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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**

\* Contents organized for archiving by: Mike Barman (LRB) (October/2010)

**Plotkin, Adam**

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**From:** Johnson, Kelly  
**Sent:** Friday, March 30, 2007 11:28 AM  
**To:** Plotkin, Adam  
**Subject:** Traveling Sales Talking Points

**Attachments:** MODIFICATIONS TO TRAVELING SALES CREW DRAFT.doc;  
General.talking.points.traveling.sales.crews.April2005.doc

Packet

Hi Adam,  
Tryg asked me to email these to you today. I found the original talking points and then some modifications and I'm sorry that I don't know if the modifications were worked into the talking points, or if the modifications were done after those talking points, so I emailed both.



MODIFICATIONS  
O TRAVELING SAL..



General.talking.poin  
ts.traveli...

SB 80  
Folder

MODIFICATIONS TO TRAVELING SALES CREW DRAFT  
LRB-2765

- Change title to §103.34 Regulation of Traveling Sales Crews
- Create “traveling sales crew” definition: “Two or more salespersons traveling together and staying away from home overnight for purposes of selling goods or merchandise either house to house, on public streets or in public places to consumers. A traveling sales crew does not include salespersons traveling together for purposes of participating in a trade show, convention or immediate family members traveling together for the purpose of selling goods or services.”
- require licensure (registration) for the employer, crew chief and each individual traveling sales crewmember. (We need to enact legislation authorizing police officers to stop the salespersons to verify some basic information that would allow the officer to assess whether the person is legally soliciting) Given this change, any crewmember on the streets selling without a license could be cited as well as the crew chief and the employer. The police officer would issue citations to those present similar to a traffic citation. Additionally, the officer would file a report with DWD (Labor Standards Bureau) who would attempt to follow up with prosecution of the employer (if possible) for the employer's violation.
- As an incentive to police departments in enforcing this law, we would recommend the fines collected be retained either by the municipality or the police department.
- Fine amount?
- Additional registration requirements to be provided at time of application:
  - Proof of identification from birth certificate or state identification card.
  - The name, address, and phone number of the clearinghouse or distributor that the sales crew/sales agent is working for. Most of the sales crew names are a.k.a.'s for the clearinghouse. We need to know exactly who the sales crew is really working for.
  - The sales agent should be issued a “sales badge” that displays the agents name and the name of their company. This could be included as part of the solicitation permit.
- The bill should require that the sales crew and clearinghouse (including the sales agents) are covered by liability insurance.
- Increase minimum bonding requirement to \$10,000
- Under employer requirements, add: 5) In the case of magazine subscription selling: Supply a list of all magazine publishers being sold with names, addresses and phone numbers.
- Under prohibited practices, add:
  - 1a) Employing an adult who is mentally handicapped without parental/legal guardian permission.
  - 6) Abandoning a crew worker because they are sick or cannot make their sales quota.

- 7) Requiring the crew worker to relinquish their personal identification, money, cell phone, wallet, purse to any party involved in the traveling sales crew. (The crew managers do this so the kids come back to the designated pick up. The crew managers keep the kids IDs and possessions so the kids don't run away.)
- 8) Abandoning a member of the crew that gets arrested and thrown in jail for selling without a permit.
- 9) Prohibiting and/or restricting a crew workers ability to contact friends and family while on the job.
- 10) Threatening the crew members physically or verbally. (Many of the crew managers employ "scare tactics" to get the kids to work harder. Many times this takes the form of physical violence.)
- 11) Consumer Fraud: the sales agent cannot lie about why he or she is selling a particular product (magazines, candies, cleaner products etc.). (The crew managers tell the kids to tell the consumer that they are working their way through school selling magazines or working for a charity. This is consumer fraud.)

## **TALKING POINTS ON “MALINDA’S ACT” – TRAVELING SALES CREW REGULATION**

- The tragic traveling sales crew van crash on March 25, 1999 in Janesville, which killed 7 people and severely injured 5 others, brought the need to regulate this industry to my attention.
- This bill is named after Malinda Turvey, one of the victims of the Janesville van crash. Her father, Phil Ellenbecker, has worked tirelessly on this legislation with me.
- There are few regulations on the traveling sales crew industry and those regulations that do exist are nearly impossible to enforce.
- Passage of this bill will ensure that the abuse of traveling sales crew employees and customers comes to an end or is curtailed significantly.
- I have worked closely with DWD, DOJ and DATCP to ensure they have the tools necessary to enforce regulations on the traveling sales crew industry.
- After the creation of the No Call list, telemarketing operations are being converted into traveling sales crews—once again bothering people at their homes.
- The bill creates a definition of traveling sales crews, so it will not affect non-profits, such as Girl Scouts (definition: two or more individuals who are employed as salespersons or in related support work, who travel together in a group, and who are absent overnight from their permanent residences for the purpose of selling goods or services to consumers from house to house, on any street or in any other place that is open to the public.)

Bill also states that this: "bill does not apply to fundraising sales by a nonprofit organization or school and does not preempt a county, city, village, or town from enacting a local ordinance regulating the sale of goods or services to consumers from house to house, on any street, or in any other place that is open to the public."

- The traveling sales crew industry often attracts employees who are trying to escape from something—such as runaways or criminals with a prior record.
- The transient nature of the industry makes it difficult to catch any of the employees or their employers when a crime is committed. For example, if a crew is caught selling without a permit in a community that requires registration of sales crews, the manager of the crew will post bail for the employee that is arrested and then skip town. Even though it is the fault of management that they did not follow the law—it is the employee who is left with the criminal record.

### **The intent of this bill is to address the two primary problems of the traveling sales crew industry:**

1. Abuse of employees, through the industry's flagrant regard for federal and state labor laws
2. Protection of consumers to ensure they are receiving the product they have ordered and also to ensure homeowners are not facing dangerous criminals knocking on their doors

### **Key components of the bill that protect traveling sales crew employees:**

- Prohibits the hiring of minors
- Requires employers of sales crews to issue a disclosure statement to salespersons at time of hire providing specific information about the business and how it operates.
- Requires that all members of sales crews be considered employees and prohibits the use of independent contractors as crewmember salespersons. Defining the employees as independent contractors allows the business to avoid paying taxes and worker's compensation.

