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Details:

(FORM UPDATED: 08/11/2010)

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

**2007-08**

(session year)

**Senate**

(Assembly, Senate or Joint)

**Committee on ... Labor, Elections and Urban  
Affairs (SC-LEUA)**

**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**



- Amy Deshotels
- Christine Schreiner — Southwestern Company
- Corie Michael — Southwestern Company
- Jason Kral
- Kate Bertram — Southwestern Company
- Michael Knutson — Southwestern Company
- David Cappazzo
- Rhett Fugman — Southwestern Company
- Chris Fugman
- Cassie Luft — Southwestern Company
- Eric Faust — Southwestern Company
- David Kaiser
- Brad King

Appearances for Information Only

- Ralph Brigham — Southwestern Company
- Jana Williams
- Nicholas Lee

Registrations For

- Michael Metz — Wisconsin Independent Businesses
- Phil Neuenfeldt — Wisconsin AFL-CIO

Registrations Against

- Ben Brindley
- Andrew Coopman
- Chad Sabel
- Chris Anderson — Southwestern Company
- Joseph Coopman — Southwestern Company
- Jolene Funk — Southwestern Company
- Angela Denk — Southwestern Company

Registrations for Information Only

- None.

April 18, 2007

**EXECUTIVE SESSION HELD**

Present: (5) Senators Coggs, Wirsch, Lehman, Grothman  
and A. Lasee.  
Absent: (0) None.

Moved by Senator Grothman, seconded by Senator A. Lasee that  
**Senate Amendment 1** be recommended for adoption.

Ayes: (1) Senator Grothman.

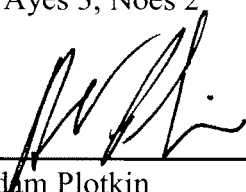
Noes: (4) Senators Coggs, Wirch, Lehman and A. Lasee.

ADOPTION OF SENATE AMENDMENT 1 NOT  
RECOMMENDED, Ayes 1, Noes 4

Moved by Senator Lehman, seconded by Senator Wirch that  
**Senate Bill 80** be recommended for passage.

Ayes: (3) Senators Coggs, Wirch and Lehman.  
Noes: (2) Senators Grothman and A. Lasee.

PASSAGE RECOMMENDED, Ayes 3, Noes 2



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Adam Plotkin  
Committee Clerk



## Vote Record

### Committee on Labor, Elections and Urban Affairs

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Date: Wed. April 18, 2007

Moved by: Lehman      Seconded by: Wirch

AB \_\_\_\_\_ SB 80 \_\_\_\_\_ Clearinghouse Rule \_\_\_\_\_  
 AJR \_\_\_\_\_ SJR \_\_\_\_\_ Appointment \_\_\_\_\_  
 AR \_\_\_\_\_ SR \_\_\_\_\_ Other \_\_\_\_\_

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       Adoption       Confirmation       Concurrence       Indefinite Postponement  
 Introduction       Rejection       Tabling       Nonconcurrence

<u>Committee Member</u>	<u>Aye</u>	<u>No</u>	<u>Absent</u>	<u>Not Voting</u>
<b>Senator Spencer Coggs, Chair</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Senator Robert Wirch</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Senator John Lehman</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Senator Glenn Grothman</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Senator Alan Lasee</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Totals:</b>	<u>3</u>	<u>2</u>	_____	_____

Motion Carried       Motion Failed

# Vote Record

## Committee on Labor, Elections and Urban Affairs

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Date: Wed. April 18, 2007

Moved by: Grothman      Seconded by: Lasee

AB \_\_\_\_\_ SB 80 \_\_\_\_\_ Clearinghouse Rule \_\_\_\_\_  
 AJR \_\_\_\_\_ SJR \_\_\_\_\_ Appointment \_\_\_\_\_  
 AR \_\_\_\_\_ SR \_\_\_\_\_ Other \_\_\_\_\_

S Amdt 1

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       Adoption       Confirmation       Concurrence       Indefinite Postponement  
 Introduction       Rejection       Tabling       Nonconcurrence

<u>Committee Member</u>	<u>Aye</u>	<u>No</u>	<u>Absent</u>	<u>Not Voting</u>
<b>Senator Spencer Coggs, Chair</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Senator Robert Wirch</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Senator John Lehman</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Senator Glenn Grothman</b>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Senator Alan Lasee</b>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Totals:</b>	<u>1</u>	<u>4</u>	_____	_____

Motion Carried

Motion Failed





May 4, 1990

Mr. George Danchuk  
Dept of Agriculture, Trade & Consumer Protection  
State of Wisconsin  
P.O. Box 8911  
Madison, WI 53708 (266-7222)

SB 80  
?

Dear Mr. Danchuk:

I understand that you are continuing the investigation into the practices of Southwestern Company of Tennessee. As I told you today, several representatives of the University placement offices and myself are meeting next week to discuss the concerns we share with you.

The eventual outcome for the University system, I hope, will be a clarification of some of the issues surrounding University policy and the use of University facilities system wide. You deserve a lot of credit for helping bring review of these policies to the forefront.

I think it is important that this investigation continues throughout the state. One of the problems in getting documentation is that even aggrieved students feel intimidated by employers, and so do some of the people working in placement and student employment offices. When we had some press last year warning students to look out for deceptive employment practices, many of them stopped by to talk. In other words, people will talk if there is someone to listen. Getting them to file a formal complaint is another matter, however.

Today I was sorry to hear a report from another campus where a letter had been received from an elder gentleman who wrote in a sense blaming the University for the "booksellers" for a bad experience in the East with Wisconsin students. He did not name SW, but the University investigated and it was them indeed.

The man charged that while he was hospitalized, the students ate his food, brought in a student without permission, ran up a big phone bill that was left unpaid, and that his wife's engagement and wedding ring had disappeared.

The student who came into the home without permission said he left as soon as he was asked to. He also said he had a rough time with the experience costing him money and the company hounding him for some money he still owed that he couldn't afford to pay. Some students make big-time money working 75-80 hours a week door-to-door, but others have their dreams and trust shattered by the reality of the experience.

Enclosed is a poster from the company implying Placement endorsement or possibly sponsorship, which they do not have, of course. Southwestern was sponsored by several placement centers and have had problems with all of them. We stopped sponsoring them a couple of years ago mainly because of excessive and manipulative recruitment techniques and violations of University directives and policies, as well as serious concerns about the working conditions, educational disruption, stress and financial problems of students who dropped out and who either made no money or ended up owing money to the company, etc.

*this happened to our office and*

After I called you today with additional concerns, I was not surprised to learn that you had received "testimonials". This happened to our office and

*learn that you had received "testimonials"*

\* Also, we experienced a parade of Southwestern student recruiters stopping by our office to (politely) protest. Yesterday a parent called from out-of-town who misrepresented herself at first, but very emotionally threatened to report me to President Shaw and to her "Parent Support Group." She was not interested in a rational discourse.

