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(FORM UPDATED: 08/11/2010)

## WISCONSIN STATE LEGISLATURE ... PUBLIC HEARING - COMMITTEE RECORDS

2009-10

(session year)

Assembly

(Assembly, Senate or Joint)

Committee on Energy and Utilities...

### COMMITTEE NOTICES ...

- Committee Reports ... **CR**
- Executive Sessions ... **ES**
- Public Hearings ... **PH**

### INFORMATION COLLECTED BY COMMITTEE FOR AND AGAINST PROPOSAL

- Appointments ... **Appt** (w/Record of Comm. Proceedings)
- Clearinghouse Rules ... **CRule** (w/Record of Comm. Proceedings)
- Hearing Records ... bills and resolutions (w/Record of Comm. Proceedings)
  - (**ab** = Assembly Bill)                      (**ar** = Assembly Resolution)                      (**ajr** = Assembly Joint Resolution)
  - (**sb** = Senate Bill)                              (**sr** = Senate Resolution)                              (**sjr** = Senate Joint Resolution)
- Miscellaneous ... **Misc**

\* Contents organized for archiving by: Stefanie Rose (LRB) (December 2012)



# WISCONSIN LEGISLATURE

P. O. Box 7882 Madison, WI 53707-7882

April 15, 2010

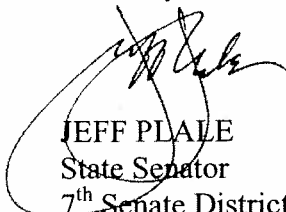
To: Members of the Legislature  
From: Senator Jeff Plale and Representative Josh Zepnick

RE: SB 469/AB 696

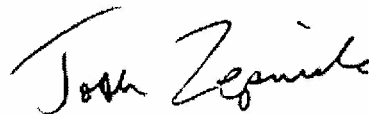
Dear Colleagues:

Please review this packet of documents collected by the Metropolitan Milwaukee Association of Commerce regarding SB 469/AB 696. The supporters of this bill include non-profit organizations, chambers of commerce, trade and technology associations, regional economic development agencies, and business leaders. Thank you for your attention to this matter.

Sincerely,



JEFF PLALE  
State Senator  
7<sup>th</sup> Senate District



JOSH ZEPNICK  
State Representative  
9<sup>th</sup> Assembly District



April 13, 2010

Dear Legislator,

I am writing to urge your support of the critical telecommunications regulatory reforms currently before the legislature in SB 469 and AB 696.

The Senate Utility Committee has reviewed SB 469 and approved the bill with a 6-1 vote. The Assembly Utility Committee subsequently reviewed companion bill AB 696 and unanimously approved the bill with a 12-0 vote. The attached package of documents includes a comprehensive list of bill supporters along with copies of their letters sent to the Legislature. These supporters include non-profit organizations, chambers of commerce, trade and technology associations, regional economic development agencies and business leaders. In addition, a list of editorials, op-eds and letters to the editor, with a copy of each, has been included in the package for your review. As a member of the coalition in support of telecommunications regulatory reform in Wisconsin, the Metropolitan Milwaukee Association of Commerce (MMAC) asks for your support of legislation that will standardize regulation for all telecommunications service providers, encourage continued investment and innovation within Wisconsin's telecommunications infrastructure and provide consumers with competitive choices and necessary protections in a competitive market place.

The MMAC is an advocate for nearly 1,800 member business, employing over 300,000 workers in the metropolitan Milwaukee region. We believe in the consumer benefits of market competition. We also believe that a level playing field for all service providers and updated regulations that address the current market place are essential components of an economic recovery in Wisconsin. The current telecommunication regulations were written in 1994 when no market competition existed in Wisconsin. Today consumers can select from a variety of service providers who offer an assortment of products and packaged service using innovative technologies and devices. The regulatory framework needs to be updated to reflect these current market realities.

Now is the time to rewrite outdated regulations to stimulate market expansion and job growth. Now is the time to regulate all service providers equally while ensuring necessary consumer protections. Now is the time to support SB 469 and AB 696. I appreciate your consideration of this important legislation.

Sincerely,

A handwritten signature in black ink, appearing to read "Steve Baas".

Steve Baas  
Director of Government Affairs  
Metropolitan Milwaukee Association of Commerce

**Look who is supporting telecommunication regulatory reform and a level playing field for all service providers in Wisconsin. Please support investment, innovation and job creation. Support Senate Bill 469 and Assembly Bill 696.**

- 1) Independent Business Association of Wisconsin
- 2) Kenosha Area Chamber of Commerce
- 3) Urban Economic Development Association of Wisconsin
- 4) Wisconsin Supplier Diversity Council
- 5) Hispanic Business and Professionals Association
- 6) Milwaukee Community Service Corps
- 7) National Association for the Advancement of Colored People - Waukesha County
- 8) Avenues West Association
- 9) National Association for the Advancement of Colored People - Milwaukee Branch
- 10) United Community Center
- 11) Friends of Housing Corporation
- 12) Valley Home Builders Association
- 13) Metropolitan Milwaukee Association of Commerce (MMAC)
- 14) Northeast Wisconsin Technical College
- 15) Eau Claire Chamber of Commerce
- 16) The 60 Plus Association
- 17) Women Impacting Public Policy in Wisconsin
- 18) Wisconsin Economic Development Association (WEDA)
- 19) Institute for Policy Innovation
- 20) Hmong/American Friendship Association
- 21) Racine Area Manufacturers and Commerce (RAMAC)
- 22) Mueller Communications, Inc.
- 23) National Association for the Advancement of Colored People - Racine County
- 24) Fox Cities Chamber of Commerce & Industry
- 25) Milwaukee Urban League
- 26) New North, Inc.
- 27) Waukesha County Chamber of Commerce
- 28) Greater Brookfield Chamber of Commerce
- 29) Discovery Center - UW Stout
- 30) Paradigm Sensors
- 31) Wisconsin Business Council

- 32) Wisconsin Technology Council**
- 33) Momentum West**
- 34) Chippewa Falls Area Chamber of Commerce**
- 35) Wisconsin State Grange**
- 36) Chippewa County Economic Development Corporation**
- 37) Green Bay Area Chamber of Commerce**
- 38) Northeast Wisconsin Regional Economic Partnership (NEWREP)**
- 39) Freedom Works**



## Wisconsin Technology Council

March 21, 2010

Dear Wisconsin Legislator:

We are writing to you today in support of modernized telecom rules for Wisconsin, as embodied in SB 496 and AB 696. Our organizations share the goal of expanding consumer and business access to telecommunications technologies as a means of economic and community development. From a policy standpoint, we believe Wisconsin should embrace legislation that can promote tech-based growth across the state. That's exactly what modernized telecom rules would do for Wisconsin.

At present, traditional landline providers are regulated differently than providers of newer technologies such as voice-over-internet-protocol, wireless and high-speed broadband – technologies that consumers are choosing more and more every day.

Because of the discrepancy in regulatory standards for older and newer telecom services, landline providers face barriers to expanding their services and improving their products, stunting Wisconsin's economic growth and leaving many consumers behind.

Modernized telecom legislation would change that. By putting traditional and more modern technologies on similar regulatory footing, this bill would allow landline providers to properly compete in the marketplace and bring the benefits of competition to consumers and businesses alike. What's more, this bill ensures that the vital consumer protections in place under the current set of regulations remain under the new set.

The Ohio House and Senate recently passed similar rules designed to modernize that state's telecom laws and encourage long-term economic growth. Illinois is getting ready to take up a similar measure and Indiana did this years ago, much to its advantage. We can't afford to let Wisconsin fall behind other Midwestern states.

We urge you to support SB 496 / AB 696, and help Wisconsin take a big step in the direction of technology growth and economic development.

Sincerely,

Tom Still, President  
Wisconsin Technology Council

Steve Baas, Government Affairs Director  
Metropolitan Milwaukee  
Association of Commerce

Thad Nation, Executive Director  
Wired Wisconsin

Dr. Floyd Rose, President  
Wisconsin Supplier Development Council



**We Decide**  
The Voice for Business In Business  
In Our Nation's Capital

March 19, 2010

Honorable Leah Vukmir  
State Capitol Building  
Madison, WI 53829

Dear Representative Vukmir:

Women business owners in Wisconsin benefit from more choices in telecommunication services and access to the latest, state-of-the-art technologies. This is why members of Women Impacting Public Policy in Wisconsin support the modernization of telecommunication laws in the state through SB-469 / AB-696.

This legislation helps open the door to more technology investment by removing impediments put in place by outdated laws designed for an era when there was no competition. By treating all providers with the same, lighter touch of regulation, SB-469 / AB-696 will clear the way for more investments in broadband, more price competition and other new services as they become available.

