

Committee Name:

**Senate Committee – Privacy, Electronic Commerce and Financial Institutions
(SC-PECFI)**

Appointments

01hr_SC-PECFI_Appoint_pt00

Clearinghouse Rules

01hr_SC-PECFI_CRule_01-

Committee Hearings

01hr_SC-PECFI_CH_pt00

Committee Reports

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Executive Sessions

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Hearing Records

01hr_ab0000

01hr_sb0041

Misc.

01hr_SC-PECFI_Misc_pt01

Record of Committee Proceedings

01hr_SC-PECFI_RCP_pt00

SENATE HEARING SLIP

(Please Print Plainly)

DATE: 2-15-01
BILL NO. SB 41
OF
SUBJECT _____

Steve Lurso
(NAME)
340 COYIER LA.
(Street Address or Route Number)
MADISON, WI. 53717
(City and Zip Code)
WPPA
(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: _____
BILL NO. SB 41
OF
SUBJECT _____

Chet Gevelach
(NAME)
44 E. Maffin
(Street Address or Route Number)
Madison 53703
(City and Zip Code)
Spring
(Representing)

Speaking in Favor:
Speaking Against:
Registering in Favor:
but not speaking:
Registering Against:
but not speaking:
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Madison, WI 53707-7882

SENATE HEARING SLIP

(Please Print Plainly)

DATE: 2-15-'01
BILL NO. SB 41
OF
SUBJECT "Call Blocking"

Doug Johnson
(NAME)
1 E. Main - #305
(Street Address or Route Number)
Madison 53702
(City and Zip Code)
WI Merchants
(Representing) Federation

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

SENATE HEARING SLIP

(Please Print Plainly)

DATE: _____

BILL NO. _____

OR

SUBJECT SB40+41

Senator Epenbach
(NAME)

(Street Address or Route Number)

(City and Zip Code)

(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:

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SENATE HEARING SLIP

(Please Print Plainly)

DATE: 2/13/01

BILL NO. SB 40 & 41

OR

SUBJECT _____

Bill Demichels/Jim Rabbitt
(NAME)

DATCA - 2811 Agriculture Drive
(Street Address or Route Number)

Madison, WI
(City and Zip Code)

DATCA
(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:

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SENATE HEARING SLIP

(Please Print Plainly)

DATE: _____

BILL NO. _____

OR

SUBJECT _____

Representative Powers

(NAME)

SB41
(Street Address or Route Number)

(City and Zip Code)

(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:

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Madison, WI 53707-7882

VOTE SHEET

BILL SB41

SUBSTITUTE AMENDMENT _____

Authored by
Seconded by

Hullsmann / Erpenbach

SENATE AMENDMENT _____

Authored by
Seconded by

MOTION recommend passage

	YES	NO
SENATOR ERPENBACH	<input checked="" type="checkbox"/>	
SENATOR FITZGERALD		<input checked="" type="checkbox"/>
SENATOR JAUCH	<input checked="" type="checkbox"/>	
SENATOR PLACHE	<input checked="" type="checkbox"/>	
SENATOR RUDE	<input checked="" type="checkbox"/>	

Rolling

Hullsmann

Julie

SENATE BILL 41 -- Use of Caller Identification blocking services by telephone solicitors

The concept of this bill is very simple.

Telemarketers cannot use caller identification blocking services and programs.

People buy caller id boxes so that they can screen their calls.

Telemarketers are not stupid – they understand if people know they are calling, they are probably not going to answer the phone, so they have created equipment and programs to BLOCK id services.

These blocking devices make caller id boxes useless – that makes the people that bought them really frustrated and duped.

We have two options – refund all of the caller id customer's money because their product is useless or prohibit telemarketers from rendering our constituents caller ID products useless.

I have heard the telemarketing industry would consider this bill if it exempt automated dialer programs – that is not an acceptable option, everyone knows nearly all telemarketing today is made by automated dialer. Hence the pause and subsequent hang up when you answer the phone.

I hope you will join me in supporting this simple consumer protection bill that goes a long way for those who truly care about who is calling them.



State of Wisconsin
Scott McCallum, Governor

Department of Agriculture, Trade and Consumer Protection
Ben Brancel, Secretary

Date: February 14, 2001

To: Senator Jon Erpenbach, Chair
Committee on Privacy, Electronic Commerce and Financial Institutions

From: William L. Oemichen, Administrator
Division of Trade and Consumer Protection *Bill Oemichen*

Subject: Senate Bill 41, relating to Use of Caller ID Blocking by Telephone Solicitors

The Department of Agriculture, Trade and Consumer Protection supports proposed SB 41, sections 1 through 5 and section 7, relating to telephone and facsimile solicitation practices. The Department takes no position on section 6.

We believe this bill represents a reasonable response to consumer concerns about their inability to identify solicitors who telemarket them by voice or facsimile. Caller identification service simply allows the consumer to "peek through the curtain" before answering the call.

Both state and federal rules prohibit a telemarketer from calling consumers who ask to be removed from the solicitor's prospective customer list, calling during odd hours, or calling in an attempt to harass or threaten the consumer. However, a number of consumers have complained to us that most solicitors block caller identifying features leaving the consumer with little proof of such activities. Consumers are frustrated because they believe they are losing a useful means of identifying and screening unscrupulous telemarketers.

A significant number of consumer telemarketing complaints are filed each year with the Department. In 1998, telemarketing complaints entered the list of Wisconsin's Top Ten Consumer Protection issues for the first time. In response, the Trade and Consumer Protection Division rewrote Chapter ATCP 127, Wis. Administration Code ("Direct Marketing") to strengthen consumer's rights. One new requirement is that the caller identify who they are, and who they represent, before any other conversation of substance occurs. SB 41 would enhance that requirement.

Our Department has long advised Wisconsin consumers against dealing with telemarketers they do not know. This bill would prohibit one of the primary tools an unscrupulous telemarketer could use to mask its identity without imposing any costs on legitimate businesses.

Thank you for the opportunity to testify on Senate Bill 41.