I trust the State of Wisconsin will also pursue this case based on merit and not on any perceived subtle or overt intimidation. If the state can't stand up to the pressure, how do you expect students to do so. (The representatives of the company have been quite charming and congenial in meetings, however.)

Our standards, your investigation, and the Attorney General's, presumably their own reviews, have resulted in some improvements in the company's operations. However, the problems don't seem to go away. A Southwestern recruiter starting working our students at the Spring Job Fair where employers had paid fees to participate. We had another report about students being approached on the street under false pretenses and then being recruited.

Last year, we had reports of recruiters working in libraries, study areas, dorms, etc. I think students deserve to study and go about their business without harrassment.

Mr. Danchuk, I apologize that I haven't been able to write a more informative letter. I tried to summarize the problems and provide some documentation, but it's a very time-consuming process. I tried to complete it last year but was unable to. We have a fair amount of documentation and comments

*NOTE: At one point I had a group of about 8 or 10 "students" appear without an appointment in my office to discourage me from our policy of not listing Southwestern at the UW Student Job Center*

*Virginia Twickley  
4/10/07*



Author: Virginia ZWICKEY at SAS-PO  
Date: 10/26/95 2:57 PM  
Priority: Normal  
TO: /R=WHEEL/R=AM/U=tatardd/FFN=TATARDD/@mr.datcp.state.wi.us at IPNET  
BCC: Virginia ZWICKEY  
Subject: nov 2 report

SB 80  
?

----- Message Contents -----

Dave-- I am leaving in one hour for my trip, so will do what i can for a report. You can copy and forward if it is useful. See you after Nov. 13, vz

To the Department of Agriculture, Trade and Consumer Protection--

Oct. 26, 1995 I wish to add my support to the new regulations having to do with employment recruitment (ATCP 116). Over the years I have seen much harm done by misrepresentation of earnings where an investment is required.

On Friday I am on my way to a national conference on student employment and this subject will undoubtedly be raised again. It is usually the same companies that cause problems in different parts of the U.S> and it usually revolves around misrepresentation, unwillingness of recruiters to follow rules and policies of universities, aggressive recruiting styles, withholding of information, and operating with normal business ethics.

I can recall the student in my office who told me after a summer out-of-town sales job was finished selling books door-to-door-- "How could I have pitched these books to poor people? How could I have done that? The answer is that naive and vulnerable jobseekers are pitched by skilled and slick recruiters who know how to play the game very well with students and other (as well as the customers). Students need reliable employment to further their education and I have known of too many students waste their time on inflated promises--some of whom have had to give up an "opportunity" and try to find jobs in the middle of the summer after reality hits home.

Student employment administrators want to do a good job, and good law and administrative rules will help in giving us the tools we need to do it and to weed out recruiters who are out to "make a buck" no matter what. The games I have seen in the past are to make the opportunity sound so good that students will pay out money for outlays such as training fees & kits without solid earning potential.

I have also brought up the issue of the classified ads promising huge amounts of money for "reading books<" working in Alaska, stuffing envelopes, etc. In all of these cases, the point of the ad is to sell a directory or written information, which is not only worthless, but which should not be seen as being an "employment offer" or "Employment service>" They are neither. The ones I have seen are all fraudulent without exception. A directory may give some addresses for employment, but the publishers have no connection with these businesses and there are many inaccuracies in phone numbers, names, addresses as well. So if I understand this correctly, these types of ads would be in violation of the proposed rules since they require an investment and are misleading.

To check things out, I sent my name in for one "work at home" offer and now have a boxful of variations on the same themes to make money. I see these ads continuing in the student newspapers and even in Madison Newspapers at times.

I do believe that efforts should continue to refine and improve these rules to protect not only the jobseeking consumer, but 99.9% of the business community who are out there doing an honest job with employees. I did not have the time to reach out to a lot of other administrators in the state, but you can count on it that your efforts are being appreciated at the UW and elsewhere.

---Virginia Zwickey, Coordinator

UW Student Job Center  
432 N. Murray St. - Room 204  
Madison, WI 53706-1496 263-0765



Ms. Virginia Zwickey  
613 Anthony Ln.  
Madison, WI 53711

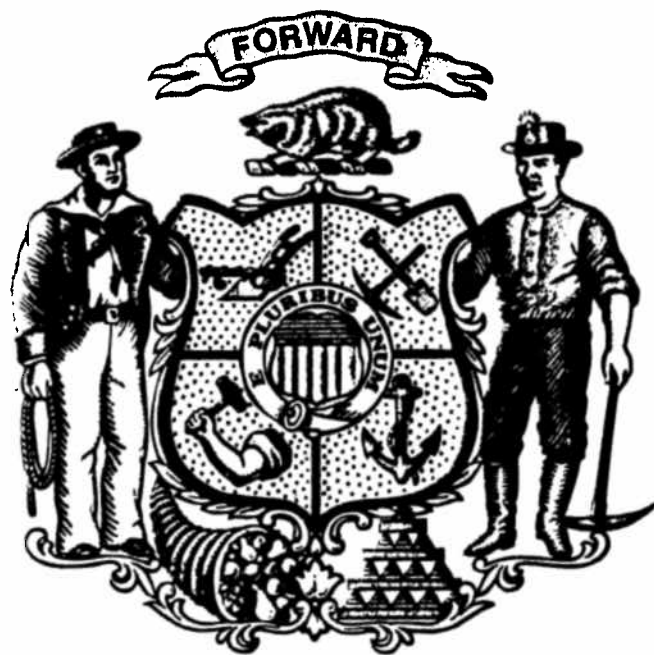
[WWW.HRW.ORG](http://WWW.HRW.ORG)

WDATCP

APR 12 2007

Division of Trade &  
Consumer Protection

DAVID D. TATAR  
Div of Trade & Consu  
Wis Dept of Agriculture  
2811 Agriculture Dr.  
Madison, WI 53708





State of Wisconsin  
Tommy G. Thompson, Governor

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

DATE: June 27, 2000

TO: Jeff Schoepke  
Governor's Office,

FROM: Bill Oemichen, Administrator *Bill Oemichen*  
Division of Trade & Consumer Protection

RE: Southwestern



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As you may know, the Department conducted a public alert regarding an out-of-state door-to-door bookseller, Southwestern of Nashville, Tennessee. A number of Wisconsin consumers have complained about the recruiting and sales practices of the company and the University of Wisconsin campuses at Madison, Stevens Point and Eau Claire have banned the company from recruiting on campus. The Division has previously issued a Special Order against the company and has entered into two Voluntary Assurances with Southwestern.

Secretary Brancel recommended we provide the attached briefing book to you and Bob Wood following the letters Governor Thompson has received from Governor Musgrove and U.S. Rep. Bob Clement. The briefing book should help answer any questions you may have regarding the company and the concerns we have about its practices.