- Requires at least semi-monthly payment of all wages earned. (some employees never see paychecks)
- All vehicles used to transport workers must be certified as up to all safety codes. (seat belts for all passengers—might have helped in Janesville van crash)
- If the transport of hazardous materials is required, the types of materials to be sold must be disclosed and proof must be given that the employees know how to safely handle the hazardous chemicals.
- Employer cannot abandon employees because they are sick, injured or have been arrested. (this happens far too often—employees are abandoned without any money, food or ID—no way to call family to tell them where they are)
- Prohibits an employer from taking away a worker's money, ID, phone or any other personal property during the course of employment with the traveling sales crew. (they take away these items from the workers so they cannot try to flee from these situations, which can be abusive—no way to call family or friends to rescue them.)
- Prohibits the employer from restricting communication between the worker and family or friends.

**Key components of the bill that protect consumers and homeowners:**

- Requires employers who utilize traveling sales crews in Wisconsin or who recruit crewmembers in Wisconsin to obtain a "certificate of registration" from DWD prior to entering the state. The information collected as part of the application process will allow us to know who is selling here—and if any of the crewmembers has a prior conviction record.
- Creates a DWD ID badge for traveling sales crew workers—workers must carry this state issued ID, as well as a copy of the certificate of registration with them at all times.
- Prior to selling door-to-door in any community, a stamp must be requested and issued by that municipality. The stamp must be placed on the registration certificate. The employer is also required to notify local law enforcement when they plan to begin sale activities.
- Requires employers of traveling sales crews to post a \$10,000 bond or equivalent as part of the registration process.
- Limits the times of day salespersons on a traveling sales crew can engage in sales activities. (between 9AM and 9PM only)
- Allows local law enforcement to issue citations to any crew workers violating the provisions of the bill—money collected through citations to be retained by local governments.



**Plotkin, Adam**

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**From:** Tom Belli [Tom.Belli@gafundraising.com]  
**Sent:** Friday, March 30, 2007 4:36 PM  
**To:** Sen.Coggs  
**Cc:** Trey Campbell  
**Subject:** Senate Bill 80

Re: SB 80

Dear Senator Coggs:

Forty years ago I was an undergraduate at Harvard College in Cambridge, Massachusetts who needed tuition – my father was an educator without a lot of resources and with other children to educate.

I began working in Milwaukee selling books published by the Southwestern Company, a company with its headquarters in Nashville, TN. I sold dictionaries and other educational books door to door through a long, hot Father Groppi summer and not only earned enough to pay my tuition, but also learned about territory and time management, goal setting and sales management because I led a team of other Harvard students in subsequent summers.

After graduating, a number of us from the Harvard class of 1969 started a fundraising company which morphed into a company called Quality School Plan (QSP).

That company so far has helped enrich the education of millions of students by helping schools raise over \$4 billion (with a B) over the past 30 years.

After retiring from a 20+ year career as president of QSP I reentered the youth fundraising business with Southwestern, which has helped schools earn over \$600 million dollars. All of our management experience, and most of the fundraisers working with schools got their sales experience working for legitimate companies like Southwestern.

When fashioning **Senate Bill 80** please do not exclude legitimate sales people from working in Wisconsin. Southwestern has been in business for over 150 years and has helped tens of thousands of college students like myself and my team earn their tuition through legitimate sales – not fly-by-night magazine crew business.

Don't throw the baby out with the bathwater. Many students from Wisconsin colleges, and elsewhere, will be hurt by this legislation if it is not carefully crafted.

Please feel free to call me about our Book Division or about Great American Opportunities – a wholly owned subsidiary of Southwestern/Great American, Inc. My phone number is 615-391-2555.

My summers "66 – "68 with Southwestern were the most important and formative of my career and I beg you to separate the legitimate from the illegitimate sellers.

Sincerely,  
**Tom Belli, President**  
Great American Opportunities  
2451 Atrium Way  
Nashville, TN 37214  
615-391-2603  
[www.gafundraising.com](http://www.gafundraising.com)

03/30/2007



**Plotkin, Adam**

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**From:** joe paprocki [j\_paprocki@hotmail.com]  
**Sent:** Saturday, March 31, 2007 6:27 PM  
**To:** Sen.Coggs; Sen.Wirch; Sen.Lehman; Sen.Grothman; Sen.Lasee  
**Subject:** Please stop Bill 80!!!!!!!!!!!!!!

Senators,

I heard about the bill that is in consideration of being passed that would prevent direct selling from occurring in the state of Wisconsin.

I was frustrated to hear that this bill is very vague in which companies that it is targeting...and after hearing that it would affect an organization that I spent five summers working with...I was both shocked and surprised. I wanted to communicate my concerns so that you reconsider the blanket ban of all direct selling...and rather allow legitimate companies like the Southwestern Company to still conduct business.

During my summers in college, I had the opportunity to work with Southwestern 3 summers in college and another two post graduation. I have nothing but good things to say about the company and how they conducted business. The communication skills that I learned during those summers has been of immeasurable benefit to me in my life....both personal and business.

In addition, the work ethic instilled in me through the principles that the company teaches has helped me to develop a strong foundation as well. It would be a great shame if students were not able to participate in the program anymore. That is why I am in steadfast opposition of this bill.

I can understand wanting to stop the "van loads of magazine sellers" I assure you though...Southwestern is a company that is building character and good life skills for the young people that work with them. Please do not take this away from us. Especially when character and work ethic is something that we are in dire need of today...

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The average US Credit Score is 675. The cost to see yours: \$0 by Experian.



**Plotkin, Adam**

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**From:** Laura Paprocki [lheinowski@gmail.com]  
**Sent:** Saturday, March 31, 2007 7:36 PM  
**To:** Sen.Coggs; Sen.Wirch; Sen.Lehman; Sen.Grothman; Sen.Lasee  
**Cc:** Trey Campbell  
**Subject:** Oppose Senate Bill 80

Dear Senators,

**I vehemently oppose Senate Bill 80. PLEASE do not let it pass!! I congratulate the state on taking a stand against traveling van crews, but I urge you to exempt legitimate companies, like Southwestern.**

I grew up in Milwaukee and went to college at the University of Wisconsin-Madison and majored in Civil and Environmental Engineering. During my fourth year summer, I decided to sell reference books for a company called Southwestern. Being an engineering student, it was a tough decision, since most of my colleagues were pursuing engineering internships, and there I was going to sell reference books door to door!

