

EXECUTIVE ORDER NO. 33

WHEREAS, the State of Wisconsin is firmly committed to protecting and improving the rights of the consumer through furtherance of State programs to regulate the sale, quality, or advertisement of goods and services to the citizens of Wisconsin; and

WHEREAS, there is a need for coordination of the State's consumer protection efforts since numerous activities are presently regulated by different agencies with no formal procedure to coordinate these activities; and

WHEREAS, a concerted effort to inform citizens of Wisconsin of their rights as consumers is vital to consumer protection in the State; and

WHEREAS, a sounding board for citizen complaints is necessary to enforce present laws and to illustrate necessary changes in those laws; and

WHEREAS, a thorough evaluation of the structure, activities, enforcement practices, and statutory authority related to consumer protection must be undertaken in order to provide a basis for change in the laws and administrative practices related to protecting the consumer;

NOW, THEREFORE, I, PATRICK J. LUCEY, Governor of the State of Wisconsin, do hereby create the Wisconsin Council for Consumer Affairs and charge the Council to serve as a focal point for citizen complaints, to advocate and coordinate agency action on citizen complaints, to review and evaluate the conduct and organization of existing activities in order to suggest program changes to the Legislature, to recommend new state and/or local activities, to propose statutory changes in existing law for improvement of consumer protection in Wisconsin, to coordinate consumer education programs, to review requests for federal aids related to consumer protection, and to review the impact of federal legislation on Wisconsin consumer protection activities.

The Lieutenant Governor shall serve as Chairman of the Council. Funding of the Council and its staff shall be a combination of state, federal, and local resources.

In order to fully carry out its charge, the Committee or any Sub-Committee thereof, may hold public hearings and request all interested parties to testify and submit data. The Committee will also have full authority to conduct independent research, publish reports, contract for services, accept grants and services, and do whatever else might be required to better carry out its task.

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Council members shall serve at the pleasure of the Governor.

In the furtherance of the purpose of this order, state agencies are directed, within their fiscal capacities, to make appropriate resources available to the Council upon request.

IN TESTIMONY WHEREOF, I have hereunto set my hand and caused the Great Seal of the State of Wisconsin to be affixed. Done at the Capitol in the City of Madison this \_\_\_\_\_ day of March in the year of our Lord one thousand nine hundred and seventy-two.

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PATRICK J. LUCEY  
Governor

BY THE GOVERNOR

*Robert J. Zimmerman*  
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SECRETARY OF STATE