Public Information Officer Glen Loyd (224-5007) has been following the company for a number of years and prepared the briefing book. Please call Glen or me if you have any questions.

Enclosure

# Briefing notes on Southwestern's letter-writing campaign

A Nashville, Tennessee, door-to-door book company has started a letter-writing and phone-calling campaign to protest a press release (enclosed) by the Department of Agriculture, Trade and Consumer Protection telling college students to be careful of job recruiters for door-to-door sales in other states.

Southwestern may have used a similar letter-writing campaign when it was banned from recruiting on-campus at UW-Madison. The company continues to recruit off-campus throughout the state.

## Summary of Southwestern's Negative History in Wisconsin

Despite the positive experiences of some former Southwestern salespeople:

- Wisconsin students and their parents are lodging serious complaints against the company. Dropped off in potentially dangerous neighborhoods where they are asked to sell for 16 hours a day, students allegedly have been flashed, chased, arrested, jailed, had a gun pulled on them, and threatened with death. These incidents occurred in the past year.
- In 1986, a young man from UW-Whitewater was robbed and murdered in Kentucky when he ran out of gas on his way to Southwestern's office in Tennessee.
- First year recruits—the majority of sellers—appear to make less than minimum wage. Some students lose money they need for school because they have to pay their own way to get training in Nashville and then to sales territories in places such as California and Arkansas. Students must also pay for lodging and food. Southwestern pays no Social Security for the students or Workman's Compensation.
- Some students interviewed by the department say 50 percent of the recruits may bail out with parents having to pay for tickets home.
- Southwestern has been banned from recruiting on three UW campuses: Madison, Stevens Point and Eau Claire.
- Southwestern has a long history of consumer complaints in Wisconsin.
- Wisconsin has taken three law enforcement actions against the company.

## Student Case Histories and Complaints

Recruited to sell for Southwestern last summer in Arkansas, UW-Madison student Karla Hamman says she was "totally misled" by her manager. "It was unsafe," she said. "A girl is going to get raped. [Southwestern admits that a young woman was raped a few years ago.] I was dropped off in a neighborhood of drug rehab homes and halfway houses. One guy opening a door had drugs in his hand. I was chased. I had to get out of that neighborhood. I had been dropped off at 7 a.m. and I wasn't going to



be picked up until 10 p.m. A family took me in and stayed with me until I was picked up. A friend of mine who was a good salesperson quit and went home after a driveby shooting across the street from where she was staying."

UW-Madison student Abigail Behrends also quit Southwestern and came home from Arkansas last summer because she "didn't feel safe."

The parents of UW-Madison student Sarah Choate had to pay her airfare home from Arkansas when things didn't work out. "It was slave labor," Mrs. Choate says about her daughter's experience working for Southwestern. The parents of UW-Oshkosh student we'll call Judy (she doesn't want her real name revealed) had to pay her airfare back from Dallas, Texas. Judy, too, was assigned a low-income neighborhood and felt unsafe. She said another female student had a gun pulled on her. Judy lost \$1,000 not counting the airfare home. She says that half of her group quit Southwestern before the summer ended.

A UW-Madison student was arrested in Arkansas and put in jail for not buying a solicitor's permit. "They didn't tell us we could go to jail, so some students didn't get permits," says his friend and fellow student Alan Bartelme. Bartelme says he was attracted to Southwestern by what he was told was the average wage for the summer: \$7,000. But when he went home six weeks later, he had grossed only \$416.

Brian Somerfield, who graduated from UW-Oshkosh this year, said he received a death threat while knocking on doors at an Indian reservation near Tucson, Arizona. "It's a big desert," a group of men told him as they followed him around. "Don't think anyone would find you." Somerfield also felt misled; lost about \$2,000; and estimated that 80 percent of the students he was with quit Southwestern.

UW-Oshkosh student Catherine Rolfsmeyer says that Southwestern "takes advantage of 20-year-olds by pumping you up with the idea of making a lot of money. They brainwash you." Catherine had a homeowner threaten to sic his dog on her. "I was so frightened I went to a gas station and smoked a pack of cigarettes."

When Catherine took a bus back to Wisconsin she was called a quitter and a loser. "I lost about \$2,200 and didn't have enough money to continue in school. That job is the reason I couldn't go back to school. I was depressed and saw a psychiatrist who prescribed tranquilizers for a short time."

#### University of Wisconsin Concerns

Roger Howard, UW-Madison Associate Dean of Students, says he has already heard from the upset parents of a Southwestern recruit who quit this summer and returned home from California, saying she had been misled by Southwestern about what to expect. Kerry Lablanc said she was dropped off in the morning at 7 a.m. and was expected to canvass neighborhoods until 10 p.m., six days a week. Kerry said that she had frightening experiences. She says another member of her sales team encountered a man who

opened his front door, dropped his pants and said, "You can make more money with me selling porn."

Kerry's parents had to pay her airfare back from California.

The UW-Madison Campus Career Office stopped sponsoring Southwestern for on-campus recruiting visits years ago. According to Tim Putzier, administrator of the UW-Madison Student Job Center, students were pressured to sign contracts at Southwestern recruitment meetings instead of giving them time to think about the offer. (Letters are enclosed which document the ban on Southwestern.)

University officials are also concerned about the high attrition rate of college students working for Southwestern. Southwestern admits that 30 percent of its first year recruits don't finish the summer—losing money invested in travel and lodging, and losing time to earn enough money for the next semester. (As reported above, former Southwestern salesperson Karla Hamman and other students interviewed by the department guess the dropout rate may be a lot higher.)

The young people who quit Southwestern may endure the scorn of their manager. Karla Hamman was called a quitter and crybaby.

#### **Wisconsin Consumer Complaints**

In addition to the safety and well-being of Wisconsin college students, the department is concerned about the possibility that they may learn how to pressure and mislead consumers.

More than 30 Wisconsin consumers have complained about Southwestern sellers in recent years along with consumers in Massachusetts, Ohio, Michigan, Illinois, Oregon, California and New Jersey. Wisconsin consumers allege that some Southwestern sellers misled them by saying they were tutors from the local school or recommended by the school. Some consumers say that after buying books, additional unordered books were mailed to them, and when they didn't pay, Southwestern turned the bills over to a collection agency.

Last summer, the Department of Agriculture, Trade and Consumer Protection called a Southwestern crew into its Eau Claire consumer protection office and told them how to comply with the law in Wisconsin. But crew members continued to mislead consumers.

#### **Prior Law Enforcement Actions Against Southwestern**

The department has been involved in three law enforcement actions against Southwestern. The department's concern about Southwestern's selling practices dates back to at least 1975, when as a result of consumer complaints, the company signed an Assurance of Voluntary Compliance that it would obey the law.