Wisconsin business owners and employers need the state to be a leader in attracting technology investments. Up-to-date infrastructure is key to our success, whether working with clients and customers in rural Wisconsin or around the world. On behalf of Wisconsin women business owners, please support SB-469 / AB-696.

Sincerely yours,

Barbara Kasoff,  
President



Independent  
Business  
Association  
of Wisconsin

4600 American Parkway, Ste. 208  
Madison WI 53718  
608/251-5546  
608/241-7790 fax  
iba@ibaw.com  
www.ibaw.com

February 12, 2010

Representative Jim Soletski, Chairman  
Representative Josh Zepnick  
Representative Anthony Staskunas  
Representative John Steinbrink  
Representative Ted Zigmunt  
Representative Phil Montgomery  
Representative Kevin Petersen  
Representative Jon Richards  
Representative Joe Parisi  
Representative Mike Huebsch  
Representative Mark Honadel  
Representative Rich Zipperer

Re: SB-469 and AB-696,

Dear Assembly Utility Committee Members,

I am writing to you today to urge you to support SB-469 and AB-696. For over 35 years, the Independent Business Association of Wisconsin (IBA) has been a champion for small and independent businesses on state and federal issues. IBA strives to ensure that our membership of more than 200 small business owners – and the thousands of Wisconsin workers they employ – are able to operate in a business climate that encourages and fosters economic growth and stability. Wisconsin small businesses cannot compete effectively if they do not have access to the most advanced telecommunications technologies. By updating many of the rules under which Wisconsin telecom companies operate, SB-469 and AB-696 will encourage greater investment and innovation in Wisconsin's vital communications infrastructure. Our state's and our nation's economy is at a critical point, and we are all hoping for a speedy recovery that will result in growth opportunities for small business owners and employment opportunities for Wisconsin workers. Please support Wisconsin small business owners, their employees, and the families that depend on them and vote in favor of SB-469 and AB-696.

Sincerely,

Jeff Hoffman, President IBA-W 2009-2010





Independent  
Business  
Association  
of Wisconsin

4600 American Parkway, Ste. 208  
Madison WI 53718  
608/251-5546  
608/241-7790 fax  
iba@ibaw.com  
www.ibaw.com

January 25, 2010

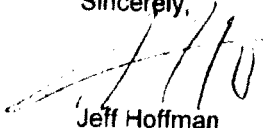
Senator Jeff Plale, Chairman  
Senator Bob Wirth  
Senator Pat Kreitlow  
Senator Sheila Harsdorf  
Senator Jon Erpenbach  
Senator Robert Cowles  
Senator Neal Kedzie

Re: SB-469

Dear Senate Utility Committee Members,

I am writing to you today to urge you to support SB-469. For over 35 years, the Independent Business Association of Wisconsin (IBA) has been a champion for small and independent businesses on state and federal issues. IBA strives to ensure that our membership of more than 200 small business owners – and the thousands of Wisconsin workers they employ – are able to operate in a business climate that encourages and fosters economic growth and stability. Wisconsin small businesses cannot compete effectively if they do not have access to the most advanced telecommunications technologies. By updating many of the rules under which Wisconsin telecom companies operate, SB-469 will encourage greater investment and innovation in Wisconsin's vital communications infrastructure. Our state's and our nation's economy is at a critical point, and we are all hoping for a speedy recovery that will result in growth opportunities for small business owners and employment opportunities for Wisconsin workers. Please support Wisconsin small business owners, their employees, and the families that depend on them and vote in favor of SB-469.

Sincerely,

  
Jeff Hoffman  
President IBA-W 2009-2010



January 25, 2010

Senator Jeff Plale, Chairman  
Senator Bob Wirch  
Senator Pat Kreitlow  
Senator Sheila Harsdorf  
Senator Jon Erpenbach  
Senator Robert Cowles  
Senator Neal Kedzie

Re: SB-469

Dear Senate Utility Committee Members,

Our member businesses are working hard to create a climate in Wisconsin that encourages investment and new jobs. The Kenosha Area Chamber of Commerce serves as an advocate for business at the local, state and federal level, with our goal being to support policy change that encourages competition and fairness for those companies who are invested in Wisconsin.

Wisconsin businesses cannot compete effectively if they do not have access to the most advanced telecommunications technologies. By updating many of the rules under which Wisconsin telecom companies operate, SB-469 will encourage greater investment and innovation in our communications infrastructure. By creating a common sense access rate system in Wisconsin, we will remove discriminatory regulations that favor one telecom provider over another.

During a time when our state and our nation finds itself in dire need of economic recovery and jobs, it is essential that the Legislature does everything in its power to level the playing field for telecom providers, as these businesses provide local jobs and competitive services to many members of this Chamber and our community. We ask that you vote in favor of SB-469.

Sincerely,

A handwritten signature in black ink, appearing to read "Lou Molitor". The signature is written in a cursive, flowing style.

Lou Molitor  
Executive Director  
Kenosha Area Chamber of Commerce  
262-654-1234 ext.113  
[lou@kenoshaareachamber.com](mailto:lou@kenoshaareachamber.com)



100 South Street, Suite 100 Kenosha, WI 53140 Phone: 262-654-1234 Fax: 262-654-1234 [www.kenoshaareachamber.com](http://www.kenoshaareachamber.com)

February 12, 2010

Representative James Soletski, Chairman  
Representative Josh Zepnick, Vice-Chair  
Representative Mark Honadel  
Representative Michael Huebsch  
Representative Phil Montgomery  
Representative Joe Parisi  
Representative Kevin Petersen  
Representative Jon Richards  
Representative Anthony Staskunas  
Representative John Steinbrink  
Representative Ted Zigmunt  
Representative Rich Zipperer

Re: AB-696

Dear Assembly Utility Committee Members,

Our member businesses are working hard to create a climate in Wisconsin that encourages investment and new jobs. The Kenosha Area Chamber of Commerce serves as an advocate for business at the local, state and federal level, with our goal being to support policy change that encourages competition and fairness for those companies who are invested in Wisconsin.

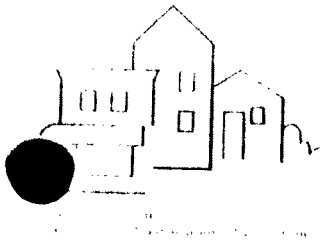
Wisconsin businesses cannot compete effectively if they do not have access to the most advanced telecommunications technologies. By updating many of the rules under which Wisconsin telecom companies operate, AB-696 will encourage greater investment and innovation in our communications infrastructure. Rethinking regulatory rules for telecommunications service providers is an idea whose time has come and will enable all telecom service providers to compete equally in the 21<sup>st</sup> century marketplace.

During a time when our state and our nation finds itself in dire need of economic recovery and jobs, it is essential that the Legislature does everything in its power to level the playing field for telecom providers, as these businesses provide local jobs and competitive services to many members of this Chamber and our community. We ask that you vote in favor of AB-696.

Sincerely,

Lou Molitor

Lou Molitor  
Executive Director  
Kenosha Area Chamber of Commerce  
262-654-1234 ext.113  
[lou@kenoshaareachamber.com](mailto:lou@kenoshaareachamber.com)



January 25, 2010

Senator Jeff Plale, Chair

Senator Bob Wirth

Senator Jon Erpenbach

Senator Pat Kreitlow

Senator Robert Cowles

Senator Sheila Harsdorf

Senator Neal Kedzie

Dear Chairman Plale and Senate Utility Committee Members:

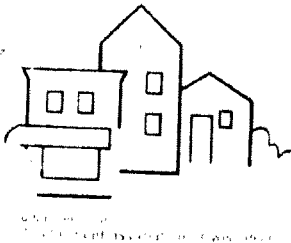
I am writing to request your support and passage of Senate Bill 469; Wisconsin Access Reform and Parity Legislation. This legislation will level the playing field and undo years of confusion and unfair treatment experienced by Wisconsin telecommunications providers who pay higher access rates than other state phone companies.

UEDA is an organization that strives to be a leader in the arena of economic development and housing development initiatives that revitalize Wisconsin communities. We build capacity in the housing and economic development field through professional training, policy advocacy and collaboration. UEDA works to develop business opportunities and facilitate job creation. We support initiatives that improve the quality of life for residents in Milwaukee County and the State of Wisconsin.

These difficult economic times require the leadership of your committee and the Wisconsin State Legislature to review outdated regulations and rules that stymie business development. Your consideration of Senate Bill 469 comes at a critical time in our state's economy. Wisconsin telecom companies need a new model for access rates that fosters fairness and competition. Failure to act could result in fewer jobs and disinvestment. Therefore, I strongly encourage your support of Senate Bill 469.

