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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**

**Plotkin, Adam**

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**From:** Shaun Bartel [smbartel@yahoo.com]  
**Sent:** Friday, March 23, 2007 9:51 PM  
**To:** Sen.Coggs  
**Subject:** Concerns about Senate Bill 80

Shaun M. Bartel  
9319 12<sup>th</sup> Place  
Kenosha, WI 53144  
(262) 859-2793

Senator Spencer Coggs  
Chair - 6<sup>th</sup> Senate District, Milwaukee

Senator Coggs:

I would like to commend you on your efforts to ban traveling sales crews from operating in the state of Wisconsin. I agree that something must be done to regulate these sketchy operations of unreliable services and mistreated young adults. SB 80 is definitely a step in the right direction. However, as it stands, SB 80 will hurt legal, reputable and moral companies that have been in business for many years such as the Southwestern Company.

I graduated from the University of Wisconsin-Madison in 2002 with a degree in chemical engineering. While at Madison I had the astute pleasure of spending all four of my summers working as an *independent contractor* with the Southwestern Company, a publishing company based out of Nashville, TN. After graduation I was lucky enough to be invited to work with Southwestern as a sales manager, which I did for another four years. Working with Southwestern allowed me to finance 100% of my college education by *running my own business* selling educational books and software to families on a door-to-door basis. During those summers I had the opportunity of relocating to Arkansas, New Hampshire, North Carolina, Texas, California and Oklahoma. At the same time, students from those states had the pleasure of spending a summer in our wonderful state working in the same program. Before I knocked on my first door I received over 80 hours of professional training. I received over 500 hours of additional training throughout the remainder of my time with Southwestern which helped develop my managerial and public speaking skills. My parents supported me 100% when they discovered that Southwestern is a charter member in good standing of the Better Business Bureau since 1961, has been in business since 1868 and follows the Direct Selling Association Code of Ethics. Each summer I lived with another wonderful host family that took me in as one of their own all summer long. I opened a bank account in that town, bought permits where they were required and paid the sales tax to each state for all the merchandise I sold. Each summer I had pleasure of meeting 3000+ families from every kind of socio-economic background imaginable.

Senator Coggs, I'm sure you realize that my purpose in writing this letter is not to brag or make myself feel good about my accomplishments or incredible experiences with Southwestern. The purpose is to make sure you understand that *the Southwestern Company is not a traveling sales crew*. However SB 80 has labeled them as one due to the fact that *students run their own businesses*, which is paramount to experience it provides.

I no longer work with Southwestern. I gain nothing from stopping SB 80 besides peace of mind that an injustice will not be made against them, but more important, an injustice to every college student in the state of Wisconsin that will not have the same opportunity I had. I ask you to continue serving our state's best interest by not allowing SB 80 to pass through senate without the consideration of all the innocent parties it will hurt. Please feel free to contact me if you have any comments, questions or concerns.

Respectively yours,  
Shaun M. Bartel

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03/26/2007

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## Plotkin, Adam

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**From:** Mark and Sylvia Wien [mwien@spacestar.net]  
**Sent:** Saturday, March 24, 2007 7:06 AM  
**To:** Sen.Lasee; Sen.Grothman; Sen.Lehman; Sen.Wirch; Sen.Coggs  
**Subject:** Senate Bill 80

### 2007 Committee on Labor, Elections and Urban Affairs:

I respectfully request that you reconsider the wording of Senate Bill 80. While I support the intent of the bill – to keep "traveling sales crews" out of Wisconsin, I must oppose it because, as written, it will put an end to all sales and recruiting in Wisconsin for The Southwestern Company.

I believe The Southwestern Company has had a profound affect on my son, Jesse's, life as he has sold with them for the past 2 summers. Jesse is a hard-working young man just finishing his junior year at the University of Wisconsin-Madison in political science. Neither my husband or myself were able to get a college education and we are very proud of him for working so hard. This past year, Jesse has completely paid for his education, including his room and board, books and living expenses. That has been a great help to our household finances as his younger sister is now in college and we also have a high school senior. My husband is a skilled laborer and I work for the local school district. We are not wealthy people and we work hard for what we earn.

Jesse has learned a tremendous amount from selling with Southwestern. He has run his own business for 2 summer seasons and made a profit. He has learned excellent sales techniques which help him with his job during the school year, selling for a local business in Madison. He has learned responsibility, paying his bills on time. He has greatly improved his communication and people skills which has helped him with his classes at UW-Madison. He has learned excellent problem-solving skills as he has dealt with challenges, many of them as he has been on the other side of the country, far away from Mom and Dad. He has come to appreciate us, his parents, and the things that have been provided for him, like a home and everyday comforts. How many young people today need to learn these valuable lessons to make our world a better place?

### Here are just a few of the reasons why this bill needs to be rewritten:

- The definition of a "traveling sales crew" is **vague**, so as to include all forms of selling that is not local (including SW student dealers).
- The bill **prohibits independent contractors**, rather defining sales people as employees. This is contrary to the direct selling business model the SW program is built upon. SW student dealers would no longer be able to voluntarily participate in the program and run their own business.
- The bill **prohibits "traveling sales crews" from purchasing goods or services solely from the "employer"** which would be SW.
- The application process to the Dept. of Workforce Development is purposefully **cumbersome and meticulous**. It is set up for no company or individual to want to go to so much trouble to apply. It also does not designate a time limit for approval, therefore students would not be able to start selling immediately.

I believe you are aware of the high cost of education and I'm sure the intent of this bill was not to make it even more difficult for young people to get a good education in Wisconsin. Wisconsin is known for it's high quality of education and I'm sure you want to make every opportunity available to our young people to get that education. Students who sell for Southwestern are learning valuable skills and developing positive character traits that will go with them the rest of their lives and make them better citizens. Please don't take this opportunity from them and reconsider the wording of Senate Bill 80.

