



State of Wisconsin
2013 - 2014 LEGISLATURE



LRBa1438/1
RPN:sac:jf

**SENATE AMENDMENT 1,
TO SENATE BILL 469**

January 16, 2014 – Offered by Senator OLSEN.

1 At the locations indicated, amend the bill as follows:

2 **1.** Page 2, line 12: delete lines 12 and 13 and substitute:

3 “(c) “Solicit” means to directly advertise or market through writing or graphics
4 and via mail, telefax, or electronic mail to an individually identified person,
5 residence, or business location. “Solicit” does not include any of the following:

6 1. Communicating through a mass advertisement, including a catalog, a radio
7 or television broadcast, or a website.

8 2. Communicating via telephone, mail, or electronic communication, if
9 initiated by the consumer.

10 3. Advertising and marketing to those with whom the solicitor has a preexisting
11 business relationship.”.

12 (END)