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## Testimony on Assembly Bill 172

Representative Keith Ripp

Senate Committee on Energy, Consumer Protection and Government Reform

I want to thank committee members for allowing me to present testimony today in favor of Assembly Bill 172.

Current law regulates “telephone solicitation” and prohibits a telephone solicitor from making a telephone solicitation to a residential customer whose phone number is on the Wisconsin No Call List. The Department of Agriculture, Trade and Consumer Protection has the authority to regulate and enforce telephone solicitation through the state “No Call Law.” The Federal Trade Commission also regulates telephone solicitation and maintains a national No Call List, duplicating service for the consumer.

Assembly Bill 172 would combine the state No Call List with the FTC No Call List. Consumers will no longer have to call the Wisconsin Department of Agriculture, Trade, and Consumer Protection every two years to be placed on Wisconsin’s No Call List. One call by the consumer to the FTC will have their number registered on the national No Call List for the remainder of time that number is in service or associated with the current consumer. Currently DATCP promotes quarterly registration deadlines, which can be costly and confusing to consumers to whom may not remember when and if they registered for Wisconsin’s No Call List. Consumers may have registered with the Federal Trade Commission’s list but not registered for Wisconsin’s list causing frustration. AB 172 will be a substantial benefit to consumers as registering for one list is much simpler and they will still be covered by Wisconsin’s more consumer friendly laws.

DATCP will still have regulatory and enforcement authority but will not be burdened with the administrative bureaucracy of having to manage a quarterly No Call List, potentially saving Wisconsinites an estimated \$190,000 a year. Telephone solicitors will still have to register with DATCP and the current fee structure will remain in place. DATCP will continue its promotion of the No Call List and will publish the new procedures on its website.

Thank you members, I ask for your support and I would be more than happy to answer any questions.