Respectfully submitted,

Sylvia Wien  
433 Birchwood Avenue  
Amery, WI 54001  
715-268-7287  
[mwien@spacestar.net](mailto:mwien@spacestar.net)



## Plotkin, Adam

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**From:** Amanda L. Breunig [albreunig@gmail.com]  
**Sent:** Sunday, March 25, 2007 10:45 AM  
**To:** Sen.Coggs  
**Subject:** Senate Bill 80

**Senator Spencer Coggs (D-Milwaukee), Chair - 6<sup>th</sup> Senate District**

I am writing in regards to Senate Bill 80 in which I am deeply opposed and offended by. I work for a company called Southwestern and am a recent graduate from University of Wisconsin Madison and grew up in WI as well. I participated in their internship program last summer and am now a Corporate Recruiter for their company at Penn State. Senate Bill 80 generalizes that Southwestern would wrongly be considered a "traveling sales crew." I am in favor of banning these programs, but under this bill Southwestern would also be banned which would demolish the opportunities that Southwestern gives college students in Wisconsin. Southwestern has been around since 1868 and we recruit at over 400 college campuses, all of which support our program and give college credit to participants. I highly doubt that all these campuses would support and allow us to use their facilities if our program mirrored these traveling sales crews. In addition, this bill prohibits individual contractors, which is the foundation of our program. We are independent contractors so that we learn the logistics of running our own business and all the responsibilities that that will entail. Unlike other programs, Southwestern includes extensive training before the school year ends and also at Sales School in Nashville, TN where we have 80 hours of training which is why colleges support our program and grant students optional college credit. I have never worked with more motivated and enthusiastic students in my life. I myself gained a ton of self-confidence and the communications skills and work ethic that are going to give me success in the field I plan on going into.

If one were to research our companies past you would find a list of very successful people such as Kenneth Starr, Rick Perry (governor of Texas), Mac Anderson (Founder and CEO of Successors), Jeff Sessions ( U.S. Senator-Alabama), Jay Gelbart (Sr. VP. Merrill Lynch), and many more. I encourage you to contact any of these alumni and I guarantee you will not find anyone that parallels Southwestern's program to that of a "traveling sales crews." In fact I think they would be shocked that the state of Wisconsin would even considering eliminating such an amazing opportunity that impacts the lives of so many college students.

In regards to safety, our company's first priority is safety and we train our students extensively on safety issues which reflects our clear records. Once again I don't think our program would be supported by college universities if our students had safety issues. In fact I've actually had multiple friends at the University of Wisconsin run across safety problems in college such as being taken advantage of or even cases of being assaulted and I have never heard of any sorts of issues like this during our summer program with Southwestern. Students are safer walking around neighborhoods at night than walking around the U-W Madison campus at night.

To categorize Southwestern's program into that of "Traveling Sales Crews," not only offends me but disappoints me in that the Senators of Wisconsin would blindly eliminate an internship program before even researching the vast benefits it has provided for students. I am surprised that Wisconsin would want to take away an opportunity for its youth to grow and become successful and contributing members of the state's community. I ask you to please re-consider your content of this Bill and I appreciate your time and consideration of my request.

Sincerely, Amanda Breunig

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Amanda Breunig  
Corporate Recruiter  
Southwestern Company  
Nashville, TN  
920-629-9748



## Plotkin, Adam

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**From:** Jason Kral [JKral@southwestern.com]  
**Sent:** Sunday, March 25, 2007 3:27 PM  
**To:** Sen.Coggs; Sen.Wirch; Sen.Lehman; Sen.Grothman; Sen.Lasee  
**Subject:** Wisconsin Senate Bill 80 - 2007

**Attachments:** letter to senate.doc



letter to senate.doc  
(27 KB)

2007 Committee on Labor, Elections and Urban Affairs or Whom it May Concern,

This e-mail is in regards to Wisconsin Senate Bill 80. Please take the time to read the letter that I have attached regarding my feelings on this bill. Thank you very much for your time.

Sincerely,

Jason Kral  
Southwestern Company

Jason Kral  
Corporate Recruiter/Field Manager  
Southwestern Company

To Whom It May Concern:

For the past three summers, now going on my fourth, I have participated in a program designed strictly for college students to allow them to gain real life experience. I am a recent graduate from the University of Wisconsin Oshkosh. I graduated with degrees in both Marketing and Human Resources and an emphasis in Entrepreneurship in December of 2006. When I was selected for the program during my sophomore of college, I had no idea what kind of impact it was going to have on my life. I have learned the importance of a good schedule, positive attitude, goal setting, communication skills, hard work, commitment and dedication. While working in the program I have gained hundreds of some of the best friends I will ever have from all over the United States. The program also allowed me to graduate from college debt free, owning my own car and the ability to pay my own bills without the help of my parents. Not to mention a very powerful resume and numerous connections with business professionals. Upon graduating from college I was promoted to come to the University of Iowa to be in charge of selecting other students for the same program that I was selected for back in my sophomore year of college. I can't thank the people of Southwestern enough for giving the opportunity that I have been given. I can't imagine where I would be if I hadn't participated in the program and now I am fortunate enough to give others the same opportunity that I had.

As you may or may not know, Southwestern is a publishing company located out of Nashville, TN. They have been working with college students since 1868 giving them an unmatched experience to learn what it is going to take to be successful in life and teaching them values that few other summer programs can offer for college students. As I am reading the current bill that may deny college students from participating in the program I am alarmed. Please reconsider the bill that may pass. I do not agree with traveling sales crews, typically in the form of rogue magazine sellers, who travel from town to town, in large passenger vans and are dropped off in neighborhoods to peddle their subscriptions. These young people, often minors or runaways, are lured by newspaper ads or pulled off the street to participate. They have no control of their money and are often verbally and physically abused. These companies have no training and some "crew members" have been involved in serious crimes. The Southwestern Program does NOT work like this. We receive intensive training and both the Better Business Bureau and the Direct Selling Association approve Southwestern's college program. Thank you for your time and consideration. I hope to see a change to the current bill so college students, like myself, will be able to participate in a program that teaches them more than they could ever imagine.