**My decision to work with Southwestern proved to be one of the finest choices I made during college .** During my three month sales job, I was able to have an experience that taught me more than I would ever learn in a classroom. It was an experience that I felt I got so much out of that I continued to work with Southwestern for the next three summers.

My door to door sales experience provided immense growth of my interpersonal skills. A large part of success in sales requires good communication skills, integrity, a positive attitude, and motivation; nearly each day of my summers provided me with the opportunity to improve upon these skills. **The strict schedule and independent work environment, not only strengthened my decision making skills but also the ability to motivate myself.**

I found that even though I had been schooled in a very technical field - engineering, that there were elements besides technical expertise that make up a successful career. **It was my door to door summer job that taught me how to be disciplined enough to work without supervision which lead to a high level of integrity, self-determination, and strong will.**

It was in these three months each year that I continued to build my work ethic. It was my door to door job that allowed me to enter into the work force with such ease and success.

Immediately after I graduated, I was accepted as an Environmental, Health, and Safety Manager at Rayovac's Corporate Headquarters in Madison WI. **The department director that hired me was more interested in my door to door sales job that any aspects of my technical degree.** Upon being hired, **I was told that it was my skills that I acquired during my sales job that would be most beneficial.** It was the discipline and integrity that I had practiced that allowed me to travel to facility world-wide and provide environmental support.

My experience with Southwestern and door to door sales also allowed me to earn enough money to be debt free after college AND to out right purchase my first car.

**My Southwestern sales experience was invaluable to who I am and my ability to contribute to society in a positive fashion.**

**Not allowing student the choice to pursue a door to door sales job would eliminate the chance for them to have one of the most beneficial experiences available to college students.**

**Do not do away with a fantastic opportunity for these young adults!**

**Again, I strongly oppose Senate Bill 80 and I hope you will to!**

Sincerely,  
 Laura Paprocki

04/02/2007

313 Elmside Blvd. #2  
Madison, WI 53704



**Plotkin, Adam**

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**From:** mitchy mitch [m.travelgirl@gmail.com]  
**Sent:** Sunday, April 01, 2007 10:44 AM  
**Subject:** Bill 80

Wisconsin Senator,

Thank you for your commitment to making Wisconsin a great state. For the last year and a half, my husband and I have been traveling abroad. We've been to 35 countries throughout Europe, the Middle East, and Asia; more than ever, I am grateful for our rights as Americans. Certainly we have challenges, but we are comparatively very fortunate.

In the spirit of being an active participant in our legislative process, I am writing to encourage you to vote against the current form of Bill 80 that is under consideration in the Senate. In its current form, this bill is one-sided, and deteriorates several freedoms that are a foundation to our system of free enterprise in America. While I appreciate Bill 80's intent to protect the residents of Wisconsin, certain critical details are being overlooked.

While in college, I spent summers working for the Southwestern Company. Southwestern is a publishing company that sells educational products door to door throughout the US. A friend who had worked with them previously recruited me to the company. By the end of my first summer, I had earned enough money to finance my college education and the 'real life' training was more impactful than my previous three years of college.

After my first summer, the company offered me a position as a recruiter, and for the next two years I worked with students from UW-Madison and UW-Oshkosh. Many of the students were successful, and some were not... but in every case, they had the full support and backing of the company. I still have people I worked with during those years write to me (even some who quit half-way through the summer) talking about the training they received from the company and how that has aided them in their professional careers.

When I began interviewing for jobs out of college, I was afforded more interviews and more offers than any of my fellow classmates with the same education, but less life experience.

Bill 80's intention to protect students and residents from organizations that provide little training, and take advantage of young people, does need to be addressed; and while **not** prohibiting companies that **do** provide valuable training and support for their student staff.

In closing, I ask that you consider the motivation of Bill 80. If it is indeed to protect while not inhibit the freedom of the people of Wisconsin, then I would suggest considering again the language of the Bill so that it is clear to whom the law is and is not directed to. In its current form, Bill 80 would have prevented me from one of the most impactful experiences of my college years... and it will deny many other young people an incredibly valuable experience. Thank you for taking time to consider this letter, you have my sincerest appreciation for the work you do serving our State.

Best regards,

Michelle Plantenberg  
Milwaukee, WI

04/02/2007



**Plotkin, Adam**

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**From:** Tom Groeschl [tgroeschl@charter.net]  
**Sent:** Sunday, April 01, 2007 1:11 PM  
**To:** Sen.Coggs  
**Subject:** Senate Bill 80

Dear Senator Spencer Coggs,

In our family, we have had two of our four children opt to sell Southwestern Books products in order to help pay their way thru college. We have witnessed what SW has done for these as well as many other young adults. Wis Senate Bill 80 sounds like it will ruin the oportunity for others to provide sales for this company in Wisconsin, and that would be detrimental to remove it from the national sales ground. Please do not allow this bill to pass without really addressing it at the the correct type of sales you are trying to limit.

Tom & Kay Groeschl

- 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.

**What and who are lawmakers trying to keep out?** Traveling sales crews, typically in the form of rogue magazine sellers, travel from town to town, in large passenger vans and are dropped off in neighborhoods to peddle their subscriptions. 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.

This is a horrible sector of an otherwise misunderstood industry. **Southwestern is NOT one of these companies.** To be unfairly categorized is simply incomprehensible because of the adverse effects this bill will have on the many families in Wisconsin who purchase and enjoy owning our educational products in their home and for the students who would no longer have the opportunity to gain life skills and financial success with Southwestern.

Thank you for your time.



**Plotkin, Adam**

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**From:** Chris Nichols [CNichols@dsa.org]  
**Sent:** Monday, April 02, 2007 8:42 AM  
**To:** Sen.Coggs  
**Subject:** WI S.B. 80  
**Attachments:** Spencer Coggs.doc



April 2, 2007

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

Dear Senator Spencer Coggs:

Both the Direct Selling Association (DSA) and its member companies share the concerns of the legislative sponsors of S.B. 80 as well as the state agencies that have expressed their support of the bill. However, DSA believes that responsible corporate citizens including those that are DSA members, who are required to comply with DSA's Code of Ethics, should not be confused with the targeted traveling sales crew companies.

