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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**

2007 SENATE BILL 80

AB 208

have received
about 50 e-mails &
letters opposed from
former workers

March 1, 2007 - Introduced by Senators ERPENBACH, ROBSON, HANSEN, ROESSLER, LEHMAN, KANAVAS, LASSA, RISSER and COGGS, cosponsored by Representatives POPE-ROBERTS, TRAVIS, SHERIDAN, HAHN, GRONEMUS, BERCEAU, TOWNSEND, STEINBRINK, SINICKI, VAN AKKEREN and POCAN. Referred to Committee on Labor, Elections and Urban Affairs.

AFL-CIO in favor

1 AN ACT *to amend* 21.72 (1) (a) 10., 49.857 (1) (d) 10., 73.0301 (1) (d) 3m., 103.005
2 (10), 111.322 (2m) (a) and 111.322 (2m) (b); and *to create* 103.34 of the statutes;
3 **relating to:** the regulation of traveling sales crews, requiring the exercise of
4 rule-making authority, and providing penalties.

Analysis by the Legislative Reference Bureau

CURRENT LAW

HOUSE-TO-HOUSE EMPLOYMENT OF MINORS

Under current law, no person may employ, offer to employ, or recruit a minor to sell goods or services from house-to-house (house-to-house street trades) without obtaining a house-to-house employer certificate from the Department of Workforce Development (DWD). A person may obtain a house-to-house employer certificate by submitting an application to DWD that contains certain information required under current law, including documentation proving that the person has the ability to pay any compensation owed to a minor employee, which proof may be in the form of a bond, certificate of deposit, escrow account, or irrevocable letter of credit in an amount of at least \$5,000 (proof of financial responsibility). If the applicant establishes proof of financial responsibility and if DWD is satisfied that the applicant will comply with the laws relating to house-to-house street trades, DWD must issue a house-to-house employer certificate, which is valid for a 12-month period.

When a minor applies for a job in house-to-house street trades, the house-to-house employer must inform the minor in writing of the terms and

From: Amanda L. Breunig [mailto:albreunig@gmail.com]
Sent: Sunday, March 25, 2007 10:51 AM
To: Trey Campbell
Subject: copy of letter to senators for senate bill 80

Packet
↳ Part 1

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. 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

--

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

From: Anderson, Steve
Sent: Thursday, March 22, 2007 9:11 AM
To: 'Sen.Coggs@legis.wisconsin.gov'; 'Sen.Wirch@legis.wisconsin.gov';
'Sen.Lehman@legis.wisconsin.gov'; 'Sen.Grothman@legis.wisconsin.gov';
'Sen.Lasee@legis.wisconsin.gov'
Cc: 'Sen.Decker@legis.wisconsin.gov'; 'Sen.Breske@legis.wisconsin.gov'
Subject:

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

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

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

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

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

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

- Respect for money, where it comes from and how hard it is to earn it.
- Budgeting, without it they would have had to come home or call their parents for money.
- Basically, running their own business, processing sales orders, reporting sales, collecting, managing bank deposits and delivery of product.
- Mentoring an associate who was struggling or having a hard time.
- Yes, even guys give hugs.
- Respect for people regardless of how they were treated in return.
- Overcoming rejection.
- Common courtesy
- Team building
- A great sense of pride in their accomplishments.

From a corporate employer perspective I felt Southwestern Company did the right things to get my sons prepared for their summer job. They engaged them in a full week of training at the company headquarters, provided them with experienced leaders in the field, gave them safe

territories to work in, provided team building sessions in the field, and instilled principles of courtesy for their potential prospect.

The last issue I would like to address is the quality of their product. The primary product is a type of home tutorial three volume text that allows students and parents to deal with problems a student is having with a particular subject in their class. I wish I would have been aware of this product when my two sons were in high school.

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

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

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

Steven G. Anderson
R11009 River Road
Ringle, Wis. 54471

President River Valley State Bank
Wausau, Wis.

715-348-1414

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Thank you.