For more information about the Southwestern Company please refer to the website, [www.southwestern.com](http://www.southwestern.com).

Sincerely,

Jason Kral



**Plotkin, Adam**

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**From:** rebecca campana [beckycampana@hotmail.com]  
**Sent:** Sunday, March 25, 2007 10:00 PM  
**To:** Sen.Coggs  
**Subject:** SB- 80 bill

**Attachments:** Senator coggs.doc



Senator coggs.doc  
(25 KB)

Senator Coggs:

Please read my attached letter concerning this new bill you are trying to send through.  
Thank you.

Rebecca Campana

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It's tax season, make sure to follow these few simple tips  
[http://articles.moneycentral.msn.com/Taxes/PreparationTips/PreparationTips.aspx?  
icid=HMMartagline](http://articles.moneycentral.msn.com/Taxes/PreparationTips/PreparationTips.aspx?icid=HMMartagline)

Senator Coggs:

I am writing in regards to the new bill SB-80 2007 that you are trying to have passed. I agree with you and the other senators and commend you on getting a bill passed that would stop the traveling sales crews that take advantage of young adults. However, I had a great experience selling books with the Southwestern Company while attending Marquette University, and hope that you do not include ALL traveling sales crews in the bill.

I grew up in Reedsville, WI. My father just retired as the guidance counselor at Reedsville High School where he had been for over 20 years. My mother taught science there for almost 20 years. We grew up supporting politicians like you, so I have confidence that you are trying to do the right thing with this bill. I wanted to quickly share my experiences with the respected Southwestern Company in hopes that you would not end the way it operates in the state of Wisconsin when you pass this bill.

I decided to sell books with Southwestern as a freshman at Marquette because I felt that it would be a great way to pay my way through school. I had been valedictorian at Reedsville, and was on scholarships, but Marquette was an expensive school. As I said before, my parents were teachers, and we had seven children in the family. The only way to get a good education was to pay for it ourselves. After meeting with one of their recruiters, having her drive to my parents house and meet them, and getting weekly training from her before the summer, I decided to do it. I made great money with them through college - \$63,000 during my first four years with them. If I had not sold books, I would have had to transfer schools, or dropped out because of the expenses.

Every summer I would leave to sell books in a different state. I sold in Knoxville, TN, Rockville, MD, San Angelo, TX, Sacramento, CA, Huntington Beach, CA, and Longview, TX. We did travel, but would stay in the same town all summer, and would live with the same family. We drove our own cars, and were strictly told to be careful when we drove from the other students that helped us, and the professional sales managers. We would leave for the summer for a couple different reasons: to learn how to be independent, get rid of distractions so we could work, and learn how to deal with people from all over the country. I don't care what anyone else says, people in Texas are from another country! I am proud to say that from traveling I can deal with anyone and I am very successful selling insurance because of the experience I had with Southwestern.

I am now an independent contractor with Family Heritage Life Insurance Company of America, and learned all the skills of how to run my own business from selling books with Southwestern. I had learned at a young age how to sell, keep track of expenses, and how to treat clients with respect and service. I don't believe that if I had just simply been working for someone else I would have learned how to do all that. That is why I am really concerned about this bill. College students should be learning how to run their own business, and this bill would not only prevent that, but prevent Southwestern from building future professionals in the state.

I am writing this letter to ask your help in changing the language of the bill to not include all traveling sales crews. They are not all bad. The bill should not keep out all Independent Contractors – that is how Southwestern works. The bill also shouldn't make it difficult to get permits and licenses – college students only have 13 weeks during the summer to work. I believe there is a way to eliminate the corrupt companies from working in Wisconsin without eliminating the companies that are respected and work with quality kids – not high school drop-outs. I can honestly say that if I hadn't worked with Southwestern and not been coached, mentored, and cared for by them, I would not be where I am today. More importantly, I would not be who I am today. I believe you will do the right thing concerning this bill.

Sincerely,

Rebecca Campana  
Southwestern Alumni  
2003 Marquette Graduate  
1999 Reedsville High School Graduate



**Plotkin, Adam**

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**From:** Joseph Simler [simler@wisc.edu]  
**Sent:** Tuesday, March 27, 2007 12:07 AM  
**To:** Sen.Coggs  
**Cc:** Sen.Wirch; Sen.Lehman; Sen.Grothman; Sen.Lasee  
**Subject:** Senate Bill 80/Southwestern Company

**Attachments:** SW Senate letter.doc



SW Senate  
letter.doc (28 KB)

Please see the attached letter regarding WI Senate Bill 80 and the Southwestern Company. Thank you.

Joe Simler

## Joseph W. Simler

210 N. Charter St. #303 Madison, WI 53715  
(608) 558-9610 simler@wisc.edu

March 26, 2007

To whom it may concern:

I write today concerning the Senate Bill 80 and issue of the Southwestern Company being a legitimate direct sales company and a great college experience for young business people. Currently, I am a junior majoring in marketing at the University of Wisconsin-Madison, and I have worked as an independent contractor for the Southwestern Company summer sales program the past two years. I have learned more life lessons and valuable skills these past two summers than in the first 19 years of my life.

The Southwestern summer program is a program like no other. It is a learning-by-doing ultimate sales experience internship. Southwestern gives students the confidence and sales skills that almost any student should have when leaving college and entering the workforce. When I look around at fellow business students, I feel that I definitely have a competitive advantage over them when it comes to searching for a job. The top qualities an employer looks for in a student include communication skills, teamwork skills, integrity, a positive attitude, and a strong work ethic. Southwestern provides a student with these skills far better than most other college work programs. It is real life selling experience that has been crucial to my recent college success.