As a result of more complaints, the State Justice Department charged Southwestern with unfair trade practices in 1976 for using Wisconsin citizens names, without permission, as endorsement for its

books. In 1977, the Department of Agriculture, Trade, and Consumer Protection issued a Special Order to Southwestern. This administrative injunction ordered Southwestern's officers, directors and managers to make sure Wisconsin laws were obeyed.

But after 58 more consumers complained, the department had Southwestern sign another Assurance in 1992. Despite these law enforcement actions, there have been more than 30 complaints since 1992. ###





**Pomerantz Career Center**

100 Pomerantz Center, Suite C310  
Iowa City, Iowa 52242-7700  
319-335-1023 Fax 319-335-1029  
www.careers.uiowa.edu

January 26, 2006

Southwestern Company  
Attn: Ralph Brigham & Chris Fugman  
2451 Atrium Way  
P. O. Box 305140  
Nashville, TN 37214

SB 80  
?

Dear Southwestern Company:

Thank you for your generous gift of an assortment of chocolates to The University of Iowa Marvin A. and Rose Lee Pomerantz Career Center this winter. Our partnership with your organization means a great deal to us, and we look forward to continued mutual success in the coming year.

Pomerantz Career Center serves students from the Colleges of Business, Engineering and Liberal Arts and Sciences in addition to employers from across the United States. Services available to employers include career fairs, newly constructed on-campus interviewing accommodations in the Pomerantz Center, an online recruiting system, and other career events such as employer panels and mock interviews.

Please let us know if there is anything we may do to help you with your recruiting efforts at The University of Iowa.

Sincerely,

A handwritten signature in black ink that reads "D. Baumgartner".

David Baumgartner  
Assistant Dean and Director





## Plotkin, Adam

---

**From:** Christianson, Peter C. [PCC@quarles.com]  
**Sent:** Tuesday, March 13, 2007 1:23 PM  
**To:** Plotkin, Adam  
**Subject:** RE: Senate Bill 80 -- Do you know when the public hearing might be held?

Adam -

Thanks for the very thorough status report. I appreciate it very much. We will continue to discuss our concerns with Sen. Erpenbach and Tryg.

---

**From:** Plotkin, Adam [mailto:Adam.Plotkin@legis.wisconsin.gov]  
**Sent:** Tuesday, March 13, 2007 12:34 PM  
**To:** Christianson, Peter C.  
**Subject:** RE: Senate Bill 80 -- Do you know when the public hearing might be held?

Peter,

At this point we are tentatively looking at a public hearing on April 3, but details have not been finalized.

Senator Coggs has asked me to refer you to Senator Erpenbach's office regarding that amendment. Given the support of the bill in the Senate last session, Sen. Coggs is not likely to offer an amendment without the consent of the author.

You, and Southwestern, will of course be welcome to testify at the hearing on why you feel the amendment is necessary.

I have you on my list for distribution of committee notices so you will get the information as soon as we have the details for the committee meeting on this bill set.

Thank you,  
Adam

*Adam Plotkin  
Clerk, Committee on Labor, Elections, and Urban Affairs  
Office of Senator Spencer Coggs  
phone, 608-266-2500  
fax, 608-282-3546*

---

**From:** Christianson, Peter C. [mailto:PCC@quarles.com]  
**Sent:** Monday, March 12, 2007 1:47 PM  
**To:** Plotkin, Adam  
**Subject:** Senate Bill 80 -- Do you know when the public hearing might be held?

Adam -

I represent The Southwestern Company, which is a Nashville-based book publisher which has worked with college students to sell its books door-to-door during the summer for over 130 years. I was hired last year to work

03/13/2007

on this bill after it left the Senate. The Southwestern Company would be delighted to give very vocal support to the bill if a simple amendment can be adopted which reflects its successful business model.

I am interested in knowing when the public hearing might be held on the bill. Thanks!

This electronic mail transmission and any attachments are confidential and may be private. They should be read or retained only by the intended recipient. If you have received this transmission in error, please notify the sender immediately and delete the transmission from your system. In addition, in order to comply with Treasury Circular 230, we are required to inform you that unless we have specifically stated to the contrary in writing, any information provided in this email or any attachment concerning federal tax issues or submissions intended or written to be used, and cannot be used, to avoid federal tax penalties.

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March 16, 2007

The Honorable Glenn Grothman  
Wisconsin State Senate  
PO Box 7882  
Madison, WI 53707-7882

SB 80  
Folder

Dear Senator Grothman:

I am writing to you on behalf of several members of the Direct Selling Association, including Regal Ware, Inc., to comment on the pending legislation regarding Traveling Sales Crews. We recognize that certain companies have exhibited abusive behavior towards some of the salespeople and certain members of the general public. We also recognize that there needs to be some type of regulation on this activity. Our concern is that the legislation as proposed sweeps in all direct selling companies, including legitimate direct sellers who have long histories of good citizenship.

The proposed legislation will be harmful to direct selling companies based in Wisconsin, including Regal Ware, Inc. It will also harm the tens of thousands of Wisconsin residents who derive at least part of their income from direct selling activities.

Perhaps the best known company that provides summer employment is The Southwestern Company of Nashville, Tennessee. The Southwestern Company was founded in 1855. Their main method of distribution has been through college students dating back to 1868. Certainly their almost 140 year history would indicate their commitment to the protection of the sales crews and their customers. It is interesting to note that in just 2006, students at the University of Wisconsin, Madison earned a gross profit of \$387,665 from running their own businesses. The legislation as drafted would harm not only these students but countless others on college campuses throughout Wisconsin.

It is oftentimes difficult to tell the difference between traveling sales crews and legitimate direct sellers. Attached is a final draft of the page from the National Consumers League 2007 Calendar. You may find this information helpful. The Southwestern Company sponsored the inclusion on this page in the National Consumers League Calendar.

As the Labor, Elections, and Urban Affairs Committee considers this legislation, we would ask that you be sensitive to the needs of legitimate direct sellers who provide opportunities to tens of thousands of citizens throughout Wisconsin. Our trade association, the Direct Selling Association, may be able to provide you with proposed language that will help you address the real problem without hurting legitimate companies.

If I can be of any further assistance, please contact me. Thank you for your careful consideration of this potentially harmful legislation.

Sincerely,

REGALWARE, INC.



Jeffrey A. Reigle  
President & CEO

Enc.

Copies: Senator Spencer Coggs  
Senator Robert Wirsch  
Senator John Lehman  
Senator Alan Lasee

## TRAVELING SALES CREW, or LEGITIMATE DIRECT SELLER?

Tens of thousands of Americans in virtually every occupation began their paths to success through selling door-to-door during their college summer vacations, often away from their home communities. It is a time-honored part of the American tradition.

Today, thousands of young people affiliated with reputable companies that adhere to high ethical business practices still participate in the free enterprise system selling quality products and services door-to-door.