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

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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From: Cassie Luft [mailto:ccluft@wisc.edu]
Sent: Tuesday, April 03, 2007 4:19 PM
To: Sen.Coggs@legis.wisconsin.gov; Sen.Wirch@legis.wisconsin.gov;
Sen.Lehman@legis.wisconsin.gov; Sen.Lasee@legis.wisconsin.gov
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

From: chris barmann [mailto:chrisbarmann@yahoo.com]
Sent: Tuesday, March 20, 2007 7:09 PM
To: Sen.Coggs@legis.wisconsin.gov; Sen.Wirch@legis.wisconsin.gov;
Sen.Lehman@legis.wisconsin.gov; Sen.Grothman@legis.wisconsin.gov;
Sen.Lasee@legis.wisconsin.gov
Cc: Trey Campbell; PCC@quarles.com
Subject: Wisconsin Senate Bill 80 - 2007

Dear Senators,

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

Thank you,

Chris Barmann

Need Mail bonding?

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Christine Schreiner
1107 Hayes Avenue
Racine, WI 53405

March 23, 2007

Dear Senator:

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

March 16, 2007

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

Dear Senator Grothman:

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

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

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

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

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

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

Sincerely,

REGALWARE, INC.

Jeffrey A. Reigle
President & CEO

Enc.

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

From: Dave Cappozzo
Sent: Tuesday, March 20, 2007 9:17 AM

To: Sen.Coggs@legis.wisconsin.gov
Subject: Senate Bill 80

Senator Coggs-

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

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

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

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

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

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

Sincerely,
David Cappozzo

From: david j. kaiser, jr. [mailto:david.kaiser@padronigroup.com]

Sent: Thursday, March 22, 2007 12:00 PM

To: Sen.Coggs@legis.wisconsin.gov

Subject: Senate Bill 80 - OPPOSITION

Dear Senator Cogs:

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

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

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

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

Sincerely,

David J. Kaiser, Jr.

414.795.6135 phone

414.963.9667 fax

david.kaiser@padronigroup.com

Padroni Group, Inc.
544 East Ogden Avenue
Suite 700 - 145
Milwaukee, WI 53202
www.padronigroup.com

www.greenwichrow.com
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DIRECT SELLING ASSOCIATION

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

April 2, 2007

Senator Glenn Grothman
Room 20 South
State Capitol
P.O. Box 7882
Madison, WI 53707-7882

Dear Senator Glenn Grothman:

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 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.

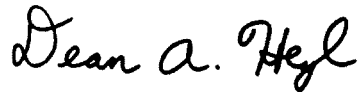
As stated earlier, more than 14.1 million individuals as independent contractors are direct salespeople. It is a legal status they wish to keep as entrepreneurs. Many of these independent business owners are drawn to the direct selling method as their method of choice in how they want to run their business.

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/)

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

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

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

To: Sen.Coggs@legis.wisconsin.gov; Sen.Wirch@legis.wisconsin.gov;
Sen.Lehman@legis.wisconsin.gov; Sen.Grothman@legis.wisconsin.gov;
Sen.Lasee@legis.wisconsin.gov

Subject:

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

Dear Senator Coggs,

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

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

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

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

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

Heather Fuerniss
329 W. Van Norman Ave
Milwaukee, WI 53207
fuerniss@hotmail.com
262-672-8769

From: Helleson, Brad [mailto:Brad.Helleson@frx.com]
Sent: Wednesday, March 28, 2007 1:26 PM
To: Trey Campbell; Chris Fugman; Kathryn Barmann
Subject: WI 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

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.

Sincerely,

Jason Kral

From: jay weideman <jayweideman@yahoo.com>
To: Sen.Coggs@legis.wisconsin.gov; Sen.Coggs@legis.wisconsin.gov
Sent: Wednesday, March 21, 2007 9:32:50 PM
Subject: Senate Bill 80 - 2007

Dear Senator,

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

Sincerely, Jay Weideman

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March 30, 2007

Jean A Bartel
9319 12th Place
Kenosha, WI 53144
262-705-5587 cell

Senator Robert Wirch
Vice-Chair

Senator Wirch:

I am opposed to the Senate Bill 80 as it stands and I would like to tell you about my experience with a credible company like Southwestern.

My son, Shaun Bartel, put himself through college in Madison, WI, as a Chemical Engineer, by going door to door selling Southwestern products that parents could use to help their children in school. He worked 80 hours per week, built life changing skills, people skills and ran his own business for a PROFIT! All that looks fantastic on a resume. It takes a special type of person who will work 80 hour weeks for a whole summer and Southwestern provides that training to be a success in life.

I have heard numerous times friends, family and acquaintances comment on what a fine, upstanding and friendly person Shaun is. A person who can talk to anyone, a person who looks you in the eye and is interested in what you are saying, can speak intelligently with humor and with seriousness depending on the situation. These skills he learned made the man he is today. I am very proud of him and he is thankful to Southwestern for all these skills, as well.