My biggest highlights from joining the Southwestern Company include my ability to pay for my schooling and my acceptance to the prestigious School of Business at the University of Wisconsin. The School of Business admitted only 209 out of over 400 applicants this past semester. The average pre-business GPA to enter was just over a 3.5. Mine was a 2.8. The reason I was admitted was my personal statement. In the statement, I wrote how Southwestern has impacted my life and how it has helped me on campus with my schooling, my leadership in organizations, and my job at the UW Athletic Department. Southwestern has given me the confidence and skills, which I use everyday, that make me a well-rounded student on this campus.

I realize that door-to-door sales has never been a glamorous job, dating all the way back to when Jewish peddlers were looked down upon for entering a rural community, selling their goods, and then leaving when they were finished. Traveling magazine crews are not a good thing, especially when they are underprivileged kids who pressure people into making them buy their products. They make the door-to-door business continue its bad reputation, as well as make it harder for legitimate students out trying to better themselves in running a summer business. I understand the reason for your bill, but please consider letting legitimate companies like Southwestern continue to operate in the state of Wisconsin. It is a win-win situation for the college students as well as the citizens of our state. Thank you for your time and consideration.

Sincerely,

Joe Simler



## Plotkin, Adam

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**From:** CORIE B MICHAEL [cbmichael@students.wisc.edu]  
**Sent:** Tuesday, March 27, 2007 9:32 AM  
**To:** Sen.Lehman  
**Cc:** Sen.Coggs; Sen.Wirch; Sen.Grothman; Sen.Lasee  
**Subject:** Bill-80

To whom it may concern:

I am twenty-three years old. In the eyes of many, I am still very young. Yet, I have experienced more than most young people have in twenty-three short years. There have been three major accomplishments in my life which have had the greatest impact: earning my spot as valedictorian of Washington Park High School, class of 2001, in Racine, WI; reaching the summit of Half-Dome Mountain in Yosemite, CA; and most recently, finishing my first summer with the Southwestern program. These three feats prove my intelligence, my physical prowess and the strength of my character.

I am writing in regards to Bill 80 - 2007 and how it will limit hundreds of Wisconsin University and college students to partake in the Southwestern program. I call attention to the effect this bill will have on the lives of countless students. Removing door to door salespeople removes Southwestern Company from the market. In turn students lose an amazing opportunity to grow, challenge and better themselves for their future. In a world where opportunity rarely comes knocking, why remove one more chance for the next generation to learn the skills necessary to be successful?

I was born and raised in Racine, WI and from a young age was taught the importance of a strong work ethic. From early on I set myself apart; I took advanced classes, scored above normal on standardized tests and participated in community service and other school related extra-curricular activities. To keep with my tradition of high achievement, I attended UW-Madison. I had always pictured college to be this great place where opportunity for success lay and doors would magically open left and right for me (since they had always in the past). I found myself disappointed. Being just a number out of forty thousand was overwhelming. I did my course work, visited my advisors and yet never found a niche, a real place to shine. Then after my junior year I heard of the Southwestern opportunity from two friends (also Park HS alumni), a program that offered above average students to reap the benefits of hard work and set themselves apart from the slue of other students with a college degree. I signed up and will never be the same.

Southwestern, unlike other ventures, does not prey on high-risk students or citizens. It is far better than that and has always prided itself in teaching students good business practices. Southwestern takes high school sport captains, valedictorians, salutatorians, and natural born leaders and brings them to a higher level. The skills and lessons that I have learned from my summers with Southwestern are irreplaceable. Not only have I learned how to be successful in the career world, however, far more importantly I have become a better person, resident of Wisconsin and eventual parent from the skills that I learned from talking to over 6,000 families during two summers.

I am absolutely in favor of eliminating the dishonest programs that have caused problems in the past but not at the expense of honest companies. I strongly encourage you to take a second look at the way the bill is written. The bill's vague and general classifications would eliminate a company such as Southwestern, which is a legitimate and world-renowned program, which works to better its students and ultimately, the future of Wisconsin.

Hundreds of Wisconsin students have gone through the Southwestern program setting themselves up for success in their career (most of which have stayed in the state of Wisconsin). But if you were to ask anyone of them if they would be who they are today without Southwestern, they would say "No."

Thank you for your time and please help by revising the Wisconsin Senate Bill 80 to allow Wisconsin students and citizens to reap the benefits of a life-changing program.

Sincerely,

Corie Michael



## Plotkin, Adam

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**From:** The Mangen's [peanuts@wi-net.com]  
**Sent:** Tuesday, March 27, 2007 1:58 PM  
**To:** Sen.Lasee; Sen.Grothman; Sen.Lehman; Sen.Wirch; Sen.Coggs  
**Subject:** Consider views of Wisconsin Senate Bill 80

As a mother of seven children, I am always concern for their welfare and where they work.

The present reading of Wisconsin Senate Bill 80 has good intent to protect people from and young people in traveling sales crews.

However, please consider that the wording of the bill would prevent people (mainly college students) from earning money through such programs as Southwestern Company of Nashville, Tennessee, where they are independent contractors. Southwestern has built their success on up righteous business practices and demand that of their student dealers. The present wording would prevent my son, Justin Mangen, who was very successful in sales his first year of selling educational material last summer, from selling in Wisconsin. Not only did he have a successful year, which helped to pay towards his tuition to University of Wisconsin - Oshkosh, it gave him confidence. We, his family, was very impressed with his confidence and great attitude that he sports today. It is wasn't for Southwestern, that might not have happened.

