
FOR IMMEDIATE RELEASE

Thursday, December 6, 2012

CONTACT: DWD Communications, 608-266-2722

On the Web: <http://dwd.wisconsin.gov/dwd/news.htm>

On Facebook: <http://www.facebook.com/WIWorkforce>

On Twitter: @WIWorkforce

DWD Secretary Newson Announces Launch of Facebook Page to Inform, Share Updates about Traveling Sales Crew Activities

Agency leverages social media to educate public about Malinda's Law

MADISON – Department of Workforce Development (DWD) Secretary Reggie Newson today announced the launch of a Facebook page that's dedicated to sharing information, alerts and safety precautions related to traveling sales crew activities in Wisconsin.

"Our charge at the Department of Workforce Development is to develop and strengthen our state's workforce, and that includes ensuring workers have adequate protections under state law and that information we receive about potential criminal activity is shared with law enforcement," Secretary Newson said. "The use of social media is another way for us to communicate directly with young adults, consumers and agencies that enforce consumer protection and other laws in Wisconsin."

The page, titled "Wisconsin Door to Door," is part of DWD's ongoing efforts to educate the public about Malinda's Law, which was passed in 2009 to regulate traveling sales crews and named for 18-year-old Malinda Turvey of Verona, one of seven teenagers who were members of a traveling sales crew and were killed in a 1999 van crash.

Under the law, any traveling sales crew of two or more individuals must register with DWD's Equal Rights Division (ERD) and follow state law in regard to the payment of wages, hours of work, and worker safety. Traveling sales crews that fail to register in compliance with the law can be assessed a civil forfeiture.

The Facebook page is designed to be a resource for Wisconsin residents, students, parents, consumers, and law enforcement organizations to provide information about the requirements of Malinda's Law, to promote worker safety for individuals who are part of traveling sales crews, and to raise awareness with the public of potential scams associated with unlicensed crews.

If anyone encounters a potential unlicensed traveling sales crew operating in Wisconsin, the person should contact ERD at 608-266-6860 or erinfo@dwd.wisconsin.gov. Consumers who believe they have been scammed by a traveling sales crew should contact the Department of Agriculture, Trade, and Consumer Protection (DATCP)'s Consumer Protection Hotline at 1-800-422-7128.

"Unlicensed traveling sales crews often use misleading, deceptive sales pitches," said DATCP Secretary Ben Brancel. "By raising the public's awareness of these crimes, we can help protect Wisconsin residents from these scams."

Facebook page: <http://www.facebook.com/WisconsinDoortoDoor>