Sincerely,

William Johnson  
Executive Director



March 30, 2010

Dear Wisconsin Legislator,

I am writing to encourage your support and vote to pass SB 469 / AB 696; Wisconsin Regulatory Reform Legislation. SB 469 / AB 696 will modernize Wisconsin's telecom law by putting in place fair rules that will stimulate investment, sustain jobs and create real market competition benefitting consumers.

UEDA is an organization that strives to establish economic development and housing development initiatives that assist revitalization efforts in Wisconsin communities. We build capacity in the housing and economic development field through professional training, policy advocacy and collaboration with local businesses and non-profit organizations. UEDA also works to develop opportunities for businesses and we facilitate job creation through partnerships with workforce development agencies. We support initiatives that improve the quality of life for residents in Milwaukee County and the State Wisconsin. Therefore we support legislative proposals like SB 469 / AB 696 that encourages private investment and sustains jobs.

Your consideration of SB 469 / AB 696 comes at a critical time in our state's economy. As you deliberate on this legislation quality of life for many residents is at low point due to unemployment, home foreclosures and business closures. With these issues in mind, the state should deem a priority any legislation that incents investment from private companies and sustains jobs. Wisconsin telecom companies need out-dated regulations removed and a new regulatory model put in place that fosters fairness and competition. Failure to act could cause telecom companies to leave, move jobs and stop investment in the state.

I encourage the legislature to avoid additional impacts to quality of life in the state. Avoid the potential departure of telecom companies, loss of jobs and investment. Your support and vote to pass SB 469 / AB 696 will send a message that the State is open for business and the state wants to sustain private investment and jobs.

Sincerely,

William Johnson  
Executive Director

# Wisconsin Supplier Development Council

26 January, 2010

Dear Senator Plale and Senate Utility Committee Members:

I appreciate this opportunity to encourage your support for Senate Bill 469; Wisconsin Access Reform and Parity Legislation. Your deliberations and action in support of this legislation will correct what I consider to be an economic injustice.

As the President of the Wisconsin Supplier Development Council, I have the responsibility of working and partnering with Wisconsin based corporations and businesses to develop minority suppliers and procurement opportunities for minority businesses in the State of Wisconsin and in the Midwest. I have had the pleasure of a long partnership with companies like AT&T, whose investments have fueled the enterprise of supplier development for 40 years. But I am now concerned that those years of investment by AT&T in supplier development may be challenged if regulatory parity is not approved in Senate Bill 469.

More than a decade ago, the local telecommunications marketplace in Wisconsin was not competitive. This is no longer true as consumers can buy telecommunication services from a variety of providers and service plans. We are now at a point in the competitive marketplace where this committee and the Wisconsin State Legislature can right an outdated regulatory scheme that requires AT&T to pay higher intrastate access rates than other Wisconsin based telecom companies. Why should AT&T have to pay higher access rates while losing more than 50 percent of its residential and business access lines to other carriers? As competitive telecom companies and cable companies have the ability to sell residential and business phone service with minimal regulation, AT&T is still heavily regulated while losing their customers. How then can the State of Wisconsin expect AT&T to continue to make network investments, create jobs and pay the same level of taxes or more under the scenario of paying higher access rates? I ask these questions rhetorically, but I hope to make a point of understanding that no business can continue to function with such a weight on its back.

The goal of the Wisconsin legislature toward Wisconsin businesses should be to establish an environment that is fair and free of regulatory constraints. In today's economy the mindset of eliminating regulations that stifle business investment and partnerships should be commonplace. If not, the Wisconsin State Legislature should quickly adopt the attitude of removing the handcuffs from businesses like AT&T that make great investments in the state and pay their share of corporate taxes.

P.O. Box 8577 Madison, Wisconsin 53708-8577 (608) 241-5858 (608) 241-9100

Email: [wscroese@aol.com](mailto:wscroese@aol.com) Web Site [www.suppliercouncil.org](http://www.suppliercouncil.org)

# Wisconsin Supplier Development Council

28 January, 2010

Senator Pile and Senate Utility Committee Members

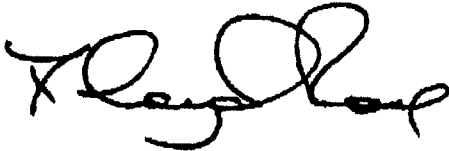
Page 2

Senate Bill 469 will create a fair competitive playing field for companies like AT&T. Passage of the bill will remove discriminatory regulations that favor one telecom provider over another. I ask that you consider the negative effect of the current access rate requirements. If unchanged, these requirements will harm AT&T's investments, jobs and supplier relationships with minority businesses in the state.

I strongly encourage that this committee and members of the legislature adopt one set of regulations for all providers. When Wisconsin regulators and lawmakers create an environment that encourages businesses to stay and invest in Wisconsin, we all reap the benefits.

Thank you for your time and consideration

Respectfully,



Dr. Floyd Rose  
Wisconsin Supplier Development Council

P.O. Box 8577 Madison, Wisconsin 53708-8577 (608) 241-5858 (608) 241-9100

Email: [wsdcrose@aol.com](mailto:wsdcrose@aol.com) Web Site [www.suppliercouncil.org](http://www.suppliercouncil.org)

# Wisconsin Supplier Development Council

February 12, 2010

Representative Jim Soletski  
88<sup>th</sup> Assembly District  
Room 307 west  
State Capitol  
P.O. Box 8953  
Madison, WI 53708

Dear Chairman Soletski:

I am writing to encourage your support for SB 469 / AB 696; Wisconsin Regulatory Parity Legislation. Passage of this bill will provide fairness and balance to existing telecommunications laws, encourage investment, jobs and competition.

As the President of the Wisconsin Supplier Development Council, I have the responsibility of partnering with Wisconsin based corporations and Midwest businesses to encourage participation of minority, women-owned, veterans and disadvantaged businesses as diverse suppliers in corporate procurement opportunities. The marketplace for supplier diversity procurement opportunities began in 1968, and my work for more than 40 years as a minority business advocate, has centered on investment and job creation by private companies. This aspect of minority business development depends on the willingness of companies to invite minority entrepreneurs to the table to place bids on procurement opportunities.

Failure on the part of the Assembly Utilities Committee and the State legislature to enact SB 469 / AB 696 will undo 40 years of getting minority businesses to the table to negotiate with telecommunications companies who invest in this state. Failure to act in support of this bill will have a chilling effect and likely eliminate minority business development opportunities in the state. Your committee has the power to make change by voting in favor of this legislation. Removing out-dated regulatory rules that no longer apply is a good first step toward improving the economy.

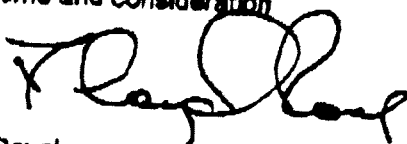
Creating businesses and putting people back to work should be a priority that requires the utmost attention. The goal of the Wisconsin legislature should be to establish an environment that is fair and free of unnecessary regulatory barriers. Going forward, the Wisconsin State Legislature must adopt the attitude of removing the handcuffs from companies that make investments, create jobs and business development opportunities.

I strongly encourage you and members of the Assembly Utility Committee to vote in support of SB 469 / AB 696. When Wisconsin regulators and lawmakers create an environment that encourages businesses to stay and invest in Wisconsin, we all reap the benefits.

Thank you for your time and consideration

Respectfully,

Dr. Floyd Rose  
Wisconsin Supplier Development Council



P.O. Box 8577 Madison, Wisconsin, 53708-8577 (608) 241-5858 (608) 241-9100

Email [wscrosc@aol.com](mailto:wscrosc@aol.com) Web Site [www.suppliercouncil.org](http://www.suppliercouncil.org)





Hispanic Business and Professionals Association  
P.O. Box 081644, Racine, WI 53408

January 27, 2010

Senator Jeff Pflue, Chairman  
Senator Bob Wirth  
Senator Pat Kreitlow  
Senator Sheila Harsdorf  
Senator Jon Erpenbach  
Senator Robert Cowles  
Senator Neal Kedzie

Re: SB 469

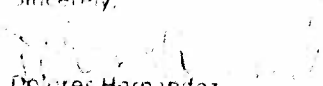
Dear Senate Utility Committee Members,

The Hispanic Business and Professionals Association, Inc. is a recognized 501 (C)(3) non-profit organization established in 1999. Our organization strives to provide assistance and encouragement to those individuals that aspire to start their own business and also with existing business owners and professionals. Knowing the challenges that face businesses in Wisconsin, we need to do everything possible to create an environment of innovation and competition in our state that is why we are asking for your support of Senate Bill 469.