Please consider letting companies like Southwestern to continue to operate in Wisconsin through their student dealers that work as an independent contractor through a direct selling business of educational materials. These educational materials that they sell; we use in our own home most frequently. Please don't deny other families the privilege of such materials to help their children grow and learn.

Thank you,  
Mary Ann Mangen



## Plotkin, Adam

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**From:** LOREN JOHN GROESCHL [groeschl@wisc.edu]  
**Sent:** Tuesday, March 27, 2007 3:47 PM  
**To:** Sen.Coggs; Sen.Wirch; Sen.Lehman; Sen.Grothman; Sen.Lasee  
**Subject:** regarding senate bill 80

To Whom It May Concern regarding senate bill 80:

I am a college student who works with The Southwestern Company based out of Nashville, TN in my summers off of school. I am not an employee of the company, I am an independent contractor and am in business for myself selling Southwestern Company's product door to door. First of all, I can't explain to you how important this line of work has been to me and my life so far. My job has given me courage and skills that are unattainable in any other line of work. Attending UW Madison and hoping to get a degree in business, these skills already have put me on the right path to success.

This amendment would put a damper on many young adults like me who pride themselves on being salespeople. I guess you could call us a little old fashioned going door to door and all, but what we do is not wrong in any way shape or form. For me it is a way of income and personal growth as I'm trying to get through school. My line of work shows me a little glimpse of real world activity and success. I would be ashamed at my state of Wisconsin if they would revoke an opportunity like such as this away from other people. I hope you take this into consideration upon deciding this amendment.

Sincerely,  
Loren Groeschl  
groeschl@wisc.edu



**Plotkin, Adam**

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**From:** Greenfield Robin J [greenfie.robi@students.uwlax.edu]

**Sent:** Tuesday, March 27, 2007 5:08 PM

**To:** Sen.Coggs; Sen.Wirch; Sen.Lehman; Sen.Grothman; Sen.Lasee

To the 2007 Committee on Labor, Elections and Urban Affairs,

My name is Rob Greenfield. I am an undergraduate student studying biology and aquatic science at UW- La Crosse and I am also an independent contractor of the Southwestern Company. I am writing to you to express my feelings on Senate Bill 80. I have read the bill and agree with the intentions of the bill to prevent traveling sales crews, but I believe the definition of traveling sales crew is too vague. I feel that the bill needs to be reworded in order to exclude legal and law abiding companies from being affected.

Making the choice to work with the Southwestern Company has proved to be one of the best decisions I have made in my entire life. The experiences I have gained through self motivated hard work are more significant than I could have ever fathomed before working with the Southwestern Company. Just through the one year of experience I have with the company I have decided that working with the company for the next 3-5 years of my life is exactly what I need to do in order to be successful in whatever I decide to do in life weather it be a science related career or entrepreneurship.

Working door to door selling legitimate educational products to families has helped me grow a great amount. I have learned social skills from, how to relate to many cultures, to how to make a great first impression, and how to sell myself, my ideas, and my products. I have gained vast life skills such as the ability to work hard, stay motivated, keep a positive attitude and take pride I what I do. Other skills I gained through the program are how to run my own business, manage finances, and deal with customers. I feel that the skills I have gained through this program in the last year amount to more than I have gained in my last two years of college.

I understand that the intention of the bill is to protect people, primarily youth, from being violated by traveling sales crews. I strongly feel that this is a necessary bill, but I do not feel that Southwestern should not be included in this bill. Southwestern is not a traveling sales crew. As soon as students are enrolled in the program they receive extensive training (a minimum of 80 hours) before work is started. The training is very thorough covering all necessary aspects including safety, how to recognize safe situations, and how to efficiently run your business and manage finances. The training is not only thorough but it is also enjoyable and takes place in an extremely pleasant setting. Not to mention the training is also free and the company does not require any money up front.

During the summer we, the independent contractors of Southwestern companies, take all necessary precautions to run a legitimate and safe business. The first day that we arrive in our sales territory we apply for the necessary solicitation permits required by the city, county, and state. We establish local residency with the intent to stay more than 70 days. While in the city we live with a local family and open a local bank account. We help the economy of the city by banking within the city, paying sales taxes, and paying rent. While working we wear name badges that identify ourselves and Southwestern Company. Just as we learned in training we treat every prospect with respect weather they purchase our products or not. Our sales presentation is very straightforward. We show the books to the family and if they like it than they can buy them, but we never pressure families into buying our books. Along with that we never stay in houses for more than 20 minutes in order to keep our presence from becoming pressuring.

I thank you for taking the time to read my feelings on Senate Bill 80 and I ask that you please revise the wording of the bill to exclude legitimate companies such as Southwestern.

Sincerely,

Rob Greenfield



**Plotkin, Adam**

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**From:** Christine Schreiner [christineschreiner@hotmail.com]  
**Sent:** Tuesday, March 27, 2007 7:29 PM  
**To:** Sen.Coggs  
**Subject:** Senate Bill 80-2007

**Attachments:** Senate Bill 80-2007.doc



Senate Bill  
0-2007.doc (26 KB..)

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Christine Schreiner  
1107 Hayes Avenue  
Racine, WI 53405

March 23, 2007

Dear Senator Coggs:

I am writing to express my opposition in regards to Wisconsin Senate Bill 80-2007. This bill may keep away a few dishonest ventures, but it is highly unlikely that it will eliminate all illegal practices. What the community can certainly count on with Senate Bill 80-2007 is that it will hurt legitimate companies and their employees. This bill eliminates the possibility for reputable businesses to access the huge market that is found door to door.

