

SENATE HEARING SLIP
(Please Print Plainly)

DATE: 11-28-01
BILL NO. SB 312
SUBJECT

(NAME) Tim Tenetke
(Street Address or Route Number) 16 N. Carroll #305

(City and Zip Code) WI Ind. Beverage Assn.
(Representing)

Speaking in Favor:
Speaking Against:
Registering in Favor:
but not speaking:
Registering Against:
but not speaking:
Speaking for information only; Neither for nor against:

Please return this slip to a messenger PROMPTLY.
Senate Sergeant-At-Arms
State Capitol - B35 South
P.O.Box 7882
Madison, WI 53707-7882

SENATE HEARING SLIP
(Please Print Plainly)

DATE: 11/28/01
BILL NO. SB 312
SUBJECT JOINT WORK

(NAME) BRANDON SCHOLZ
(Street Address or Route Number) 2601 CROSSROADS #185

(City and Zip Code) MADISON, WI 53718
(Representing) WI GROCERS ASSN

Speaking in Favor:
Speaking Against:
Registering in Favor:
but not speaking:
Registering Against:
but not speaking:
Speaking for information only; Neither for nor against:

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

SENATE HEARING SLIP
(Please Print Plainly)

DATE: 11-28-01
BILL NO. SB-312
SUBJECT Liquor Ads-

(NAME) Sen. Kimberly Placke
(Street Address or Route Number) 2614 17th St

(City and Zip Code) Racine WI 53405
(Representing) 21st Senate District

Speaking in Favor:
Speaking Against:
Registering in Favor:
but not speaking:
Registering Against:
but not speaking:
Speaking for information only; Neither for nor against:

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Madison, WI 53707-7882



KIMBERLY M. PLACHE

STATE SENATOR • TWENTY FIRST SENATE DISTRICT

November 28, 2001

TO: Sen. Roger Breske and members of the Senate Committee on
Insurance, Tourism and Transportation

FR: Sen. Kim Plache

RE: Senate Bill 312, relating to cooperative liquor advertising between retailers

Current law requires a retailer of intoxicating liquor to purchase, advertise, and sell intoxicating liquor only under the retailer's name. This requirement has the effect of prohibiting cooperative advertising between retailers.

Senate Bill 312 eliminates the requirement that an intoxicating liquor retailer advertise only under its own name.

Example: Bob's Liquor Shop, Anne's Beer & Wine and Main Street Grocery Store want to send out a flyer to area customers advertising liquor. Under current law, they are not allowed to send out one flyer with each store name listed. They are required to send out separate flyers. Senate Bill 312 would allow the retailers to cooperatively send out one flyer and list each of the retailers on the same flyer.

We appreciate your consideration of this legislation and we ask you to please recommend Senate Bill 312 for passage by the full State Senate.

Vote Record

Senate - Committee on Insurance, Tourism, and Transportation

Date: 11.28.01
Moved by: BR Seconded by: Sch
Clearinghouse Rule: _____
Appointment: _____
Other: _____

AB: _____ SB: 312
AJR: _____ SJR: _____
AR: _____ SR: _____

A/S Amdt: _____
A/S Amdt: _____ to A/S Amdt: _____
A/S Sub Amdt: _____
A/S Amdt: _____ to A/S Sub Amdt: _____
A/S Amdt: _____ to A/S Amdt: _____ to A/S Sub Amdt: _____

Be recommended for:

- Passage
- Introduction
- Adoption
- Rejection

- Indefinite Postponement
- Tabling
- Concurrence
- Nonconcurrence
- Confirmation

Committee Member

- Sen. Roger Breske, Chair
- Sen. Richard Grobschmidt
- Sen. Jim Baumgart
- Sen. Alan Lasee
- Sen. Dale Schultz

	<u>Aye</u>	<u>No</u>	<u>Absent</u>	<u>Not Voting</u>
Sen. Roger Breske, Chair	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sen. Richard Grobschmidt	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sen. Jim Baumgart	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sen. Alan Lasee	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sen. Dale Schultz	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Totals: _____

Motion Carried

Motion Failed