Wisconsin can improve its ability to attract new business and hold on to existing members of the business community but the current regulatory environment creates an obvious disadvantage for Wisconsin businesses and residents. Telecommunication is a basic building block for many new businesses in the Racine area and it is time to level the playing field for telecom carriers to keep rates competitive and continue to support innovation in the marketplace.

We ask that you change this outdated and unfair regulation and vote in support of Senate Bill 469. Thank you

Sincerely,

  
Dolores Hernandez  
HBPA President



Hispanic Business and Professionals Association  
P.O. Box 081644, Racine, WI 53408

February 21, 2010

Representative James Soletski, Chairman  
Representative Josh Zepnick, Vice-Chair  
Representative Mark Honadel  
Representative Michael Huebsch  
Representative Phil Montgomery  
Representative Joe Parisi  
Representative Kevin Petersen  
Representative Jon Richards  
Representative Anthony Staskunas  
Representative John Steinbrink  
Representative Ted Zigmunt  
Representative Rich Zipperer

Re: AB-469


Dear Assembly Utility Committee Members,

The Hispanic Business Professionals Association is a recognized 501 (C)(3) non-profit organization established in 1999. Our organization strives to provide assistance and encouragement to those individuals that aspire to start their own business and also with existing business owners and professionals. Knowing the challenges that face businesses in Wisconsin, we need to do everything possible to create an environment of innovation and competition in our state. That is why we are asking for your support of Assembly Bill 696.

Wisconsin can improve upon its ability to attract new businesses and hold on to existing members of the business community. However, current regulations create an obvious disadvantage for some telecommunications service providers in Wisconsin. Telecommunications is a basic building block for many new businesses in the Racine area and it is time to level the playing field for all telecom carriers to keep rates competitive and to encourage continued innovation in the marketplace.

We ask that you change this outdated and unfair regulation and vote in support of Assembly Bill 696. Thank you

Sincerely,

  
Guadalupe (Wally) Rendon  
HBPA Board of Directors

February 12, 2010

Representative Jim Soletski  
88<sup>th</sup> Assembly District  
Room 307 West  
State Capitol  
P.O. Box 8953  
Madison, WI 53708

Dear Chairman Soletski:

As Executive Director of the Milwaukee Community Service Corps (MCSC), my primary role is to create jobs for young adults, provide training and education, and engage young adults in projects that improve Milwaukee's community. MCSC is about jobs and opportunities.

From this perspective, I am writing to encourage your support for SB 469 / AB 696 (Wisconsin Regulatory Parity Legislation) currently under review by the Assembly Utilities Committee. Voting in favor of this legislation will remove out-dated regulations imposed on telecommunications companies and free up future private investment and jobs.

MCSC trains disadvantaged young adults for family-sustaining careers as cable and utility line installers. By providing regulatory parity among all telecommunication service providers it is my opinion that there is opportunity for job growth and economic development. MCSC's training participants stand to gain from that growth.

The Assembly Utility Committee can play a key role in keeping jobs and investment in the state by voting to pass SB 496 / AB 696.

Sincerely,

Chris Litzau  
Executive Director

Cc: State Representative Josh Zepnick,  
State Representative Jon Richards,  
State Representative Anthony Staskunas, State Representative Ted Zigmunt  
State Representative Joseph Parisi, State Representative John Steinbrink  
State Representative Phil Montgomery, State Representative Mark Honadel  
State Representative Kevin Petersen, State Representative Michael Huebsch  
State Representative Rich Zipperer



**Board of Directors**

**Reggie Frias-President**  
Reggie Frias & Associates

**Donald L. Kirkey-Vice President**  
Trinity Creek Consulting

**Dave Wagner-Treasurer**  
Ehlers & Associates

**Troy L. Reese-Secretary**  
T.L. Reese Corporation

**Carlos Amador**  
Junior Achievement

**Peggy Ann**  
Community Volunteer

**Courtney Heeren**  
Quarles & Brady

**Juliet Pagliaro-Herman**  
Johnson Controls

**Carl Hersh**  
Wisconsin Regional Training  
Partnership / Big Step

**Adrienne Hunter**  
Servant Manor

**Halanna Lathon**  
Jewish Family Services

**Teddi Kennedy**  
Community Volunteer

**Leslie Silletti**  
Office of Mayor Tom Barrett

**Janet Tallberg**  
Associated Banc-Corp.

**Katie Triska**  
Reinhart Boerner, Van Deuren

**Benjamin Weiland**  
CB Richard Ellis

**Christopher Litzau**  
Executive Director



MCSC

Milwaukee Community Service Corps

*What Works Best Is Work Itself*

313 STATE STREET MILWAUKEE WI 53202 TEL: 414 224 3131 FAX: 414 224 3132

January 27, 2010

[milwaukeecommunityservicecorps.org](http://milwaukeecommunityservicecorps.org)

313 State Street  
Madison, Wisconsin 53702-0001

Senator Jeff Pate, Chair  
Senator Bob Wirch  
Senator Jon Eibenbach  
Senator Pat Kreitlow  
Senator Robert Cowles  
Senator Sheila Harsdorf  
Senator Neal Kedzie

Dear Chairman Pate and members of the Senate Utility Committee:

As Executive Director of the Milwaukee Community Service Corps (MCSC), my primary role is to create jobs for young adults, provide training and education, and engage young adults in projects that improve Milwaukee's community. MCSC is about jobs and opportunities.

From this perspective, I am writing to support Senate Bill 469 (Wisconsin Access Reform and Regulatory Parity Legislation) currently under review by the Senate Utility Committee because it will impact job creation in the telecommunication industry. MCSC trains disadvantaged young adults for family-sustaining careers as cable and utility line installers. By providing regulatory parity among all telecommunication service providers it is my opinion that there is opportunity for job growth and economic development. MCSC's training participants stand to gain from that growth.

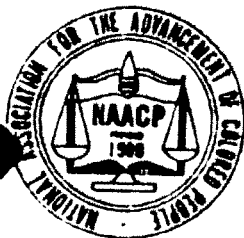
The Senate Utility Committee can play a key role in keeping jobs and investment in the state through Senate Bill 469. I would be pleased to provide the Committee with additional information about the Milwaukee Community Service Corps' job training program as it relates to the telecommunications industry.

Sincerely,



Chris Litza

Executive Director



**NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE**

**Waukesha County Branch**

P.O. Box 676 • Brookfield, Wisconsin • 53008-0676 • Fax: 262-786-3194

January 22, 2010

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Re: SB-469

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Dear Senate Utility Committee Members,

Founded in 1909, the NAACP is the nation's oldest and largest civil rights organization. We are the premier equal opportunity advocate for businesses and consumers in Waukesha County. On behalf of the membership of the Waukesha Branch of the NAACP, we ask for your support and passage of access reform and regulatory parity legislation to create a level playing field for telecommunications service providers in Wisconsin. It is in that spirit of equality that we for your support of Senate Bill 469

We encourage businesses to compete and invest in our state and are concerned that the current telecom industry regulation of intrastate access rates is illogical and unfair. Senate Bill 469 will establish equal rules for all service providers and will foster more competition and investment in Wisconsin. With increased competition we will see additional benefits for consumers across the state.

It is essential that the Legislature take this opportunity to level the playing field for all providers. Local jobs and competitive services for many of our members are at stake. Please vote in support of SB-469.

Sincerely,

Lillie Wilson, President



624 North 24<sup>th</sup> Street, First floor  
Milwaukee, Wisconsin 53233

Phone: (414) 933-0640  
Fax: (414) 933-0641

January 27, 2010

Senator Jeff Plale, Chair  
Senator Bob Wirch  
Senator Jon Erpenbach  
Senator Pat Kreitlow  
Senator Robert Cowles  
Senator Sheila Harsdorf  
Senator Neal Kedzie

Dear Chairman Plale and Senate Utility Committee members:

I am writing in support of passage of Senate Bill 469 which I understand to be related to Access Reform and Regulatory Parity for Wisconsin telecommunications companies.

As Executive Director of the Avenues West Association in Milwaukee, I direct the organization's resources and establish partnerships in an effort to create economic opportunities, revitalize residential and commercial property, and promote safety throughout the Avenues West neighborhood on the near west side of Milwaukee. We support the right of businesses to exist in an environment where the rules are applied evenly and fairly. I understand that if SB-469 is enacted, all telecommunication companies will be able to operate on a level playing field and will charge the same access rates for trafficking calls.

In this economy, businesses are struggling to keep their doors open and to keep jobs for their employees. The State should do everything that it can to sustain businesses and aid economic recovery. Senate Bill 469 is a great step in the right direction. We commend the Senate Utility Committee for recognizing the disparity in the current access rate system and encourage the committee to pass SB-469 and treat all telecom companies the same.

Sincerely, yours,

A handwritten signature in cursive script that reads "June R. Moberly".

