



Your voice for Consumer Choice, Responsibility, Integrity & Privacy

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New Year, New Legislature



Lawmakers have been busy with the start of the new legislative session in Wisconsin on January 3. There are many changes in the Capitol with 38 new state legislators and a new governor.

The WCCC will focus on consumer choice and competition, personal data and privacy, identity theft, and minimum markup of consumer goods and will continue to take the message of consumer choice and privacy to Wisconsin lawmakers.

Payday Loan Update - Clearinghouse Rule 10-098

On January 19, 2011 the Assembly and Senate Administrative Rules Committees held a public hearing and an executive session over proposed rules regulating payday and auto-title Loans. Much of the debate was over a proposed rule that would have regulated certain types of lenders not specifically mentioned in 2009 Wisconsin Act 405. In the end, the committee voted to ask the Department of Financial Institutions to modify their proposed rules.

The WCCC will continue to monitor the rules concerning payday and auto-title loans.

To read more: <http://www.jsonline.com/news/statepolitics/114252139.html>

Raw Milk Update

Wisconsin consumers could receive additional choice when it comes to consuming raw milk. After the veto of the raw milk bill by Governor Doyle last year, the new legislature and Governor Walker say they would support the bill according to the [Milwaukee Journal Sentinel](#).

The WCCC will be monitoring the raw milk debate and following any legislative action on this important aspect of consumer choice.

[Click Here](#) to read more.



Wisconsin to Join Health Care Reform Lawsuit



Attorney General JB Van Hollen is interested in joining a multistate lawsuit against the federal government challenging federal health care reform. The lawsuit claims that the federal government has overstepped its authority. The lawsuit also states that the new federal health care laws are unconstitutional because they require nearly all Americans to purchase health insurance.

[Click here](#) to read more.

Coming in February - New and Improved Website

The new website will be unveiled in February and will be much more user friendly. The site will feature drop-down menus, expanded legislative content, and information about how you can further your support of the WCCC.



About the WCCC



The Wisconsin Coalition for Consumer Choice (WCCC) thanks you for filling out our petition. By filling out that petition, you pledged to become one of over 16,000 Wisconsin consumers dedicated to fighting for consumer rights. [Click here to fight for consumer rights.](#)

The WCCC is a public policy advocacy organization, supported by 16,000 Wisconsin consumers, committed to maintaining and advancing consumer choice and privacy in Wisconsin. For more information on the WCCC, call 608.442.0059 or visit our web page at www.wiconsumers.org.



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