By way of background, DSA is a national trade association representing more than 200 direct selling companies such as Avon, Mary Kay, Pampered Chef, and The Southwestern Company. More than 14.1 million independent contractor salespeople are responsible for approximately 30 billion dollars in direct sales in the United States. Our mission is "To protect, serve and promote the effectiveness of member companies and the independent business people they represent. To ensure that the marketing by member companies of products and/or the direct sales opportunity is conducted with the highest level of business ethics and service to consumers."

Therefore, DSA is opposed to the Traveling Sales Crew Bill, S.B. 80, in its current form for the reasons stated below. During the last legislative session, we opposed similar legislation (S.B. 251) not because our membership is against the good intentions behind the bill, but rather out of serious consideration of the adverse and unintended consequences if the bill is passed in its current form. Our position is that careful amendments are needed.

DSA firmly believes amendments to exempt legitimate direct selling companies that follow the current local and state laws would accomplish the goals of the bill's sponsors, while making it possible for the aforementioned companies to

04/02/2007

continue to operate ethically.

Such amendments could include: (1) individuals who participate in a summer sales internship or work opportunity, (2) those who are endorsed into the program by their parents, or (3) payments made by check are made to the independent businessperson, rather than to the company with the businessperson taking legal title to the goods or services they sell. DSA cannot stress enough that we stand ready to work with any legislator or state agency in the drafting of such changes to S.B. 80.

Another issue DSA is compelled to address is the notion that classifying individuals as employees rather than independent contractors will somehow solve the problem of traveling sales crews. The fact of the matter is S.B. 80, even if fully implemented, will not stop the abuses brought to the public's attention by the proponents of S.B. 80. The rogue and dangerous van crews stay clear of local law enforcement, whereas legitimate direct selling companies work constructively with local authorities and households.

As stated earlier, more than 14.1 million individuals as independent contractors are direct salespeople. It is a legal status they wish to keep as entrepreneurs. Many of these independent business owners are drawn to the direct selling method as their method of choice in how they want to run their business.

Direct selling has significant impact on Wisconsin's economy. There are about 302,298 direct sellers in the state who made approximately \$653,261,702 in sales during 2005, which generated an estimated \$133,198,649 in federal, state and local tax revenue. ([www.dsa.org/congresskit/](http://www.dsa.org/congresskit/))

In conclusion, while DSA supports the intent of S.B. 80 to go after "bad actor" traveling sales crews, we cannot stand by and watch legitimate direct selling companies be cast in the same light. In fact, the Direct Selling Education Foundation is about to launch the latest edition of its "Is That Traveling Sales Job for You?" This brochure, which was co-sponsored by the National Consumers League, is directed at young adults who are considering jobs with traveling sales crews.

I would be glad to answer any questions you may have.

Sincerely,



Dean A. Heyl  
 Attorney and Manager for Government Relations  
 Direct Selling Association  
 (202) 416-6420  
 dheyl@dsa.org



**Plotkin, Adam**

---

**From:** Joe Nold [jcnold@hotmail.com]  
**Sent:** Monday, April 02, 2007 7:01 PM  
**To:** Sen.Coggs  
**Subject:** Senate Bill 80 Opposition

Dear Senator Coggs,

My name is Joseph Nold, and I am writing to you as the chair of the 2007 Committee on Labor, Elections and Urban Affairs. In specific I am writing in regards to Senate Bill 80. I strongly am against this bill due to my great experience as a traveling sales person with the Southwestern Company while I was in college at Marquette University in the summers of 1997-1999.

As an engineering student in college I had a lot of great experience with numbers and science experiments, but working with the Southwestern Company gave me the best real-life experience to set me up for who I am today. After college I was commissioned as an officer in the United States Navy, where I served on submarines for 6 ½ years. During that time the people skills I had gained as a college student selling educational books really showed, as I was effectively able to run a division as a junior officer on the USS Helena (SSN-725) and had to think on my feet while driving the submarine. Now working as an Engineer for the government and reservist in the United States Navy, I am able to work with and lead teams on projects concerning the betterment of the United States Submarine Force.

The Southwestern Company gave me that opportunity in college to go out and meet with people I did not know, and learn how to relate to them. I learned how to deal with continual rejection. I was not a great salesperson; I never was a top seller with the Southwestern Company. I earned a little, but the real worthwhile part for me was what I learned on the job. The people skills I learned. And the friends I made working with other college students. Going door-to-door coming face-to-face with hundreds and thousands of people I did not know helped me to become a more persistent and driven person.

I do agree with the intent of Senate Bill 80. I know there are bad and deceiving "traveling sales crews" out there that I agree should be stopped. Southwestern is not one of these companies. To unfairly place the Southwestern Company in with those other companies has an adverse affect not only on the company and the students who could benefit, but also the parents out there who could benefit from educational products for their families.

Southwestern is a legal and law-abiding company that does not exploit its employees. I can personally attest to that point. I was not part of a "traveling sales crew". I went through a thorough week of training each summer in Nashville, Tennessee (Southwestern Company headquarters). In 3 successive summers I traveled with a group of about 30 other students to a specific place each summer. For me, I traveled to Olympia, Washington in 1997, Zanesville, Ohio in 1998, and Shawnee, Oklahoma in 1999. I set up a bank account in the city when I moved there for the summer. I lived in the cities where I worked with roommates. I received solicitation permits where they were required. I followed all rules and regulations regarding solicitation and selling. I paid taxes on all my earnings as well.

I know that the intent of Senate Bill 80 is for the safety of young people, and there are companies out there that do unsafely exploit young people. As a salesperson with Southwestern I was safe. I did not sell in crime-ridden neighborhoods. I was freely running my own business by choice, following the direct selling business model. Southwestern is a charter member in good standing of the Better Business Bureau since 1961 and follows the Direct Selling Association Code of Ethics.

In closing, Southwestern did not contact me to write this letter. My friends I worked with during my time at Southwestern told me about the Senate Bill 80. I just wanted to take the chance to tell you how much my experience with Southwestern positively affected me, and want other students in the state of Wisconsin to have that same opportunity in the future. Thank you for your time.

Sincerely,  
Joseph C. Nold  
LT, USNR  
(860) 481-0307

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04/03/2007





**DIRECT SELLING ASSOCIATION**

1667 K Street, NW, Suite 1100, Washington, DC 20006-1660  
202/452-8866 • Fax 202/452-9010

APR 05 2007

April 2, 2007

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

Dear Senator Spencer Coggs:

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DSA firmly believes amendments to exempt legitimate direct selling companies that follow the current local and state laws would accomplish the goals of the bill's sponsors,

while making it possible for the aforementioned companies to continue to operate ethically.