Many other young people, however, are recruited each year by unethical companies into what are known as *Traveling Sales Crews*. The differences are striking:

	<b>Typical Traveling Sales Crews</b>	<b>Reputable Direct Selling Organizations</b>
Recruiting	Expect young people to leave home either on day of recruitment, or next	Allow time for reasonable and thoughtful decision about joining and staying with the organization
Parent Relations	Little or no effort to communicate or be accessible	Proactive and ongoing contact, informative web information, accessibility through toll-free phone
Financial Compensation	Vague promises, little documentation, crew chief handles money, often don't pay when promised	Specific, clear written agreements; periodic and clear documentation of financial standing and accountability
Regulatory Accountability	Rarely accessible or responsive	Accessible and responsive to regulations and the legal process
Residency	Discourage participants from establishing residences – move from town to town, often daily	Establish temporary residency -- intention to stay more than 30 days

Reputable sellers are a world apart. They work hard at a difficult activity, and they do so honorably.

Reputable direct sellers, or traveling sales crews?

**Know the difference!**



## Plotkin, Adam

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**From:** Dave Cappozzo [dcappozzo@legacyservices.com]  
**Sent:** Tuesday, March 20, 2007 9:17 AM  
**To:** Sen.Coggs  
**Subject:** Senate Bill 80

Senator Coggs-

My name is David Cappozzo. I am a homeowner, tax-payer, UW-Madison alumni and resident of Wisconsin. More importantly though I am an alumni of the Southwestern summer program.

First of all, I would like to commend you for taking action on the Wisconsin Senate Bill 80. Rogue magazine crews that participate in unethical practices should never be allowed to profit from WI citizens. Nobody wants to see another tragic incident like we all witnessed in Janesville years ago.

However, I want to strongly encourage you to revise the language of the bill from being very vague and general to more specific and defined. Although I agree with the intent of the bill, I couldn't disagree more with the ultimate consequence this would have on the ability of hundreds of good college students being able to have the opportunity to spend their summer working with a great company like Southwestern.

I was very fortunate and blessed to have had the opportunity to work with Southwestern. As an independent contractor with Southwestern, I learned at a very young age that I can accomplish anything through hard work, discipline and belief. I learned how to set goals, how to establish a good schedule, and how to develop a positive mental attitude. I choose to spend my summers gaining invaluable experience learning to run my own business. This allowed me to not only stand out amongst my peers upon graduation, but it also allowed me to graduate debt free, which also made me stand out amongst my peers upon graduation! Some of my college peers even earned college credit for their work because their professors viewed their experience as invaluable. Just as I would never give away my college experience at UW-Madison, I would also never give away my summers spent with Southwestern.

I began working with Southwestern when I was a sophomore at Madison. I was recruited with complete integrity. My parents were visited by a current Southwestern dealer, they attended a Southwestern parent function where they had the entire program explained in its entirety, and they even endorsed my participation by signing a Letter of Endorsement. I believe that this is a decision that should be left up to individual students and their parents.

Again, I appreciate your thoughtfulness in looking out for the best interest of young people. I am writing you to request that you consider limiting the scope of the bill so good, hard-working and ambitious college students can continue to learn and grow from their experience with Southwestern.

Sincerely,

David C.

David Cappozzo



## Plotkin, Adam

---

**From:** Dave Cappozzo [dcappozzo@legacyservices.com]  
**Sent:** Tuesday, March 20, 2007 10:12 AM  
**To:** Sen.Coggs  
**Subject:** RE: Senate Bill 80

Senator Coggs -

My home mailing address is -

5110 Rustic Way  
McFarland, WI 53558

My phone number is 608.345.3200

I am very passionate about this bill and would be available to discuss at length at a time convenient to both parties about my experience with Southwestern.

Sincerely,

Dave Cappozzo

-----Original Message-----

**From:** Sen.Coggs [mailto:Senator.Coggs@legis.wisconsin.gov]  
**Sent:** Tue 3/20/2007 9:31 AM  
**To:** Dave Cappozzo  
**Cc:**  
**Subject:** RE: Senate Bill 80

Mr. Cappozzo,

Thank you for contacting us. Senator Coggs is Chairman of the committee that will hold a hearing on this bill, and we are tentatively planning on a public hearing on Tuesday, April 10.

Could you please provide your address as well?

Thank you,  
Adam

Adam Plotkin  
Clerk, Committee on Labor, Elections, and Urban Affairs  
Office of Senator Spencer Coggs  
phone, 608-266-2500  
fax, 608-282-3546

-----Original Message-----

**From:** Dave Cappozzo [mailto:dcappozzo@legacyservices.com]  
**Sent:** Tuesday, March 20, 2007 9:17 AM  
**To:** Sen.Coggs  
**Subject:** Senate Bill 80

Senator Coggs-

My name is David Cappozzo. I am a homeowner, tax-payer, UW-Madison alumni and resident of Wisconsin. More importantly though I am an alumni of the Southwestern summer program.



First of all, I would like to commend you for taking action on the Wisconsin Senate Bill 80. Rogue magazine crews that participate in unethical practices should never be allowed to profit from WI citizens. Nobody wants to see another tragic incident like we all witnessed in Janesville years ago.

However, I want to strongly encourage you to revise the language of the bill from being very vague and general to more specific and defined. Although I agree with the intent of the bill, I couldn't disagree more with the ultimate consequence this would have on the ability of hundreds of good college students being able to have the opportunity to spend their summer working with a great company like Southwestern.

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Again, I appreciate your thoughtfulness in looking out for the best interest of young people. I am writing you to request that you consider limiting the scope of the bill so good, hard-working and ambitious college students can continue to learn and grow from their experience with Southwestern.

Sincerely,

David Cappozzo



**Plotkin, Adam**

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**From:** Wesley Zolecki [wesleyzolecki@yahoo.com]  
**Sent:** Tuesday, March 20, 2007 11:34 AM  
**To:** Sen.Coggs; Sen.Wirch; Sen.Lehman; Sen.Grothman; Sen.Lasee;  
trey.campbell@southwestern.com; PCC@quarles.com  
**Subject:** Senate Bill 80 and the Southwestern Company

This letter is in response to the Wisconsin Senate Bill 80 that is currently under proposal. My name is Wes Zolecki, and I'm an alumni of the Southwestern Company in Nashville, TN. I attended Marquette University in Milwaukee, WI, have sold books for seven summers in seven different states in the U.S., including Wisconsin last summer, and also recruited students at Marquette and the University of Wisconsin-Milwaukee for two years to run their own business with this 155 year old company. I was extremely disturbed to hear of the possibility that students from Wisconsin might not be able to participate in this program or that the citizens of the state of Wisconsin would no longer be afforded the opportunity to purchase the highly valueable educational products which we provide them. As one of the top sales people in the company last summer in Wausau, WI, I witnessed and met countless families and teachers who had been satisfied with the products they had purchased in the past from our representatives, and hundreds more who were happy to provide their children with these resources.