June R. Moberly  
Executive Director  
Avenues West Association, Inc.



624 North 24<sup>th</sup> Street, first floor  
Milwaukee, Wisconsin 53233

Phone: (414) 933-0640  
Fax: (414) 933-0640

February 16, 2010

Representative Jim Soletski  
88<sup>th</sup> Assembly District  
Room 307 West  
State Capitol  
P. O. Box 8953  
Madison, WI 53708

Dear Chairman Soletski:

I am writing to encourage the Assembly Utility Committee to vote in favor of Senate Bill 469 / Assembly Bill 696, which I understand to be related to regulatory parity for Wisconsin telecommunications companies.

As Executive Director of the Avenues West Association, I work to empower local businesses and homeowners on Milwaukee's near west side. I promote neighborhood safety and strive to preserve residential and commercial value by ensuring that area businesses are productive with economic opportunities and that home ownership remains viable. If businesses are crippled by unfairly applied regulations, they will likely adjust their investments and employment in local neighborhoods. Understanding that, we hope that the Assembly Utility Committee supports SB 469 / AB 696. Businesses need an environment where rules are applied evenly and fairly.

With economic uncertainty swirling, Wisconsin telecommunications companies need assistance in the form of modernized, fair legislation to sustain investment, jobs and competition. Our City and State depend on positive outcomes of employment, consumption of goods and services, and people paying taxes. These outcomes are difficult to achieve, if the regulatory environment is not modernized and fair for all service providers. We encourage the Assembly Utility Committee to pass SB 469 / AB 696.

Sincerely yours,

June R. Moberly  
Executive Director

C: State Representative Josh Zepnick, State Representative Jon Richards, State Representative Anthony Staskunas, State Representative Ted Zigmunt, State Representative Joseph Parisi, State Representative John Steinbrink, State Representative Phil Montgomery, State Representative Mark Honadel, State Representative Kevin Petersen, State Representative Michael Huebsch, State Representative Rich Zipperer

NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE  
Milwaukee Branch

2745 N. Dr. Martin Luther King, Jr. Dr. #203 Milwaukee, Wisconsin 53212

Office: (414) 562-1000 Fax: (414) 562-1091

Jerry A. Hamilton, President

President email: [naacp@bizwi.rr.com](mailto:naacp@bizwi.rr.com) Branch Email: [unit3254@naacp.org](mailto:unit3254@naacp.org)

Website: [www.naacp-milwaukee.com](http://www.naacp-milwaukee.com)



January 26, 2010

Senator Jeff Plale, Chair

Senator Robert Wirsch

Senator Jon Erpenbach

Senator Pat Kreitlow

Senator Robert Cowles

Senator Sheila Harsdorf

Senator Neal Kedzie

Re: Senate Bill 469

Dear Senator Plale and Senate Utility Committee Members:

I am writing on behalf of Milwaukee Branch NAACP and its members to support passage of access reform and regulatory parity legislation through Senate Bill 469.

We are concerned that the current regulatory environment governing the access rate system is outdated and unfair to some Wisconsin telecommunications service providers.

Senate Bill 469, if enacted, will make it easier for all telecommunications service providers to compete and invest in the state. Senate Bill 469 will establish applicable rules for all carriers and also foster more competition. Competition is good for consumers.

Wisconsin needs a business environment that allows all businesses to compete equally. We need landline telecommunications service providers to continue investing in Wisconsin and creating jobs. Wisconsin needs the Senate Utility Committee to pass Senate Bill 469.

Respectfully,

*Jerry Ann Hamilton, Pres.*

Jerry Ann Hamilton, President





**NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE  
Milwaukee Branch**

2745 N. Dr. Martin Luther King, Jr. Dr. #203 Milwaukee, Wisconsin 53212

Office: (414) 562-1000 Fax: (414) 562-1091

**Jerry A. Hamilton, President**

President email: [naacp@biz.wi.rr.com](mailto:naacp@biz.wi.rr.com) Branch Email: [unit3254@naacp.org](mailto:unit3254@naacp.org)

Website: [www.naacp-milwaukee.com](http://www.naacp-milwaukee.com)

February 12, 2010

Representative Jim Soletski

88<sup>th</sup> Assembly District

Room 307 west

State Capitol

P.O. Box 8953

Madison, WI 53708

Dear Chairman Soletski:

I am writing on behalf of Milwaukee Branch NAACP and its members to encourage your support and passage of SB 469 / AB 696; Wisconsin Regulatory Parity Legislation. I understand that this legislation will update our State's telecom law and positively impact private investment, jobs and consumers.

In 1909, the NAACP began its mission of resolving social and economic injustice suffered by people of color in the United States. As President of the Milwaukee Branch NAACP, I continue to lead our organization to challenge a number of today's issues that impact our mission. One of the greatest challenges we face today is unemployment.

Your committee must act to pass regulatory parity legislation to avoid further loss of private investment and jobs. All Wisconsin government entities should be focused on encouraging job creation and investment by private companies. In this case, the first action to spark investment is to change outdated telecom laws so they reflect today's business standards and competitive practices.

We feel it is imperative you pass legislation of this type which encourages investment, jobs and competition. Given the current conditions of the growing joblessness, private investment and job creation is sorely needed. Your committee can act to improve the business climate and job opportunities in the State of Wisconsin by passing SB 469 / AB 696.

We encourage you and your committee members to vote in favor of SB 469/ AB 696.

Sincerely,

Jerry Ann Hamilton, President

Milwaukee Branch NAACP

Cc: State Representative Josh Zepnick, State Representative Jon Richards,  
State Representative Anthony Staskunas, State Representative Ted Zigmunt  
State Representative Joseph Parisi, State Representative John Steinbrink  
State Representative Phil Montgomery, State Representative Mark Honardal

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January 25, 2010

Senator Jeff Plale, Chair

Senator Bob Wirth

Senator Jon Erpenbach

Senator Pat Kreitlow

Senator Robert Cowles

Senator Sheila Harsdorf

Senator Neal Kedzie

Dear Senator Plale and Senate Utility Committee Members:

I write as the leader of the United Community Center, which serves almost 20,000 community members each year on the near south side of Milwaukee. We are writing to encourage your support and passage of Wisconsin Access Reform and Parity Legislation – Senate Bill 469.

As you and the Senate Utility committee consider this legislation, I ask that you discontinue the practice of unnecessarily regulating telecommunications companies who are creating jobs and making investments in the State of Wisconsin. The current rules governing intrastate access rates is inconsistent, confusing and unfairly applied. If the current access rate regime remains, some Wisconsin telecom companies will have reason to make cuts to sustain operations.

The equation is simple. In this sagging economy, more regulation equals fewer jobs and less investment. The residents that I serve through the United Community Center would rather have a robust business environment with all telecom companies in the state operating under the same less stringent and less costly guidelines.

We support efforts by the Senate Utility to committee establish a fair and equal regulatory environment through passage of Senate Bill 469. We hope the Senate Utility Committee will use it's power to level the playing field and vote in favor of this bill.

Sincerely,

Ricardo Diaz

Executive Director



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"Celebrating 40 years of service 1970-2010"

February 15, 2010

Representative Jim Soletski  
88<sup>th</sup> Assembly District  
Room 307 west  
State Capitol  
P.O. Box 8953  
Madison, WI 53708

Dear Chairman Soletski:

As Executive Director of the United Community Center (UCC), which serves almost 20,000 residents who live on the near south side of Milwaukee, I am writing to encourage you and members of the Assembly Utility committee to vote in favor of Senate Bill 469 / Assembly Bill 696.

The economic conditions in our State require initiatives and policies that encourage private investment, competition and job creation. Removing outdated telecom regulations, as proposed by SB 469 / AB 696, will take a step in that direction. Passage of the legislation will incent investment and spur competition between landline service providers. This will ultimately benefit consumers with lower prices and additional choices generated by competition.

As you and Assembly Utility committee members consider this legislation, I ask that you think of the current economic conditions in the state. In this sagging economy, more regulation equals fewer jobs and less investment. The residents served through the UCC need a robust business environment driven by investment, jobs and competition. This bill will support that environment.

We hope the Assembly Utility Committee will use its power to remove unnecessary regulations and vote in favor of SB 469 / AB 696.

Sincerely,

Ricardo Diaz  
Executive Director

cc: State Representative Josh Zepnick, State Representative Jon Richards,  
State Representative Anthony Staskunas, State Representative Ted Zigmunt  
State Representative Joseph Parisi, State Representative John Steinbrink  
State Representative Phil Montgomery, State Representative Mark Honadel  
State Representative Kevin Petersen, State Representative Michael Huebsch  
State Representative Rich Zipperer

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P.O. Box 772  
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414.463.3371 FAX: 414.463.4668

January 25, 2010

Senator Jeff Plale, Chair  
Senator Bob Wirch  
Senator Jon Erpenbach  
Senator Pat Kreitlow  
Senator Robert Cowles  
Senator Shella Harsdorf  
Senator Neal Kedzie

Dr. Senator Plale and Senate Utility Committee Members:

Friends of Housing Corporation is a non-profit organization in the City of Milwaukee that provides management services for the City's affordable public housing developments. Our mission is to develop quality housing and management services for the City and residents who seek opportunities through public housing.