Such amendments could include: (1) individuals who participate in a summer sales internship or work opportunity, (2) those who are endorsed into the program by their parents, or (3) payments made by check are made to the independent businessperson, rather than to the company with the businessperson taking legal title to the goods or services they sell. DSA cannot stress enough that we stand ready to work with any legislator or state agency in the drafting of such changes to S.B. 80.

Another issue DSA is compelled to address is the notion that classifying individuals as employees rather than independent contractors will somehow solve the problem of traveling sales crews. The fact of the matter is S.B. 80, even if fully implemented, will not stop the abuses brought to the public's attention by the proponents of S.B. 80. The rogue and dangerous van crews stay clear of local law enforcement, whereas legitimate direct selling companies work constructively with local authorities and households.

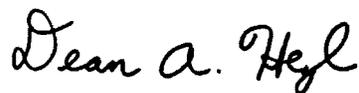
As stated earlier, more than 14.1 million individuals as independent contractors are direct salespeople. It is a legal status they wish to keep as entrepreneurs. Many of these independent business owners are drawn to the direct selling method as their method of choice in how they want to run their business.

Direct selling has significant impact on Wisconsin's economy. There are about 302,298 direct sellers in the state who made approximately \$653,261,702 in sales during 2005, which generated an estimated \$133,198,649 in federal, state and local tax revenue. ([www.dsa.org/congresskit/](http://www.dsa.org/congresskit/))

In conclusion, while DSA supports the intent of S.B. 80 to go after "bad actor" traveling sales crews, we cannot stand by and watch legitimate direct selling companies be cast in the same light. In fact, the Direct Selling Education Foundation is about to launch the latest edition of its "Is That Traveling Sales Job for You?" This brochure, which was co-sponsored by the National Consumers League, is directed at young adults who are considering jobs with traveling sales crews.

I would be glad to answer any questions you may have.

Sincerely,



Dean A. Heyl  
Attorney and Manager for Government Relations  
Direct Selling Association  
(202) 416-6420  
dhey1@dsa.org



**Plotkin, Adam**

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**From:** Dan Counselman [dcounsel@powercom.net]  
**Sent:** Tuesday, April 03, 2007 9:27 AM  
**To:** Sen.Coggs  
**Subject:** Senate Bill 80 Opinion  
**Attachments:** letter SW to Senators 040207.doc

Dear Senator Coggs

Attached is a letter I would like you to consider before passing Senate Bill 80.

<<...>>

Dan Counselman

Counselman & Associates, Inc.

1237A S. Pilgrim Rd.

Plymouth, WI 53073

Phone 920-892-8307 FAX 920-893-1458

April 3, 2007

RE: Wisconsin Senate Bill 80 – 2007  
Constituent Response

Dear Senator:

I am not a political activist by a long shot; however I am disturbed that the pending bill may, through no direct intension, eliminate the opportunity for our youth to have a real world on the ground meaningful growing work experience.

Door to Door, Cold Call Sales has got to be one of the most difficult of all Sales Assignments.

We have a son who worked three summers as an independent business person under the structured guidance of the South West Company (SWC). The experience he gained on many elements of life was exceptional. SWC is professionally run. They train the sales staff for a week of boot camp before they are assigned a territory with other sales people and supervisors. The product they sell is educational reference books, tapes, CDs, etc. for parents to help their children learn better. The product is well done and well received. The sales people are trained to be polite, informative, and non intrusive. i.e. when faced with a not interested answer – Move on.

The things he learned on the streets of California and Texas, about business, time management, financial planning, personal responsibility and people skills are simply not taught in a book or computer course.

We had three college students from Montana stay at our house last summer. Gone by 6:15 AM, back at 10:00 PM, six days a week. 70- 80 hour weeks. The good ones were rewarded with good sales income to help pay for their college. It was a joy to have them around. We sponsored a back yard Sunday meeting of the whole eastern Wisconsin group of students and supervisors. A more organized, energetic vibrant challenged group of ambitious young people I have never seen before. It was heart warming.

You want to make a law so that this type of hands on real world sales education cannot happen in Wisconsin. You had better think this over.

I do not know the details of the Proposed Law. Any law should be definitive enough to separate legitimate free enterprise from scammers. Word it right or not at all.

Did you have a paper route, sell lemonade on the corner or go door to door selling something? That is where the future business people come from. If you make this illegal in this state based on past scammers you are short of vision for our future generations.

For the sake of the unchallenged youth to be challenged, please reconsider your restrictive law.

Respectfully Submitted

Dan Counselman, P.E.  
Plymouth, Wisconsin.



**Plotkin, Adam**

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**From:** Cassie Luft [ccluft@wisc.edu]  
**Sent:** Tuesday, April 03, 2007 4:19 PM  
**To:** Sen.Coggs; Sen.Wirch; Sen.Lehman; Sen.Lasee  
**Subject:** Senate Bill 80

Cassie Luft  
 410 W. Doty St.  
 Madison, WI 53703

To 2007 Committee on Labor, Elections and Urban Affairs:

My name is Cassie Luft and I am writing this letter to inform you about my experience with The Southwestern Company and to ask you to please amend the Senate Bill 80 appropriately to protect Southwestern and the college students who are part of the program. I appreciate you taking time to read through my letter, as I am sure your mailbox is filled with numerous testimonies regarding Senate Bill 80.

This summer will be my fourth summer participating in the Southwestern Company's summer internship program. Originally from West Bend, Wisconsin, I attended West Bend East High School. My greatest accomplishments up to this point in my life are being awarded the Zeigler Scholarship, attending the University of Wisconsin at Madison, being accepted into the School of Education, studying abroad in Buenos Aires and participating in Southwestern's program.

I have participated in the Southwestern Program for three summers and am currently in the process of preparing for a fourth summer. From the beginning, I was impressed by the professionalism of the college students in charge of training the Madison Team. The team that I became a part of consisted of extraordinary individuals: valedictorians of their school, high school state football team champions, people fluent in three languages, college athletes, students who had won various awards and scholarships in high school and college, etc. The same qualities that helped these students be successful in their past would help them succeed over the summer at this challenging program. My first summer we went on to be the number one team in the company and, to this day, many of us are still close friends. Success, for the first time in my life, did not come easily, as I had to work hard at adjusting to a new work schedule and to dealing with more rejection than I was used

to up until that point in my life. I learned to read people, work through challenges, choose my attitude, enjoy my workday, appreciate my coworkers who became my closest friends, and much more. Awards aside, the relationships I built and the confidence I gained by accomplishing a task bigger than I had ever attempted gave me the belief and knowledge that whatever I put my mind to in the future I would be able to accomplish.