The most disturbing thought for myself, however, is that other students from Wisconsin could be prohibited from a program that completely changed my life. As a student paying for 100% of my tuition at Marquette, there is no possible way I would have been able to afford my education without this program. Not only that, I would have had to take an extra class in Marketing because I wouldn't have received the credit I did, approved by the chairman of the Marketing department, without this program. I wouldn't have been able to meet 20,000 families from seven different states in the United States, or the seven families I lived with over the summers. I wouldn't have been able to travel to 26 countries with the money I earned, wouldn't have been able to positively affect the lives of the 11 students I personally recruited for the Southwestern Company, or been exposed to the success principles and motivational techniques that I learned in Nashville, TN at sales school, as well as other year round training sessions throughout the midwest. The biggest loss I would've suffered is not learning how to effectively and profitable run my own business, motivate myself, and set a positive example for the children of the families I met, as an independent, educated young adult.

Why do I feel that The Southwestern Company shouldn't be grouped together with fraudulent traveling sales crews? For one, I've operated with a sales permit in all of the towns where a permit was required, paying in upwards of \$250 to operate. Number two, I've payed federal income tax for the past seven summers on all of the profits I made from my sales of Southwestern products. And finally, the Southwestern Company is a 150 plus year old company that has a highly accomplished list of alumni, such as U.S. Governors, Representatives in Congress, and other successful people that got where they are today because of the principles they learned in our company. It belongs to the Better Business Bureau, the American Marketing Association, the Direct Sales Association, and most importantly, employs methods and conduct which are completely law abiding, low pressure, and respectful of all prospective customers. I would challenge any of the congresspeople who support this bill to send a staffer or even attend themselves, the one week training session in the War Memorial in Nashville, TN, in May, to see just how amazing an opportunity this program is, as well as a first hand perspective of what it's nearly 3,000 independent contractors from all over the world are taught. Thank you for your time in reading my testimonial, and I believe after reviewing the testimonies of the other alumni from Wisconsin, most of whom I call dear friends, you will clearly understand that this company is not of the character of those which you are rightfully targeting.

Sincerely,

03/20/2007

Wes Zolecki

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Now that's room service! Choose from over 150,000 hotels  
in 45,000 destinations on Yahoo! Travel to find your fit.



**Plotkin, Adam**

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**From:** Heather Fuerniss [fuerniss@hotmail.com]  
**Sent:** Tuesday, March 20, 2007 10:50 AM  
**To:** Sen.Coggs  
**Subject:** Senate Bill 80--do not pass this bill

Dear Senator Coggs,

I understand that you are considering Wisconsin Senate Bill 80 and as a Wisconsin resident wanted to voice my opposition to the bill as it is written.

I worked with The Southwestern Company for 8 years as a door-to-door salesperson, running my own business and could not have been happier with my experience. I started with them as a freshman at Marquette University, where I was in the Honors Program and graduated from that program with honors. I spent that summer in Columbus, Ohio where I (and my roommate from Oshkosh) lived with Emmy Lou and learned more about my self than I ever thought I could in three months. Besides the great learning and growing experience, I earned enough to cover most of my expenses back at Marquette for my sophomore year. I spent the next summers living in Tennessee, Texas, Washington, Washington D.C., Oklahoma and back in Ohio another time. Each year I stayed in one community for the entire summer and often became more knowledgeable about the community than those who'd lived there for 30 years. The books I sold were beneficial to the families who purchased them. In fact, I had a mom write me after the summer to tell me she went back to get her GED because of the information I had provided her about a local GED program and the help she found in the books she had purchased from me. The entire experience of running my own business, learning success principles and making friendships that last a lifetime was something I would not trade for anything. The money I made allowed me to graduate from Marquette debt free and with investments. Not many students can say that, especially at a private school, when they financed the entire thing without Mom and Dad's help. When I get married this fall, many of the people in my wedding party are friends from days on the book field! I would be devastated if the lawmakers of my state took away this opportunity from other students.

I agree with you that traveling magazine crews are often bad news and that they target disadvantaged kids. I am sure they get no training and that their living conditions are less than stellar. I also question what kind of screening process they have for the kids they hire. However, this bill goes too far when it excludes companies that have been successfully training students to run their own business for over 150 years. Southwestern is a member of the Better Business Bureau, Direct Selling Association, and has a reputation of doing things the right way. Students get thorough training before and during the summer. As an independent contractor, I always got permits from the communities I lived in and my customers always had the right to cancel by writing or by calling the Southwestern Customer Service line. There is a huge difference between a 150 year old, law abiding company and a shady, fly-by-night company and they should not be subjected to the same treatment by the state of Wisconsin lawmakers.

I would hate for people to think that there are no good companies that sell door-to-door out there. There is at least one company out there that has done business for over 150 years this way and Southwestern changes students' lives while doing it! Please do not take away this opportunity for students in the state of Wisconsin.

Thanks for hearing my side and if you have any questions, please don't hesitate to give me a call.

Heather Fuerniss  
329 W. Van Norman Ave

03/20/2007

Milwaukee, WI 53207  
fuerniss@hotmail.com  
262-672-8769

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**Plotkin, Adam**

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**From:** chris barmann [chrisbarmann@yahoo.com]  
**Sent:** Tuesday, March 20, 2007 7:09 PM  
**To:** Sen.Coggs; Sen.Wirch; Sen.Lehman; Sen.Grothman; Sen.Lasee  
**Cc:** trey.campbell@southwestern.com; PCC@quarles.com  
**Subject:** Wisconsin Senate Bill 80 - 2007

Dear Senators,

I am writing this letter in opposition to the senate bill 80 that will soon be in front of you for a vote. The reason for this is that it will affect the company that allowed me to pay for college. The Southwestern program for college students would be greatly effected by this bill and it would be a shame for all the students that would not have a chance to participate because of this bill. I was a student dealer for 4 summers in college. It allowed me to make enough money to graduate debt free and have the experience that I needed to be successful in my work today. I still draw from the lessons I learned over those four summers. The Southwestern Company is in no way a "Traveling Sales Crew". It is great company and teaches great lessons in business and life to the students that participate. I am asking you to vote against this bill, that would harm a great program and company.

Thank you,

Chris Barmann

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Need Mail bonding?

Go to the [Yahoo! Mail Q&A](#) for great tips from Yahoo! Answers users.



**Plotkin, Adam**

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**From:** tony kunkel [kunks21@yahoo.com]  
**Sent:** Tuesday, March 20, 2007 8:33 PM  
**To:** Sen.Coggs; Sen.Wirch; Sen.Lehman; Sen.Grothman; Sen.Lasee  
**Subject:** Wisconsin Senate Bill 80

To whom it may concern:

I grew up in southwest Wisconsin in a small rural town. One summer a college student came to our door and sat down with my parents, my siblings, and myself. He showed us some reference books that could help the whole family out with homework. I was too young to use them for myself at the time, but as I went through elementary and high school they became a great tool to help out with homework. In fact, 20 years after we purchased them, those books still sit on my dad's desk for a quick reference.