This topic remains close to my heart due to the impact that working with a door to door company had on my life. My sophomore year of college I began a journey with the Southwestern Company. At that time I had not anticipated the amazing opportunities and personal growth I was about to experience. I simply signed up for a summer job which I knew I was capable of doing and would help me make enough money to pay for college. During my first summer I not only learned to manage a business, I learned to manage myself. I learned the importance of discipline, responsibility and maintaining a positive attitude. I saved more money than I ever had in my life. I returned home after working in California with a new outlook. After working eighty hours a week selling reference books door to door, I knew I could do anything I set my mind to accomplishing. With that frame of mind, I never doubted that I would finish college and be successful in life.

I continued working as an independent contractor with the Southwestern Company for four years. I received a promotion my final year. Up until that point, I thought I had learned as much about myself and working with others as I possibly could. I was wrong. That year I recruited, trained, managed and motivated college students for direct sales while simultaneously conducting over 150 group interviews. My position did a great job challenging my personal strengths and weaknesses; it also the best teacher preparation I could have imagined. Today my ability to make a good first impression, develop instant rapport with my students, command a classroom and sell them on the ideas they need to learn can all be attributed to my time with Southwestern.

In conclusion, I could not imagine what my life would be like had it not included my experience working door to door. Please reconsider your support of Senate Bill 80-2007 for all those students who will come after me, whose lives can be positively impacted by working with such companies as the Southwestern Company.

Yours sincerely,

Christine Schreiner



## Plotkin, Adam

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**From:** Brad Larsen (SN) [blarsen@snowshoemtn.com]  
**Sent:** Tuesday, March 27, 2007 7:42 PM  
**To:** Sen.Coggs; Sen.Wirch; Sen.Lehman; Sen.Grothman; Sen.Lasee  
**Subject:** Bill on Door-to-Door Sales

SB 80  
Folder

Dear Senators,

It has come to my attention that there is a bill proposing a ban on "traveling sales crews" in the State of Wisconsin. As a 21 year resident of Wisconsin, graduate of the University of Wisconsin - Madison, and an alumni of a reputable company called The Southwestern Company I am concerned by the bill.

I believe you are trying to stop the groups of magazine salesman that have hurt the reputation of legitimate sales people of quality companies like the Southwestern Company. Although I appreciate your initiative, I believe your definitions may be too vague. I encourage you to distill your definition of "traveling sales crews" so not to hurt honest, hard working employees of companies that utilize an old-fashioned method of sales.

The importance of my training and association with a reputable door-to-door organization, like the Southwestern Company, is immeasurable. Hopefully, the experiences that helped me become a better citizen and neighbor won't be destroyed by such a bill.

Best Regards,

Brad

Brad Larsen  
Director of Marketing  
Snowshoe Mountain  
304-572-5691  
blarsen@snowshoemtn.com  
www.snowshoemtn.com

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**Plotkin, Adam**

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**From:** Jessie Satran [jessie\_satran@yahoo.com]  
**Sent:** Tuesday, March 27, 2007 10:08 PM  
**To:** Sen.Coggs; Sen.Wirch; Sen.Lehman; Sen.Grothman; Sen.Lasee  
**Subject:** Opposition to Senate Bill 80

March 27, 2007

RE: Opposition to Senate Bill 80

To Committee on Labor, Elections and Urban Affairs,

I am writing in regards to Senate Bill 80 that would prohibit "traveling sales crews" from selling and recruiting in the State of Wisconsin. I understand the reasoning behind this bill because in no way do I support minors being lured by newspaper ads to work in different cities and sell magazine ads. However, I find numerous differences between these magazine sellers and the philosophies of my summer job through the Southwestern Company. As a result, I am opposed to this bill being passed because it would prevent students from selling and recruiting for the Southwestern Company in the State of Wisconsin.

In order to understand my position, it is essential that I explain my experience with the Southwestern Company. This summer work opportunity has developed me more as a person than any other job in my life. It has given me the confidence to know that I can be independent, work 80 hours a week, control my attitude, and meet people from all over the country. These reasons, along with this experience of running my own business, will enable me to have the dynamite resume needed in order to really excel in any career that I choose.

Including the Southwestern Company into this bill would be unethical considering the history of this law-abiding company. For example, the Southwestern Company has been part of the Better Business Bureau since 1961 and has followed the Direct Selling Association Code of Ethics. They provide 80 hours of training in sales school and have the mission to build skills and characters in students who choose to do a summer with Southwestern. This company clearly seems different than the magazine companies who find students through newspaper ads and do not provide the extensive training.

Along with good track record of ethical practices within the company, students who sell contribute to the State of Wisconsin. Not only do we stay in one area for over 70 days, but dealers also contribute to the economy of the area through their checking account, sales tax, rent to the host families, and other recreational activities. This does not even include the taxes that we pay on our business and the sales tax revenue by remitting directly to the state. Overall, it seems like an excellent opportunity for the state to have students who are able to have this experience while still benefiting financially from their earnings.

With this in mind, I want to urge you to oppose the Senate Bill 80 because it is the right thing to do for college students and State of Wisconsin. Concerns about fly-by-night magazine sales should not prevent hard-working college students from joining the Southwestern Company in order to earn funds for their education, while learning valuable life lessons. This company is training the leaders of tomorrow. The state should encourage such endeavors, not shut them out of the state for unjustified reasons.

Sincerely,

Jessica Satran  
1609 Market St.  
La Crosse, WI 54601  
(608)-345-6436

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Be a PS3 game guru.

03/28/2007



**Plotkin, Adam**

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**From:** Helleson, Brad [Brad.Helleson@frx.com]  
**Sent:** Wednesday, March 28, 2007 1:21 PM  
**To:** Sen.Wirch; Sen.Coggs; Sen.Grothman; Sen.Lehman; Sen.Lasee  
**Subject:** Southwestern and SB 80

Senators,

My name is Brad Helleson a recent alumni of Southwestern. I am originally from Germantown, WI and attended college at UW Oshkosh where I attained my Bachelors of Business Administration in Finance and Marketing. I now work for Forest Pharmaceuticals as a sales representative and I have to say the only reason I got the job with Forest was due to the experience I gained while selling books for 5 summers and recruiting students for 4 years.