Without Southwestern I would not be the person I am today. I continue to look up to and learn from the people I work with, discover my strengths and weaknesses, learn to better understand the human race and celebrate personal growth and achievement in myself and my coworkers. Over the past four years I have learned many valuable lessons that I truly believe I would not have learned as soon as I have had it not been for Southwestern: to manage and lead teams of people, delegate tasks effectively, coach and mentor my peers, plan and organize meetings, build relationships with students and their parents, push through challenges, and have fun with my job each day.

Right now my position with Southwestern is to interview, select, train and lead a team of students from Madison to sell books. This is the second time I have held this position. I am working with an amazing team of individuals who are well informed and prepared for a summer with Southwestern. I am proud of each of them and the goals and dreams they have set for themselves in their life. I look forward to helping them reach their goals, have a valuable experience this summer and to see them grow just as I, and so many others have.

There was never a doubt in my mind that Southwestern was a legitimate company. Over the four years I have been a part of this program I have developed even more conviction in the importance of this program and its dedication to being a great organization committed to operating with integrity and helping young people develop the skills and character they need to achieve their goals in life. I truly believe that Southwestern is one of the best ways college students could choose to spend their summers. I would not be the person I am today without this experience and the help of the friends and mentors in Southwestern who have believed in me along the way. What I am most proud of is how this program has helped me develop the skills and qualities I need to be able to achieve success in whatever I choose and has allowed me to achieve complete financial independence prior to graduation from college.

Please amend Senate Bill 80 appropriately to protect Southwestern and the college students who would be impacted. Please feel free to contact me with any other questions regarding this issue. Thank you.

Sincerely,

Cassie Luft



**Plotkin, Adam**

**From:** Patrick Roach [proach@projectupgradellc.com]  
**Sent:** Wednesday, April 04, 2007 1:13 PM  
**To:** Sen.Coggs; Sen.Wirch; Sen.Lehman; Sen.Grothman; Sen.Lasee  
**Subject:** Wisconsin SB 80 and AB 208

Dear Senate Committee on Labor,

I wanted to respond to the proposed legislation about door-to-door businesses that recruit college age students. Having grown up in Clinton, WI (years 0-18), I consider it a great privilege in my life to have had the opportunity to sell door-to-door as a way to pay for my college education. The opportunities that were available for college students in southern WI basically amounted to manual wage jobs with little or no long term skill development. At that time, the college I attended was costing me \$20,000 per year for tuition and housing (Wheaton College '91-'95). For that very reason, it has become acceptable in today's society for people in their mid 30's and early 40's to still have school loan payments. Thankfully I had the chance to sell educational books and software with the Southwestern Company of Nashville, TN. The money I earned from 4 summers of selling was sufficient for me to pay for all of my college expenses without my parent's help, and the skills I developed while in that program serve me every day.

Granted, making the decision to go away from home, work long hours, on straight commission, in a vocation that scared me to death, while most of my friends stayed home and had a lot more fun than I did, was one of the most difficult decisions I have ever made. Living up to those standards was even harder. But after facing my fear, following the managers that were in place to help me, and digging deep within to keep going every day, a new person of character was being developed. I grew and matured more during the summers that I spent selling than I did during my time at the very expensive college I attended.

I realize that not all companies provide the same care and training for their students. I also realize that this is not a summer job that all college students are a fit for. But to write off an entire industry because of some that do it wrong is a terrible way to strangle the entrepreneurial system of America. It is ultimately up to the student and their parents to do their own research about a company and make their own conclusions. Parents and students should talk to alumni of the particular sales program, the Better Business Bureau, the university Career Services Dept, and other students that are currently in the company before deciding to participate. Many of these students are taking a risk in entrepreneurialism that every business owner in America is familiar with.

My entire extended family live in Wisconsin and I spend a great deal of time back home. I just wanted to voice the positive impact that one door-to-door company has had in the life of a long time Wisconsin resident. I know many other University of Wisconsin friends that have had a similar experience. There has to be a way to distinguish between the good companies and the bad without restricting free trade.

Patrick Roach  
 301 Grandview Ave  
 Glen Ellyn, IL

P.S. Please don't attack this industry because some would say it is an annoyance, think about the impact that might have on door-to-door campaigning for politicians.

--

Patrick Roach  
 Project Upgrade  
[www.projectupgradellc.com](http://www.projectupgradellc.com)

04/04/2007



**Plotkin, Adam**

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**From:** Kevin Lenci [kmlenci@hotmail.com]  
**Sent:** Wednesday, April 04, 2007 10:20 PM  
**To:** Sen.Coggs; Sen.Wirch; Sen.Lehman; Sen.Grothman; Sen.Lasee  
**Subject:** Letter to the Committee on Labor, Elections and Urban Affairs, re: Wisconsin Senate Bill 80-2007

To: 2007 Committee on Labor, Elections and Urban Affairs  
From: Kevin M. Lenci  
April 4, 2007

Dear Senators:

I am writing this letter to voice strong opposition to Wisconsin Senate Bill 80 – 2007 and ask you to do the same. This bill hinders legitimate business opportunities for people to work in the state of Wisconsin and if it had been in place when I had been in college, I may have not be where I am today.

During my time at Marquette University in the mid-nineties I was fortunate enough to come across the opportunity to work with the Southwestern Company, first as an independent contractor selling study guides for children and then as a student manager and assistant organizational leader over the course of four years. The skills I learned running my own business and managing others proved invaluable to gaining my position with Edward Jones Investments upon completing school at Marquette in 1999 and have led to further success in my position now with Chase Investment Services in Oak Creek. With more than four weeks of training combined before each summer I sold books door-to-door and the experience of meeting with more than 2000 different families, I was able to significantly grow my interpersonal, organizational and selling skills that I now use every day at my job as a financial advisor managing more than \$50 million for my clients. Besides what I learned, the money I made also helped me pay my way through Marquette.