When I went on to college I was approached by a campus recruiter about a summer opportunity. After I went to that information meeting I was excited to know I was going to be selling a product which I actually used growing up. My first summer was very hard. After hours of training, I went out and faced very adverse challenges that a normal college student would never face. I learned how to deal with rejection, how to effectively communicate to adults, how to face challenges with adults, and how to run my own business. I ended up learning so much I came back four more summers. Each summer I was amazed on what I learned. Not too many people at the age of 22 years old have ran their own business, interviewed and recruited people, and help manage a 32 person organization comprised not only of entry level people but managers as well. Southwestern help me grow in so many ways that I don't think I would or could be working at such a prestigious Fortune 10 consulting firm if I never had that opportunity.

Door to door sales has become a dilemma for a lot of households. During the summer it seems like there's someone new at your door every week. I personally haven't experienced it since I don't own a house, but this is what is said by numerous households when I was selling. Families would sometimes be ready to shut the door when they saw that I was soliciting. However, as soon as I started talking about what I was selling, their ears opened up and almost everyone was supportive of me whether they bought the books or not. Since I lived in the area the whole summer I became part of that community and became a role model to many kids.

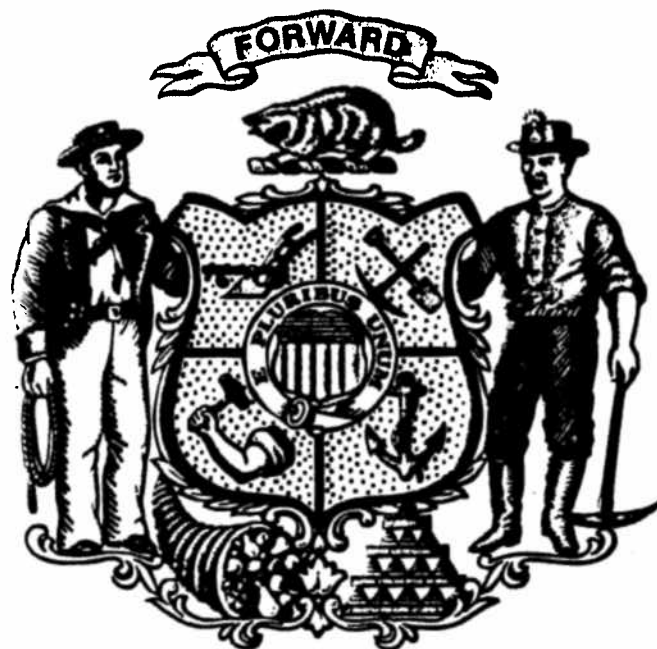
Southwestern has been around for so long that it's become a name people trust. I would have police stop me a few times a summer in new neighborhoods I would enter to see what I was selling. Once I said education books and showed them my permit, no questions were asked. Most of them check up to see if I was selling magazines. I think that is where everyone and especially this bill initiative assume at first when people see a college student soliciting; their first instinct is to think of magazines. I've ran into a few families that have been ripped off by the traveling salesman selling magazines. Trust is a big factor and having a permit along with such a great customer service website and number, I rarely ever have a family question if I would come back with their products. My summers have taught me the importance of trust and integrity that employers feel confident they can count on me.

Thank you for your consideration and I hope you take to heart what Southwestern really provides not only for a household but for a young adult. I would be devastated to hear that future Wisconsin students would not be able to gain the valuable work and life experience that I have gained.

Regards,

Tony Kunkel

03/21/2007



## Plotkin, Adam

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**From:** jay weideman [jayweideman@yahoo.com]  
**Sent:** Wednesday, March 21, 2007 9:33 PM  
**To:** Sen.Coggs; Sen.Coggs  
**Subject:** Senate Bill 80 - 2007

Dear Senator,

My name is Jay Weideman and I currently am a resident of Milwaukee County. I am writing on behalf of the Southwestern Company. Southwestern is a sales company located in Nashville, TN but recruits highly motivated college students at most universities. Senate Bill 80 could affect this wonderful program from continuing in the state of Wisconsin....what a shame!! I sold educational books and software programs house to house (door to door) from 1999 through 2003 while attending UW-Whitewater. I am opposed to **Senate Bill 80** as it stands because it hurts the credible companies and well-intentioned college students who work hard to gain life skills and resume experience. I was able to graduate from UW-Whitewater debt free by selling products that helped children k-12th grade with their schoolwork. I lived with host families in 5 different major metropolitan areas from Kansas City, KS my first summer to Phoenix, AZ my 5th summer. Each summer I lived in one home and sold in one school district. This is a solid program and should not be confused with traveling magazine sales. I also learned valuable selling and communication skills that are helping me today as a Financial Advisor with Edward Jones Investments in Brookfield. The skills I use today to manage millions of dollars in the investment world directly relate to the experiences I had knocking door to door, after all, each Edward Jones Financial Advisor starts his/her business by knocking door to door in the neighborhood where your office is to develop clients. I now have 227 clients in less than 3 years all from introducing myself face to face at a stranger's door step. You, as a Politician, should be able to appreciate getting out to meet people face to face and selling yourself. If we carelessly bundle fine companies such as Southwestern and Edward Jones Investments in with traveling magazine salesmen, we will be hurting many families that deserve our services and products. Please Help!! Without the door to door selling experience I believe we would be letting many college students down and also depriving families of quality educational products for their children.

Sincerely, Jay Weideman

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8:00? 8:25? 8:40? [Find a flick in no time with theYahoo! Search movie showtime shortcut.](#)



**Plotkin, Adam**

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**From:** tony kunkel [kunks21@yahoo.com]  
**Sent:** Wednesday, March 21, 2007 10:24 AM  
**To:** Plotkin, Adam  
**Subject:** RE: Wisconsin Senate Bill 80

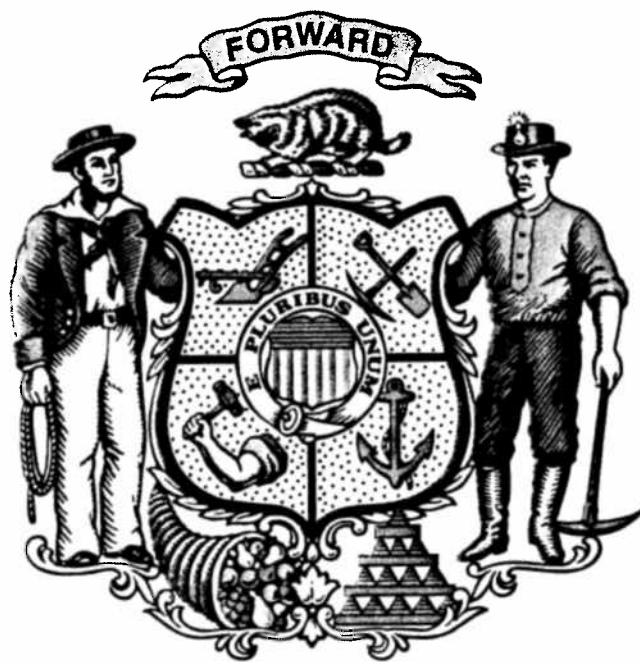
My current address is 17532 Bowie Mill Rd. Derwood Md. 20855  
The address where I grew up is 4301 Peddle Hollow Rd. Cuba City WI. 53807  
My parents still reside there, what will you need my address for?