The college students working as Southwestern representatives work hard 6 days a week to gain those experiences that last a lifetime. I, also, had 3 students from Wyoming stay with us for the summer months a few years back doing the same door to door program that my son was doing in another state. They were fine young men that I was pleased to have in my home. They worked hard from sun up until sun down.

Please don't take away that experience by including wonderful companies like Southwestern in Senate Bill 80.

If you have any questions, comments or concerns, please, contact me.

Sincerely,
Jean Bartel

From: Jessie Satran [mailto:jessie_satran@yahoo.com]
Sent: Tuesday, March 27, 2007 10:08 PM
To: Sen.Coggs@legis.wisconsin.gov; Sen.Wirch@legis.wisconsin.gov;
Sen.Lehman@legis.wisconsin.gov; Sen.Grothman@legis.wisconsin.gov;
Sen.Lasee@legis.wisconsin.gov
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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From: Jim & Lisa Koehler [mailto:koehler@charter.net]
Sent: Tuesday, March 06, 2007 9:29 PM
To: smilfred@madison.com
Subject: Re: Shut sales crews out of Wisconsin

Dear Editor,

This is in response to the editorial "Shut sales crews out of Wisconsin" that appeared on March 5, 2007.

I understand concerns people may have regarding direct sales, but a blanket approach to shut out sales crews in Wisconsin can potentially do a disservice to the direct selling industry in general.

While there are some "seedy" outfits out there, not all are out to rip you off or endanger your children. As college students, both my brother and I worked for 5 summers each selling educational books for the Southwestern Company door to door. This reputable company has allowed college students to fund their education through direct sales since 1868. They are a member of the Direct Selling Association (DSA) and offer excellent training. Yes, I relocated for the summer to a community in another state. Yes, I knew that I was expected to work hard. Was it a positive experience? Absolutely! In fact, it was an invaluable experience not only financially but also for the skills I learned. Financially, I was able to graduate from college debt-free and had money in the bank. It offered me the opportunity as a college student to motivate myself, run my own business, earn recognition, and learn life skills. It was an experience I wouldn't change for the world.

The skills and the value of direct sales that I learned as a college student have helped in many areas of my life. For the past 6 years, I have been in direct sales and it has allowed me to be home with my children, the flexibility to work around their schedules, to financially add to the household income, and to receive recognition as well as a sense of accomplishment that is not always possible in a traditional job setting. Without the experience that I had in college, I'm not sure I would have realized the benefits of direct sales or pursued owning my own business as an adult.

It is unfortunate that there are companies and individuals who are out to take advantage of others. We all know when you are dealing with people, there are always individuals that display less than desirable behavior, no matter what the setting or industry. We read about tragedies and unthinkable behavior daily. I agree with the writer that we should beware. It is necessary to use some caution and common sense in all areas of our lives. Do some research. Check out the credentials of a company before agreeing to join them. Is the company a member of the DSA? Have any reports been filed with the Better Business Bureau? If so, was it something that is a reflection of the company or the individual sales person? As Independent Contractors, each person is responsible for how they treat others and conduct their business. They are expected to conduct their business within the guidelines and policies of the company they represent. Sometimes bad behavior or business practices are not a reflection of the company, but a reflection of the individual, as in any walk of life.

Yes, it is wise to beware, but I don't believe the answer is to across the board shut sales crews out of Wisconsin. Such a blanket solution can be a disservice to the direct sales industry and for the reputable companies that are offering a great experience for college students. We each need to take responsibility, use common sense, and do some research. Direct sales is not for everyone, but everyone should have the opportunity to make the decision.

Thank you,
Lisa Koehler

From: Joe Nold [mailto:jcnold@hotmail.com]
Sent: Monday, April 02, 2007 7:01 PM
To: Sen.Coggs@legis.wisconsin.gov
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

From: joe paprocki [mailto:j_paprocki@hotmail.com]
Sent: Saturday, March 31, 2007 6:27 PM
To: Sen.Coggs@legis.wisconsin.gov; Sen.Wirch@legis.wisconsin.gov;
Sen.Lehman@legis.wisconsin.gov; Sen.Grothman@legis.wisconsin.gov;
Sen.Lasee@legis.wisconsin.gov
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...

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