The wording of the bill significantly restricts or bans legitimate businesses, such as the student dealers with the Southwestern Company to operate in the state of Wisconsin. If our state is really serious about educating its young people, what better real world experience than running your own business and meeting hundreds of people with the backing of a company more than 100 years old that has a proven business model. The friends that I made working with Southwestern have gone on to start their own companies, become upper level management within a few years of graduating from school and gone on to further education.

I understand the need to outlaw certain obviously harmful jobs, such as the traveling magazine groups. Southwestern dealers are carefully interviewed and trained and only work in the safest areas of a community. Southwestern dealers always work hard to establish themselves in the community. They are certainly not “traveling sales crews,” but under the terms of the bill they would be essentially outlawed from running their chosen line of business. I have one small child and another on the way, and if my children chose to work with a company like Southwestern and were serious about it, I would be their biggest supporter.

Please consider these above arguments and work to end this bill before we take opportunity away that is hard to replace.

Sincerely,

Kevin M. Lenci  
130 N. 86<sup>th</sup> Street  
Wauwatosa, WI 53226  
414-807-5832

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It's tax season, make sure to follow these few simple tips [Check it out!](#)

04/05/2007





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Senate Committee on Labor, Elections, and Urban Affairs

April 4, 2007

Ladies and Gentlemen:

I am writing to express my concern about proposed Senate Bill 80 and to request that this Bill not be passed

In my twenty-four years as director of University Career Services at The University of North Carolina at Chapel Hill, I have interacted with many students who have reported very positive summer experiences as independent contractors, engaged in door-to-door sales. Many of these students over the years have spent their summers working in Wisconsin.

These students have not only earned significant amounts of money to help fund their college education, even more importantly, they learned sales skills, gained sales and general work experience, and acquired important life preparation skills, such as living independently, managing money, and learning how to operate as an entrepreneur.

Most students do not enter this type of work lightly. They generally carefully consider the pros and cons of the job, and typically discuss their decision with their parents. In fact, it is not unusual for my office to talk with students as well as parents about these opportunities in order to help them make an informed decision.

Our office works with over 800 employers each year, many of whom have particular interest in considering students who have engaged in door-to-door sales over the summer. Employers value this experience and find that students who have been successful at this type of work are often ahead of others who have not.

In conclusion, I respectfully request that Wisconsin refrain from passing a bill that would hurt students' opportunity to run a business and finance their education, or prevent other states' hard-working college students from doing the same in your state. Thank you for your consideration.

Sincerely,

*Marcia B. Harris*

Marcia B. Harris  
Director



**Plotkin, Adam**

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**From:** Dorothy Hujo [dhujo@kirbywhq.com]  
**Sent:** Thursday, April 05, 2007 10:06 AM  
**To:** Sen.Coggs  
**Cc:** Robert Shumay  
**Subject:** Senate Bill 80

**Attachments:** Dorothy Ann Hujo.vcf; SB80 040507 Coggs.doc



Dorothy Ann  
Hujo.vcf (629 B)



SB80 040507  
Coggs.doc (75 KB)

Attached is correspondence from Rob Shumay, Vice President Consumer and Public Relations, AMPD and Distribution of The Kirby Company

# KIRBY®

April 5, 2007

The Honorable Spencer Coggs  
Room 20 South  
State Capitol  
P.O. Box 7882  
Madison, WI 53707-7882

Dear Senator Coggs:

I am Vice President of Customer and Public Relations, Aftermarket Parts and Distribution for the Kirby Company. I am writing to let you know that I share the concerns the legislative sponsors of S.B. 80 have with traveling sales crews. However, as drafted, S.B. 80 will reach far beyond traveling sales crews and will have a significant adverse impact on companies who do not operate through traveling sales crews.

By way of background, The Kirby Company ("Kirby") manufactures home cleaning systems which it sells to independent distributors around the world. These distributors in turn market them to consumer end users. Kirby currently provides income earning opportunities through the sale and service of our products to more than 220 individuals in Wisconsin.

Throughout our 94 year history, Kirby has provided the best American made cleaning products available. Kirby is a member of the Direct Selling Association, a national trade association representing more than 200 direct selling companies such as Avon, Mary Kay, Pampered Chef, and The Southwestern Company, and requires members to adhere to a strict Code of Ethics. Kirby is a member of the Better Business Bureau.

Kirby regularly audits the business practices of its distributors and disciplines those that do not meet our standards, up to and including termination. Kirby regularly holds training classes on ethical business practices. In fact, members of the Wisconsin Attorney General's Office have attended such training sessions in the past and added their insight and expectations on how our distributors should operate.

During one of these sessions, Bob Zaspel of the Wisconsin Attorney General's Office shared his office's experiences and problems regarding traveling sales crews. Their behavior was clearly unacceptable, but Mr. Zaspel explained the differences between Kirby and these traveling sales crews.

Though we are aware of some of these horrific experiences, Kirby is opposed to the Traveling Sales Crew Bill, S.B. 80, in its current form for the reasons stated below. Kirby is not against the good intentions behind the bill, but rather the adverse and unintended consequences that the bill will produce if passed in its current form. Our position is that the sponsors should consider careful amendments to the bill.

1920 West 114th Street • Cleveland, Ohio 44102  
Phone 216-228-2400 • FAX 216-221-3162  
<http://www.kirby.com>  
*A Scott Fetzer Company*



Kirby believes amendments to exempt legitimate direct selling companies that follow the current state and local laws would accomplish the goals of the bill's sponsors, while making it possible for the aforementioned companies to continue to operate ethically.

Such amendments could include firms or persons with a permanent fixed location in Wisconsin. Kirby stands ready to work with any legislator or state agency on the drafting of such changes to S.B. 80.

Classifying individuals as employees rather than independent contractors will not solve the problems caused by traveling sales crews. S.B. 80, even if fully implemented, will not stop the abuses the proponents of S.B. 80 brought to the public's attention. The rogue and dangerous van crews stay clear of local law enforcement, whereas legitimate direct selling companies work constructively with local authorities and households.

The Kirby Company has maintained operations out of the same location since its inception 94 years ago. Our Wisconsin distributors, like Kirby, live and work in Wisconsin. They are members of the community whose children attend local schools. They are part of the fabric of the State. As noted above, Kirby distributors provide income earning opportunities to 220 Wisconsin residents. Some of these people work full time, but many work only occasionally to supplement their income or when they need additional income.