Regards,

Tony Kunkel

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Don't pick lemons.  
See all the [new 2007 cars at Yahoo! Autos.](#)





## Plotkin, Adam

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**From:** Anderson, Steve [SAnderson@RiverValleyBank.COM]  
**Sent:** Thursday, March 22, 2007 10:11 AM  
**To:** Sen.Coggs; Sen.Wirch; Sen.Lehman; Sen.Grothman; Sen.Lasee  
**Cc:** Sen.Decker; Sen.Breske

SB80  
Folder

Dear Senators Coggs, Wirch, Lehman, Grothman and Lasee:

I rarely provide feedback to our elected leaders. Perhaps I should take a greater degree of interest in providing feedback on issues that impact our society, but as with most people I seem to rely on the excuse that I just don't have time. In this particular case, there is a bill pending in your committee (2007 Senate Bill 80) that I feel compelled to provide you with some insights from a parent's point of view.

In general I am not opposed to the basic merits or the spirit of the amendments of the current law. Certainly, we need to find a constructive way to get the unethical and abusive business practices out of our state and protect our young people who may not have acquired the life's experiences to avoid potential problem areas. What I am concerned about, is the apparent broad brush approach that typically happens when we want to enact new or amended legislation.

I am a very straight forward person who does not like today's political culture and by nature very conservative. I will tell you why I feel passionately about this issue and in particular on whose behalf I am writing this communication. This bill was brought to my attention by representatives of the Southwestern Company. Yes, they employ college students in the summer who sell door-to-door, but in my opinion that is where the comparison stops to the other types of door-to-door sales organizations that prey upon the young people in our society.

When my oldest son was approached to work for the Southwestern Company doing door-to-door sales I was of course skeptical. But my son was confident this was something he wanted to do on his own and he was determined to be successful. So I supported his decision to move away from the conventional summer job scenario and off he went. Well safe to say, I in essence saw my teenage son leave home for the summer and return a confident and proud young adult who learned more about dealing with coping with lives many challenges than he could have learned at home or even in a college class room. My second son also joined the company two years later and had the same experiences. Combined they worked for the Southwestern Company for Seven Years.

So what did they learn? They learned what most hard working parents desire in all of their children for the future. Here are a few examples:

Respect for money, where it comes from and how hard it is to earn it.

Budgeting, without it they would have had to come home or call their parents for money.

Basically, running their own business, processing sales orders, reporting sales,  
collecting, managing bank deposits and delivery of product.

Mentoring an associate who was struggling or having a hard time.

Yes, even guys give hugs.

Respect for people regardless of how they were treated in return.

Overcoming rejection.

Common courtesy

Team building

A great sense of pride in their accomplishments.

From a corporate employer perspective I felt Southwestern Company did the right things to get my sons prepared for their summer job. They engaged them in a full week of training at the company headquarters, provided them with experienced leaders in the field, gave them safe territories to work in, provided team building sessions in the field, and instilled principles of courtesy for their potential prospect.

The last issue I would like to address is the quality of their product. The primary product is a type of home tutorial three volume text that allows students and parents

to deal with problems a student is having with a particular subject in their class. I wish I would have been aware of this product when my two sons were in high school.

These are "not" encyclopedia's. Subsequent to my sons being in this business, I have spoken to many parents who had in fact bought the publications and were very pleased with the materials and how it had helped them and their children in being more successful in their classes.

In conclusion, in a day and age when we are concerned about building character, responsiveness and accountability in our young people, we are about, at least in one case, to eliminate a potential resource in our state to help us make that happen. Please review the provisions of this bill to make sure that we do not throw the "baby out with the bath water". Let's not over govern out some of our good corporate citizens.

Thanks you for consideration. I would be happy to discuss in person with any one of you or your legislative assistants.

Steven G. Anderson

R11009 River Road

Ringle, Wis. 54471

President River Valley State Bank

Wausau, Wis.

715-348-1414

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Thank you.



**Plotkin, Adam**

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**From:** david j. kaiser, jr. [david.kaiser@padronigroup.com]  
**Sent:** Thursday, March 22, 2007 12:00 PM  
**To:** Sen.Coggs  
**Subject:** Senate Bill 80 - OPPOSITION

Dear Senator Coggs:

**I am writing to express my concern over Senate Bill 80 which was recently proposed in the State Senate. Senate Bill 80**, as it stands, hurts the credible companies and well-intentioned college students who work hard to gain life skills and resume experience. Had this bill been in place while I attended Marquette University, I would have never been afforded the opportunity to work summers running my own business in the way The Southwestern Company allowed me to. I was not part of a "traveling sales crew". Please do not lump all companies together with this bill. The Southwestern Company's business model is truly genius and the company is extremely responsible. Their independent contractor network is unlike any of the firms you are trying to limit. Please do not pass this bill as it is written.

Over the five years that I contracted with The Southwestern Company, I ran my own business, worked with hundreds of school districts across the nation and received hundreds of hours of specialized training and guidance. I fear that the vague definition within Senate Bill 80 will wrongfully include honest, hardworking and overachieving students who work so diligently to separate themselves from the average college student. It would be a tragedy and I would be ashamed to live in a state that would condemn their efforts. All of the skills I learned selling books "door-to-door" within hundreds of school districts across America have easily accelerated my career track and enabled me to start my own business in Milwaukee. Had I not built the confidence to confront my fears, learned how to deal with difficult situations, been exposed to thousands of differing personalities, conquered unrealistic timeframes, all on my own, I know that I would not be in the position I am in today.

My company manages and develops real estate throughout the city of Milwaukee. On one small project alone my company has created over 35 jobs that would have otherwise never existed had I not been given the opportunity from The Southwestern Company. How do you think they would feel about that?

Please take my concerns seriously or contact me at 414.795.6135 to speak with me.

Sincerely,

David J. Kaiser, Jr.

414.795.6135 phone

414.963.9667 fax

[david.kaiser@padronigroup.com](mailto:david.kaiser@padronigroup.com)

Padroni Group, Inc.

544 East Ogden Avenue

Suite 700 - 145

Milwaukee, WI 53202

[www.padronigroup.com](http://www.padronigroup.com)

[www.greenwichrow.com](http://www.greenwichrow.com)

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