I am going to keep this short as I realize you are very busy. I understand not allowing traveling sales crews such as magazine reps to sell door to door in Wisconsin, I agree a lot of those companies are very shady and give Southwestern student dealers a bad reputation in neighborhoods across America. But if you do not allow Southwestern to operate as they always have by recruiting students from the state colleges and allowing students from other states to sell in Wisconsin, you are going to be doing the college students of Wisconsin who get chosen to participate in the Southwestern summer program a major disservice!

This program appeals to the young men and women who are entrepreneurial, hard working, and want to do something different with their summer to help separate themselves from every other college student in this nation. The students that sell books for one or more summers have such an advantage to those students who had regular summer jobs or even internships. I know this from experience. Do you realize how attractive these students are to employers. As 18, 19, 20, 21 year olds, these students are running their own business under the blanket of Southwestern who provides leadership and coaching to be successful not only at selling books but in life. These students work unsupervised, 80 hours a week, door to door, deal with and overcome enormous amounts of rejection, while building their resume and gaining the experience, and more importantly communication skills that will get them the job they want out of college, I am proof of that. You can't tell me if you owned a business you wouldn't want a hard working, driven, goal oriented person who like so many people will say they are but the students who participate in this program can PROVE they did.

Personally, I feel that if you do not allow Southwestern to operate they way they have for over 150 years, the students that would want to work for and gain the advantages one gets from their summer program will be missing out on a lot more than a summer job. I have gained lifelong friends, awesome stories and experiences over my 5 summers, learned the true value of hard work, how attitude can truly dictate how successful you become, and most importantly you GET WHAT OUT WHAT YOU PUT IN. Show me another experience, another challenge, that will teach the young men and women of this state how to be successful in life like the Southwestern Company has done for me and I would be amazed. Allow these college students the opportunity to gain what I have out of participating in the Southwestern summer program.

Thank you for your time and consideration.

Brad K. Helleson  
Territory Rep.  
Forest Pharmaceuticals  
(262) 573-6526 Brad.helleson@FRX.com

03/28/2007



**Plotkin, Adam**

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**From:** TCappozzo@aol.com  
**Sent:** Wednesday, March 28, 2007 8:24 PM  
**To:** Sen.Coggs; Sen.Wirch; Sen.Lehman; Sen.Grothman; Sen.Lasee  
**Subject:** Wisconsin Senate Bill 80- 2007

Dear Senators:

I'm writing to you regarding Wisconsin Senate Bill 80 - 2007. I'd like to share my personal feelings as a parent, whose three children have worked for the Southwestern Company over the past 11 years. I hope that I'm able to help identify the difference between Southwestern, a legitimate company, and the rogue traveling magazine sales crews.

While I believe the intent of this bill is sound, Southwestern is a legitimate company and not one of the traveling sales crews that this bill is targeting. I support the bill's intent to target these traveling sales crews, who travel from town to town, in large passenger vans and are dropped off in neighborhoods to peddle their subscriptions. I understand that young people, often minors or runaways, are lured by newspaper ads or pulled off of the streets to participate in these sales crews. I've also heard that these children usually have no control of their money and are often verbally and physically abused. These companies also provide no training and some of their "crew members" have been involved in crimes.

Southwestern is not one of these companies. As a parent of three children who have Southwestern experience, I became familiar with the Southwestern Company and learned that students are independent contractors who run their own business and control their own money. They also receive sales training and are supervised. Southwestern shows a real concern for their student dealers.

My children have learned valuable life lessons and experiences while working for Southwestern. They've not only achieved financial success but have also become independent, mature adults. They've also developed relationships with fellow workers and student dealers that have often turned into longtime friendships.

If Senate Bill 80 - 2007 passes in its current form, it will adversely affect the opportunities for current and future students who will work as student dealers for Southwestern. No longer will they have the opportunity to gain life skills and financial success that Southwestern can offer. It will also adversely affect many families in Wisconsin who will no longer have the opportunity to purchase and enjoy Southwestern's educational products in their homes.

Thank you for the opportunity to express my support for the Southwestern Company and to ask you to oppose this bill, as it is written.

Sincerely,

Tony Cappozzo  
2214 Wisconsin Ave.  
Sun Prairie, WI. 53590

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**Plotkin, Adam**

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**From:** TCappozzo@aol.com  
**Sent:** Wednesday, March 28, 2007 8:48 PM  
**To:** Sen.Coggs  
**Subject:** Fwd: Wisconsin Senate Bill 80- 2007  
**Attachments:** Wisconsin Senate Bill 80- 2007

A handwritten note in a circle that says "Nothing attached" with an arrow pointing to the "Attachments" field in the email header.

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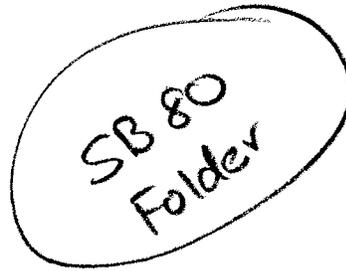
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APR 02 2007

March 28<sup>th</sup>, 2007

Senator Spencer Coggs  
Room 123 South  
State Capitol  
P.O. Box 7882  
Madison, WI 53707-7882



Dear Senator Coggs,

As a concerned citizen of the state of Wisconsin, I am writing in response to Senate Bill 80. If this bill were passed, it would keep "traveling sales crews" out of the state of Wisconsin. I support the intent of this bill of keeping illegitimate company (such as traveling magazine crews) out of this state; however, the vague language of the bill would impact credible companies.