It is my understanding that the Senate Utility Committee will convene a hearing on Senate Bill 469; Wisconsin Access Reform and Parly Legislation. Passage of this legislation will create a new access rate environment that fairly governs all Wisconsin Telecommunications companies, and requires all to charge the same access rate for trafficking phone calls in the state.

Current law burdens certain Wisconsin phone companies and requires them to pay higher access rates for trafficking in state calls while access rates remain lower for some state phone companies who traffic calls out of the state. If forced to continue paying higher access rates to traffic calls, certain Wisconsin phone companies will change investment strategy and move corporate support away from local organizations and communities.

We encourage the Senate Utility Committee to vote in favor Senate Bill 469 to create a fair and equitable access rate environment for all telecom providers in the state.

Sincerely,

Anissia Robertson

Deputy Executive Director



# Valley Home Builders Association

920 W. Association Drive • Appleton, WI 54914  
(920) 731-7931 • Fax: 731-7968  
www.vhba.com

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christine@vhba.com

January 27, 2010

Senator Robert Cowles  
Room 319 South  
State Capitol  
P.O. Box 7882  
Madison, WI 53707-7882

Dear Senator Cowles:

For more than 50 years, Valley Home Builders Association (VHBA) has been representing and serving the collective interests of residential builders and associated professionals in the Fox Valley. VHBA today represents more than 750 companies, and serves as the voice of the industry at the local, state and federal level. As a key component to building new homes in Wisconsin, home owners demand access to telecommunications providers and service options. Ensuring that service providers have a level playing field is important to us.

Senate Bill 469 is scheduled to be heard, and we would like your commitment to clean up an outdated system of varying intrastate access fees among landline phone providers. The FCC has already addressed this issue and imposed more sensible cost based interstate access rates. We would like to see these rates mirrored for long distance calls within Wisconsin.

This less complicated access rate system may be an incentive for phone providers to further invest in network development in the state. It also will create a level playing field for new and traditional landline providers, establishing a single set of regulations that encourage greater competition.

Valley Home Builders Association respectfully asks for your support of this bill and asks you to vote in favor of SB-469.

Sincerely,

Christine H. Shaefer, CAE  
Executive Vice President

cc: Senator Jeff Plale, Senator Bob Wirch, Senator Pat Kreitlow, Senator Sheila Hursdorf, Senator Jon Erpenbach, Senator Neal Kedzie



Metropolitan Milwaukee  
Association of Commerce

**DATE:** FEBRUARY 9, 2010

**TO:** SENATE UTILITY COMMITTEE, ASSEMBLY COMMITTEE ON ENERGY AND UTILITIES

**FROM:** STEVE BAAS, DIRECTOR OF GOVERNMENT AFFAIRS  
METROPOLITAN MILWAUKEE ASSOCIATION OF COMMERCE

**RE:** SB 469/AB 696

Chairman Plale, Chairman Soletski and Committee members:

On behalf of the Metropolitan Milwaukee Association of Commerce (MMAC) I would like to urge your positive consideration of Senate Bill 469 / Assembly Bill 696; the "Wisconsin Access Reform and Parity Act."

The MMAC is an advocate for nearly 1800 member businesses, employing over 300,000 workers in the metropolitan Milwaukee region. We are also a founding partner of the Milwaukee 7 Southeastern Wisconsin regional economic development organization. As such, we support legislation like Senate Bill 469 / Assembly Bill 696 that aims to increase our economic competitiveness by reducing unnecessary regulatory burdens on job creators and creating a level playing field on which businesses can operate and innovate.

Wisconsin's large regulated telephone landline providers still operate under an outdated system of inconsistent rules that were enacted before competition existed in the Wisconsin telecommunications market. Other telecommunications and information technology providers operate under different regulatory rules. As you know, this is an area of technology that is developing at an almost exponential rate. Even the best intentioned attempts at government regulation will never keep pace with the marketplace's innovation, nor should it try. Instead, I urge you to support measures like SB 469/AB 696 that maintain the right level of consumer protections while creating a level playing field for all landline service providers. This bill will serve to increase service options and decrease confusion for consumers in this rapidly changing marketplace.

At a time when our state and our nation find themselves in dire need of economic recovery and jobs, it is essential that the Legislature does everything in its power to improve Wisconsin's ability to attract new business and hold on to existing members of the business community. By eliminating technologically obsolete distinctions and leveling the regulatory playing field within the information technology and telecommunications industry, we believe passage of SB 469/AB 696 will do just that.

Thank you for your granting SB 469 / AB 696 a public hearing and for your attention to our MMAC perspectives on this legislation.

###

February 18, 2010

Senator Jeffrey Plale  
Room 313 South  
State Capitol  
P.O. Box 7882  
Madison WI 53707-7882

Dear Senator Plale:

I am writing this letter in support of the SB 469/AB 696 which would bring outdated laws current with today's consumer preferences and new technologies. This legislation provides a level playing field which encourages competition and allows traditional landline providers to be regulated the same way as newer phone companies.

Technology is a major component to all of the educational opportunities and innovative careers offered at Northeast Wisconsin Technical College. In order for Northeast Wisconsin and the State to rebound and compete in today's economy, this legislation is necessary and important for business and industry to stay competitive in a global marketplace.

We strongly encourage you to support this legislation which will boost consumer choice, create jobs, and encourage companies to invest in Wisconsin.

Thank you for your consideration in supporting SB 469/AB 696 legislation.

Sincerely,

Sandra M. Duckett  
Vice President of College Advancement

February 1, 2010

Senator Jeff Plale, Chairman  
Senator Bob Wirth  
Senator Pat Kreitlow  
Senator Sheila Harsdorf  
Senator Jon Erpenbach  
Senator Robert Cowles  
Senator Neal Kedzie

Dear Senate Utility Committee members:

It is always good to have a "level playing field" for all businesses within the state of Wisconsin. There appears to be a discrepancy within the telecommunications area. For example, Representative Jeff Smith cannot get a high speed internet service from his provider, but his neighbor can (served by a different company). This is due in part to the field not being equal for all companies.

I believe you will be considering a bill that could do just that for the benefit of your constituents and the businesses you serve. I'm sure Representative Smith, and many others, could benefit from this initiative. Please give it serious consideration.

Sincerely yours,

Bob McCoy, CCE  
President & CEO



# The 60 Plus Association

515 King Street • Suite 315 • Alexandria, VA 22314  
Phone 703.807.2070 • Fax 703.807.2073 • www.60Plus.org

**Kill the Death Tax. Protect Social Security. Energy Security.**

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**Rep. Roger Zion (R-IN, 1967-75)**  
Honorary Chairman

**Pat Boone**  
National Spokesman

February XX, 2010

LEGISLATOR  
ADDRESS  
CITY, STATE ZIP

Dear XXX:

I am writing on behalf of the 60 Plus Association, a non-partisan seniors advocacy group with a free enterprise, less government, less taxes approach to seniors issues with over 84,000 activists in Wisconsin. Our seniors urge your support of Senate Bill 469 / Assembly Bill 696.

This bill would open up increased competition in the telecommunications industry in Wisconsin, which we believe would benefit senior consumers.

As you may be aware, the telecom industry in Wisconsin (along with many other states) has lost 26% of traditional landline telephones. Nevertheless, seniors represent the demographic most likely to retain the traditional phone.

It goes against common sense that the phone technology most seniors rely on still must compete in a marketplace with other providers that are barely regulated. It's time to provide parity for the traditional telephone.

Some critics worry that this legislation will decrease service quality, but the market reality is that competition drives service quality and price. There are so many choices and options today. For companies to keep customers, they must provide the most competitive price with the best service. They can't afford not to—the options for customers are too great.

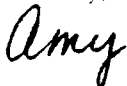
Opponents of this legislation don't give the citizens of Wisconsin, especially seniors, credit. They are savvy enough to shop and compare. Competition keeps rates down and keeps companies on their toes—answering to consumers on technology, service and price.

As a safety net to the consumer benefits that come from competition, all state consumer protection powers under the Department of Agriculture, Trade & Consumer Protection, are retained. These include laws that strictly govern sales and billing practices and prohibit fraudulent activities such as cramming and slamming.