The abhorrent business practices of certain traveling sales crews not only affects Wisconsin consumers, but casts a long shadow over legitimate direct sellers like Kirby and the other DSA members. While Kirby supports the intent of S.B. 80 to go after "bad actor" traveling sales crews, we cannot stand by and watch legitimate direct selling companies get unnecessarily caught in the same net.

Thank you for your consideration. I am more than happy to address any issues or questions you may have.

Sincerely,



Robert G. Shumay  
Vice President  
Consumer and Public Relations, AMPD and Distribution

VIA EMAIL – [Sen.Coggs@legis.wisconsin.gov](mailto:Sen.Coggs@legis.wisconsin.gov)

RGS\dh

1920 West 114th Street • Cleveland, Ohio 44102  
Phone 216-228-2400 • FAX 216-221-3162  
<http://www.kirby.com>  
*A Scott Fetzer Company*





**Plotkin, Adam**

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**From:** sean@instant-recall.com  
**Sent:** Thursday, April 05, 2007 10:48 AM  
**To:** Sen.Coggs  
**Subject:** Senator, RE: Wisconsin Senate Bill 80

Hello Senator Spencer Coggs,

I want to thank you in advance for taking a few moments to listen to my concerns regarding proposed 2007 Senate Bill 80. I realize that time is our most valuable commodity, so I promise not to waste any of yours.

Being a resident of Wisconsin (Winneconne) myself, I applaud your efforts to keep "traveling sales crews" out of Wisconsin.

However, as it is currently written, I ask that you **oppose this legislation**. Although I would like nothing more than to eliminate disreputable "fly-by-night" outfits, Senate Bill 80 would actually do more harm than good by adversely affecting legitimate direct selling companies and the families they are trying to help. One such company that would be unfairly affected by this legislation is the Southwestern Company.

Having been in business now for almost 140 years, it probably goes without saying that you don't stay in business that long unless they're doing something right.

The Southwestern Company is a company I had the privilege to work with while I was a student attending the University of Wisconsin-Oshkosh in the mid 90's. Entering my 3rd year, I had not only maintained a 4.0 GPA, but I was well on my way to graduating with a double major in Marketing and Finance, along with an emphasis in Entrepreneurship.

I tell you this not to pat myself on the back but rather to emphasize the point that although I was "succeeding" in class education, I couldn't escape the feeling that I still wasn't being adequately prepared for succeeding in the

04/05/2007

“real world.” I always felt that I had the motivation and intelligence to go far in life, but as with many students I guess, I just lacked the direction, know-how and experience to really utilize or (to be more accurate) uncover my potential.

The other problem I found myself continually facing was being from a small Wisconsin town (as most are) and finding summer work that would help me pay for college. (My sophomore summer I was able to find work as a landscaper paying \$6/hour – having saved less than \$2000 upon returning to college).

I found my answer to both of these dilemmas with the Southwestern Company. (I know that the term “life-changing” has become trite and overused, but “life-changing” is exactly the experience Southwestern has had on my life).

During my interview for summer employment with the Southwestern Company, I was shown exactly the products they sold – educational books that condensed several subjects into easy explanations for both students and parents. The need for this type of resource is very obvious.

Then the interviewer told me that I could make upwards of \$6000 during the summer if I was willing to work hard, study hard and be teachable. I knew I could. And for \$6000 in 3 months as a college student, I knew I would!

I came back from that summer with a check for \$14,770. But more importantly are the things I learned in the process – making a good first impression, talking with people, dealing with people, reading people, selling myself, selling a product, dealing with rejection, overcoming fears, persistence, maintaining a positive attitude, time management, etc. I could go on, but you probably get the point. These are things I’m sure you’d agree I could have never learned sitting behind a desk... or landscaping.

And the reasons for my successes and the reasons I came back year after year (for 4 years) are many, including:

(1) Although I was an independent contractor (which the current Senate Bill 80 prohibits) and in business *for* myself... I was never *by* myself. I lived with a Student Manager (a person with previous experience). I was also able to work with my Student Manager any time I wanted to learn from his skills or to hone my own.

(2) Having no previous sales experience, my Manager met with me several times per week prior to the summer to train & prepare me. Also, the Southwestern Company had an intense week long sales school that prepared me for any type of situation I could ever come across.

(3) I never had to misrepresent myself in any way. I had an ID badge so people could see who I was. I had a straight forward introduction so people knew what I was doing. And I had a customer service number that people could call to verify my identity and intentions. And it was through this trust I was able to actually become part of the community I was working in. Everybody may not have been interested in what I had to offer. But everyone got to meet me, know me, like me and see me in their neighborhood over the course of 3 months.

(4) I really, really believed in the products.

I could go on, but again, I think you get the point. The Southwestern Company is NOT who you are trying to target with Senate Bill 80. But unfortunately (with vague terminology and specific articles present in Senate Bill 80), the Southwestern Company will be an unintended casualty. And that cannot be allowed to happen.

And it's not just the Southwestern Company who will suffer. The families in Wisconsin who enjoy and rely on Southwestern's educational books to help bridge the parent-student gap will also lose out.

However, the most important people affected by (and the biggest losers in) all of this will be the college students who no longer have the opportunity to gain some badly needed financial independence – and also be deprived of gaining

some "real world" skills that are absolutely essential to thrive in today's very real world.

Again, I can appreciate the *intent* behind Senate Bill 80 to eliminate rogue magazine sellers, etc. But it's the negative end result that it will have on future Wisconsin families and students that I'm more concerned with at this time. And at this time, I feel that it should be your biggest concern as well.

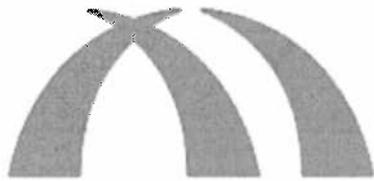
Please reject Senate Bill 80... at least in its current form. At the very minimum, allow a provision or exemption for a company that's been in business for longer than 100 years. After all, it's not the business nor the business model that's the problem.

If you have any questions or would like to talk to me further about this, please feel free to contact me at any time.

In the meantime, thanks for listening and make it a great day!

To All of Our Successes,

Sean O'Neil  
6991 Cross Road  
Winneconne, WI 54986



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**Sean O'Neil**

President | The "Memory Guy"  
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