One of these legitimate companies that would be affected would be the Southwestern Company. I have been lucky enough to participate in this program for the last three years. This summer program had a large influence on who I am and the skills I have been able to obtain.

Through my participation in the program, I have been able to develop skills that will be of immense benefit to me in the future. By talking to over 3000 thousand families every summer, I have been able to gain communication skills that I could have never gotten in any classroom setting. I am currently a senior at UW - Madison and working with Southwestern helped me financially, as I pay for school myself. Unlike many of my peers, I did not have to take out any student loans this year.

Southwestern has also had an enormous impact on me on a personal level. The program itself can be very challenging through working long hours, being away from home, and doing something outside your comfort zone. By facing these challenges, I have gained an immense amount of self-confidence. Before doing this program, most people would have considered me to be a shy, quiet person. Now I am more outgoing and have no trouble talking with people I do not know.

The experiences I have had and the skills I have gained with Southwestern will stay with me the rest of my life. In its current form, the passage of Senate Bill 80 would prohibit other Wisconsin students from having this amazing opportunity. I urge you to consider changing the wording of this bill so other students may have the chance to experience the benefits of the Southwestern Company.

Sincerely,

*Melissa M. DuBois*

Melissa M. DuBois

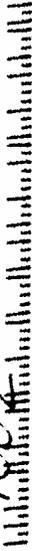
Melissa M. DuBois  
1702 Jefferson St  
Madison, WI  
53711

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31 MAR 2007 PM 2 T



Senator Spencer Coggs  
Room 123 South  
State Capitol  
P.O. Box 7882  
Madison, WI

53707-7882





**Plotkin, Adam**

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**From:** Wianecki Jamie G [wianecki.jami@students.uwlax.edu]  
**Sent:** Thursday, March 29, 2007 2:01 PM  
**To:** Sen.Coggs  
**Subject:** WI senate bill 80

To Whom It May Concern:

My name is Jamie Wianecki and I am a student at the University of Wisconsin-La Crosse. Last summer I had the most productive summer of my life. I learned the importance of keeping a positive attitude, how to stay organized, met a ton of hard working college kids like myself, plus I earned enough money to pay for the year's tuition (which increased from last year). It was brought to my attention that I might not have the same opportunity to have more summers like this one in the future because of a misunderstanding in the Senate bill 80. I agree that something should be done with traveling sales crews, but in your bill you will include other programs and companies that don't fit the stereotype. As an independent contractor from The Southwestern Company, I earn forty percent commission, gain leadership qualities by helping first year students, and run my own business at the ripe age of 22. With this bill you are prohibiting me from building a team here on my campus where I was recruited, and ruining opportunities for more sharp kids to change their lives as well. I am not asking you to veto or reject this bill, but I am asking you to modify it and make sure you know who and what you are disallowing. Thank you for your time,

Jamie Wianecki

03/29/2007



**Plotkin, Adam**

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**From:** Melissa Terrill [melissamterrill@gmail.com]  
**Sent:** Thursday, March 29, 2007 7:29 PM  
**To:** Sen.Coggs; Sen.Wirch; Sen.Lehman; Sen.Grothman; Sen.Lasee  
**Subject:** Senate Bill 80: Do not pass!

Dear Senator,

I am writing this letter to express my concerns about Senate Bill 80. I am concerned about the content of this bill because it will affect a company that I worked for during my college years. I am now working as an optometrist with Davis Duehr Dean and reside with my family in Madison, but I spent 6 summers in college and graduate school working for The Southwestern Company, which is a publishing company based in Nashville, TN. Southwestern recruits and works with college students through a summer work program that is done through direct selling. The way the bill is presented it would adversely affect many college students who would have the opportunity to work with the Southwestern Company. I have great respect for this company so felt some attention needed to be brought to this issue, and I don't believe that it takes into account the difference in quality for companies that may fall under the "traveling sales" categories.

I have nothing but positive things to say about the company and its training program for college students. In fact, this past summer my husband and I were landlords for the group of students from Colorado this while they were selling in the Madison area. It was refreshing to see these students working so hard and they were always very professional.

I feel that my experience with Southwestern helped me become the person I am today. Through Southwestern I was able to develop many skills that helped me succeed throughout school and many that help me everyday as a doctor.

The first year I learned the basics of selling through an 80 hour training program in Nashville and then was allowed to be an independent contractor to run my own business. I always had excellent support from the company through other students in my group and the student managers. I relocated to a different state than my home state and lived with a host family and several other students who also worked with Southwestern. During the summer, each student is assigned to a particular area divided up by school districts and they work there all summer. We stayed in one area the entire summer and personally delivered each order to the families at the end of the summer. I was able to establish rapport among the families and school teachers of this area. Although the method used is door-to-door solicitation, every Southwestern dealer follows the law by applying for appropriate permits and wearing name badges for identification. The customer service department at the company is available for our customers that needed assistance.

Throughout my many summers with Southwestern, I did have many customers who would tell me stories of other magazine sales programs. Most would say that they were very unhappy with both the method of sales and the follow through with their purchase. Almost all of these customers would remark how professional I was and how they really appreciated what I did by giving them the chance to get a product that would really benefit their child. I have heard the same stories circulated about the tragic accident in Janesville back in 1999, but I can assure you Southwestern's program is much different.

We do work through door-to-door sales and this is why this bill concerns me, because it seems geared toward a different type of company than Southwestern, yet Southwestern will be adversely affected by it. I have had many friends who have had successful sales careers with Southwestern. It was a very positive experience for myself and many others and I would hate to see a bill like this pass that would limit the company to offer this wonderful opportunity to students in Wisconsin.

If you have any further questions please feel free to contact me. Thanks for your time.

Sincerely,

Melissa M. Terrill, OD  
3405 Keswick Ct  
Madison, WI 53719  
608-825-3723 (work)

03/30/2007