This legislation, which has attracted supporters on both sides of the aisle, is good for the state and good for Wisconsin consumers and seniors. Times, technologies and service providers have changed, and now we need to change the law so that all telephone service providers can fairly compete for our business.

Please vote yes on Senate Bill 469 / Assembly Bill 696.

Sincerely,



Amy Noone Frederick  
President  
60 Plus Association

The 60 Plus Association is a 17-year old nonpartisan organization working for death tax repeal, saving Social Security, affordable prescription drugs, lowering energy costs and other issues featuring a less government, less taxes approach. 60 Plus calls on support from nearly 27 million citizen activists. 60 Plus publishes a magazine, SENIOR VOICE, and a Scorecard, bestowing awards on lawmakers of both parties who vote "pro senior." 60 Plus has been called, "an increasingly influential senior citizens group" and since 1992 "the conservative alternative to the AARP."

March 30, 2010

Members of the Wisconsin Legislature:

I was honored to testify in February at a joint hearing of the Senate and Assembly Utilities Committees on Senate Bill 469/Assembly 696 as president of the Institute for Policy Innovation (IPI), a nonprofit public policy think tank. IPI does not lobby and does not represent clients, but we are happy to share our perspective with policymakers on important policy issues such as modernization of communications regulations.

We commend the Wisconsin Legislature for taking positive committee action on this legislation, which would do away with outdated and counterproductive communications regulations. We're convinced that this type of policy change will bring increased investment which will translate into job creation and more modern networks for the benefit of Wisconsin consumers and businesses.

For several years now states have been updating their communications policies by eliminating regulations that are vestiges of the bad old days of telephone monopoly. It's obvious to any observer that today, the communications marketplace is vibrantly competitive, with cable, wireless, and Internet VoIP all providing competition for traditional wireline services. The former justification for pervasive economic regulation of incumbent wireline providers no longer exists.

No one intended for some companies to be lightly regulated and others to be heavily regulated—that's just how it happened. But in the new competitive environment, if you want the traditional companies to be able to compete (and thus invest), you have to get to where you have a level playing field, and one set of rules for all competitors.

The bill before you does that, and it does it without sacrificing consumer protections. It clears away a thicket of discriminatory regulations and creates a more level playing field. It retains consumer protections while offering consumers new opportunities for lower prices and a wider array of product offerings.

The vast majority of job creation comes from private sector investment, and this bill will help make Wisconsin investment friendly. This legislation targets regulatory relief to a growing industry, while maintaining important consumer protections, and that's exactly the right thing to spur job growth and investment in Wisconsin.

Sincerely,



Tom Giovanetti  
President  
Institute for Policy Innovation (IPI)

[www.ipi.org](http://www.ipi.org)

Tom Giovanetti  
*President*  
tomgi@ipi.org

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# HMONG /AMERICAN FRIENDSHIP ASSOCIATION, INC.

January 25, 2010 Celebrating 20 Years of Service to the Asian American community



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Senator Jeff Plale, Chair  
Senator Bob Wirth  
Senator Jon Erpenbach  
Senator Pat Kreitlow  
Senator Robert Cowles  
Senator Sheila Harsdorf  
Senator Neal Kedzie

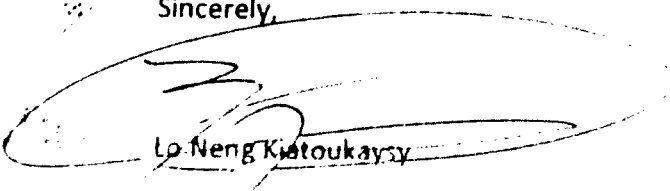
Dr. Senator Plale and Utility Committee Members:

I am writing as the leader of the Hmong American Friendship Association. We represent more than ten thousand Hmong Families in Milwaukee and we are also well represented in the State of Wisconsin. I encourage the Senate Utility Committee's support and passage of Senate Bill 469; the Wisconsin Access Reform and Parity Legislation.

Passage of Senate Bill 469 will do a few things favorable to the of State Wisconsin's business climate. When passed, the bill will remove the current regulations that are deemed unfair as certain Wisconsin telecom companies pay higher access rates to transfer calls in state than a telecom company transferring a call out of state. Secondly, the bill will set a new standard modeling the federal -Interstate access rate. All telecom companies would be treated the same and fairly under the new model if Senate Bill 469 is passed. Lastly, passage of the legislation will lead to increased competition between phone carriers. Competition is favorable to consumers and it is important as we continue in this uncertain economy.

Thank you for your time and consideration of my concerns. I appreciate the Utility Committee's time on this important matter and I am hopeful that the committee votes to pass the legislation.

Sincerely,



Lo Neng Kiatoukaysy

Executive Director

# HMONG /AMERICAN FRIENDSHIP ASSOCIATION, INC

Celebrating 20 Years of Service to the Asian American community  
February 12, 2010



Representative Jim Soletski  
88<sup>th</sup> Assembly District  
Room 307 west  
State Capitol  
P.O. Box 8953  
Madison, WI 53708

Lo Neng Kiatoukaysy,  
Executive Director

Dear Chairman Soletski:

Community Organizing  
Museum & Gift Shop  
24 Hour Bilingual Crisis  
Hotline

I am writing as the leader of the Hmong American Friendship Association to state my organization's support for SB 469 / AB 696 - Wisconsin Regulatory Parity Legislation. We encourage the State Assembly Energy and Utility Committee to vote in favor of the legislation and level the playing field in the Wisconsin telecom industry.

Domestic Violence  
Education & Intervention

The Hmong American Friendship Association represents more than ten thousand Hmong Families in Milwaukee and we are also well represented in the State of Wisconsin. We advocate for jobs, housing, education and many other services on behalf of our members. We understand that SB 469 / AB 696, when enacted, will sustain jobs and investment in the state. We also understand that passage of the legislation will establish more competition and choices for consumers. The benefits of this legislation deserve the legislature's thoughtfulness during these difficult economic times.

Elderly Services

ESL & Citizenship  
Classes

Family Strengthening  
Programs

Food Pantry

Homebuyers Counseling

Hmong Dance / Music  
classes

Interpretation/  
Translation

Job Placement

Lead Abatement/  
Education

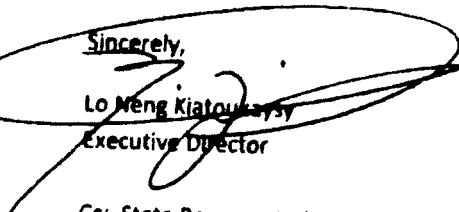
Legal Advocacy

Youth programs

By passing this legislation, you will send a positive message that the business climate in Wisconsin is okay and open for investment and jobs. Job creation and retention is a number one priority and the state should do as much as it can to incent private businesses to invest. Removing out-dated telecommunications regulations is a good start toward sustaining companies and attracting new businesses.

Thank you for your time and consideration of my concerns. I encourage you and your committee members to give careful consideration to the positive economic impact of SB 469 / AB 696 and vote to pass the legislation.

Sincerely,

  
Lo Neng Kiatoukaysy  
Executive Director



**CDBG**



Cc: State Representative Josh Zepnick, State Representative Jon Richards,  
State Representative Anthony Staskunas, State Representative Ted Zigmunt  
State Representative Joseph Parisi, State Representative John Steinbrink  
State Representative Phil Montgomery, State Representative Mark Honadel  
State Representative Kevin Petersen, State Representative Michael Huebsch  
State Representative Rich Zipperer



January 22, 2010

Senator Jeff Plale, Chairman  
Senator Bob Wirth  
Senator Pat Kreitlow  
Senator Sheila Harsdorf  
Senator Jon Erpenbach  
Senator Robert Cowles  
Senator Neal Kedzie

Re: SB-469

Dear Senate Utility Committee Members,

The Racine Area Manufacturers and Commerce (RAMAC) is a private non-profit business association whose members employ over 32,000 people in Southeast Wisconsin. Our member businesses are working hard to create a climate in Wisconsin that encourages investment and new jobs. RAMAC also encourages policy changes that foster competition and fairness for companies who invest in Wisconsin. We therefore ask your support of Senate Bill 469 to create a level playing field for telecom carriers.

The current system of varying intrastate access fees among landline phone providers is woefully out of date and SB-469 will address this issue. SB-469 will implement a more sensible system for setting intrastate access rates. The Wisconsin intrastate access rate rules need revision. The regulatory rules should also create a level playing field for new and traditional landline providers.

The current rules create an obvious disadvantage for Wisconsin businesses and residents. It is time to level the playing field for telecom carriers and change this outdated and unfair regulation. Please support SB-469 so that Wisconsin can improve its ability to attract new business and hold on to existing members of the business community.

Sincerely,

A handwritten signature in black ink that reads "Roger Caron". The signature is written in a cursive style.

