRB 2362/3 - DECEPTIVE ADVERTISING*

**"Pre-approved" Credit Card Offers.**

Create the presumption that "pre-approved" credit card or other open-end credit offers are false or misleading under sec. 423.301 and sec. 100.18 if the customer does not receive credit with the advertised terms subject to review of changed circumstances.

Many consumers receive "pre-approved" credit card offers. The "pre-approval" solicitation can be misleading and deceitful. Often times the card is either not issued or not issued with terms as favorable as the advertised terms. Under this legislation, these credit card offers would be considered false or misleading unless the creditor proves that the customer's circumstances have adversely changed since the time the offer was made, making it no longer valid.

**SB 170** *LRB 2363/2 - CONSUMER CREDIT TRANSACTIONS*

**Wisconsin Consumer Act Coverage.**

The Wisconsin Consumer Act (WCA) covers consumer transactions where credit is granted for individual, family, or household purposes, and the total credit granted is \$25,000 or less.

Increase the \$25,000 cap on Wisconsin Consumer Act (WCA) coverage to \$50,000.

Raising the cap on WCA coverage serves to update the WCA to reflect current consumer credit economics. The \$25,000 cap was set 25 years ago. Inflation in wages and prices since the early 1970's has reduced the scope of the WCA.

*Please call Deb from my office with any questions 6-8535.*

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