Roger Caron  
President

RACINE AREA MANUFACTURERS AND COMMERCE

300 5th Street, Racine, WI 53403  
PH: (262) 634-9931 FAX: (262) 634-7422  
www.ramracarbor.com

# RAMAC

February 12, 2010

Representative James Soletski, Chairman  
Representative Josh Zepnick, Vice-Chair  
Representative Mark Honadel  
Representative Michael Huebsch  
Representative Phil Montgomery  
Representative Joe Parisi  
Representative Kevin Petersen  
Representative Jon Richards  
Representative Anthony Staskunas  
Representative John Steinbrink  
Representative Ted Zigmunt  
Representative Rich Zipperer

Re: AB-696

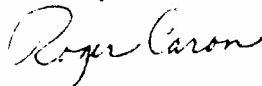
Dear Assembly Utility Committee Members,

The Racine Area Manufacturers and Commerce (RAMAC) is a private non-profit business association whose members employ over 32,000 people in Southeast Wisconsin. Our member businesses are working hard to create a climate in Wisconsin that encourages investment and new jobs. RAMAC also encourages policy changes that foster competition and fairness for companies who invest in Wisconsin. We therefore ask your support of Assembly Bill 696 to create a level playing field for telecom carriers.

Today telecom service providers operate under different regulatory rules, where newer providers have been regulated under a more market-oriented structure that emphasizes competition instead of rigid regulatory oversight. Some traditional phone companies are still regulated by rules that stem from an era when telecommunications were used only for voice communication and no competitors existed. We need to level the playing field and apply the same oversight to all carriers, which is what AB-696 will accomplish.

In the age of digital computing and the Internet, we need to encourage innovation and competition in the marketplace and the current rules create an obvious disadvantage for Wisconsin businesses and residents. It is time to for the State Legislature to make changes to the outdated rules and unfair regulation. Please support AB-696 so that Wisconsin can improve its ability to attract new business and hold on to existing members of the business community.

Sincerely,



Roger Caron  
President

RACINE AREA MANUFACTURERS AND COMMERCE

300 5<sup>th</sup> Street, Racine, WI 53403



# Mueller Communications, Inc.

February 4, 2011

Senator Jeff Pyle, Chair  
Senator Robert Wirth  
Senator Jon Erpenbach  
Senator Pat Kreftlow  
Senator Robert Cowles  
Senator Sheila Harsdorf  
Senator Neal Kedzie

Dear Senator Pyle and Committee Members:

I am writing to encourage your support for Senate Bill 469 concerning access reform and regulatory parity for Wisconsin telecom companies. Your committee and the state legislature can help balance and eliminate regulation that is harmful to business in Wisconsin.

Under the current system, incumbent access rates an interstate call between two Wisconsin residents can cost one provider to pay the other provider an access fee higher than the compensation for an interstate call. Senate Bill 469 would eliminate this disparity and create a system that mirrors the FCC's inter-state rates which are cost-based. A new model is necessary to bring balance to phone companies providing service in the Wisconsin marketplace. We also need all landline telecommunications service providers to be regulated equally.

These policy changes will speak further to the connectivity and competition and improve the business climate in Wisconsin.

I appreciate the attention your committee is taking toward this issue and I encourage you to vote in support of Senate Bill 469.

Respectfully,

H. CARL MUELLER



# Mueller Communications, Inc.

March 3, 2010

Representative Jim Soletski  
88<sup>th</sup> Assembly District  
Room 307 west  
State Capitol  
P.O. Box 8953  
Madison, WI 53708

Dear Chairman Soletski:

I am writing to encourage your support and the support of Assembly Utility Committee members for SB 469 / AB 696 concerning regulatory parity for Wisconsin telecommunications companies. Passage of this legislation will re-regulate Wisconsin's telecom industry fairly, and improve the business climate in our state.

Current telecom laws have not kept pace with technology and the services provided in the industry today. Consumers now choose from a variety of providers offering wireless, cable and Internet phones service as alternatives to traditional landlines services. Today, more consumers are moving away from landlines, yet certain Wisconsin telecom companies still have the cost of updating landline networks while bearing more costs under existing out-dated rules. A new model is necessary to bring balance to all telecommunications service providers in the Wisconsin marketplace. A change in policy with balanced rules will encourage investment, jobs and a competitive marketplace.

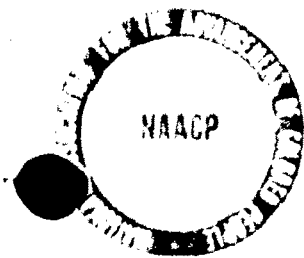
I appreciate the attention your committee is taking to address the disparity of the current rules. I ask for your thoughtful deliberation on the legislation and ultimately your vote in support of SB 469 / AB 696.

Respectfully,

H. CARL MUELLER  
President

CC: State Representative Todd Zepnick, State Representative Tom Richards,  
State Representative Anthony Stark, State Representative Ted Zigmunt,  
State Representative Joseph Parisi, State Representative John Stachurski,  
State Representative Phil Montgomery, State Representative Mark Honadel,  
State Representative Kevin Tavel, State Representative Michael Hirsch,  
State Representative Phil Zappone





## RACINE BRANCH

NATIONAL ASSOCIATION FOR THE ADVANCEMENT OF COLORED PEOPLE

1633 Racine Street - Racine, Wisconsin 53403

Phone (262) 632-1151 - Fax: (262) 632-8702

Email: racine.naacp@att.net

February 5, 2010

Senator Jeff Plale, Chairman  
Senator Bob Wirth  
Senator Pat Kreitlow  
Senator Sheila Harsdorf  
Senator Jon Erpenbach  
Senator Robert Cowles  
Senator Neal Kedzie

**Re: SB-469**

Dear Senate Utility Committee Members,

The NAACP is the nation's oldest and largest civil rights organization, which advocates on behalf of businesses and consumers for equal opportunity in both the public and private sectors. The Racine Branch NAACP and its members, ask for your support and passage of access reform and regulatory parity legislation to create a level playing field for telecom companies in Wisconsin. It is in that spirit of equality, we would like to ask for your support of Senate Bill 469.

The last significant change to state telecom law was in 1994. As new, innovative communications technologies outpace traditional wireline, regulations in the communications industry should now create an environment where all providers compete by the same rules. Senate Bill 469 will work to achieve these goals and bring outdated Wisconsin laws in sync with today. These changes will benefit consumers and reflect the realities of competition and new technologies. With increased competition we can see a positive impact on consumers across the state.

In the interest of equality, which is the cornerstone of the NAACP's mission, we ask that the Legislature correct outdated regulation and level the playing field for telecom providers in Wisconsin. Please vote in support of SB-469.

Sincerely,

Michael D. Shields

Michael D. Shields, President  
Racine Branch NAACP



# Fox Cities

Chamber of Commerce & Industry

February 8, 2010

Senator Jeff Plale, Chair  
Senator Bob Wirth  
Senator Pat Kreitlow  
Senator Sheila Harsdorf  
Senator Jon Erpenbach  
Senator Rob Cowles  
Senator Neal Kedzie

Representative James Soletski (Chair)  
Representative Josh Zepnick (Vice-Chair)  
Representative Anthony Staskunas  
Representative Jon Richards  
Representative John Steinbrink  
Representative Joe Parisi  
Representative Ted Zigmunt  
Representative Michael Huebsch  
Representative Phil Montgomery  
Representative Mark Honadel  
Representative Kevin Petersen  
Representative Rich Zipperer

Re: SB-469/AB-696

Dear Senate Utility Committee, and Assembly Committee on Energy and Utilities Members:

The Fox Cities Chamber of Commerce and Industry (The Chamber) is an organization representing the interests of over 1,500 businesses, both large and small, throughout the Fox Cities metropolitan area.

In December of 2002, the Chamber took a strong position in support of the rapid deployment of advanced telecommunications services via a free and open marketplace as vital to our state and national interests.

Here we are eight years later with yet another opportunity, via the Wisconsin Access Reform and Parity Legislation (SB-469), to promote investment and stimulate job creation in the telecommunications industry.

Consumers are clearly benefiting from the accelerating convergence of technologies that allows for vibrant, cross-platform competition in voice, video and broadband. This progress also creates the urgent need for regulatory parity to ensure that consumer choices, rather than uneven policies, shape the future of this vibrant and innovative marketplace.

The ability to achieve regulatory parity among competing providers has been extremely important to creating the climate that has supported today's levels of investment. The language in SB-469/AB-696 takes us one step closer toward ensuring all telecommunications providers are dealing from a position of strength, supported by regulations that ensure fairness and opportunity to all.

We ask that you support SB-469/AB-696.

Sincerely,

William J. Welch  
President & CEO