



REPRESENTATIVE THOMAS NELSON ASSEMBLY MAJORITY LEADER

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MAJORITY LEADER NELSON: LEGISLATION GIVING CONSUMERS MORE CHOICES SIGNED INTO LAW TODAY

MADISON – Assembly Majority Leader Thomas Nelson (D-Kaukauna) announced today that Governor Doyle signed into law legislation that will encourage buyers' clubs, like DirectBuy, to open new stores in Wisconsin. Buyers' clubs give consumers an option to purchase goods, such as home furnishings and appliances, directly from the manufacturer – often at significant cost savings.

“By allowing ‘DirectBuy’ stores to operate in Wisconsin, not only will we provide consumers another choice when buying goods, we will also create jobs throughout the state,” said Representative Nelson.

More than 1,600 Wisconsinites already have DirectBuy memberships to stores across Wisconsin's borders. In 2008, DirectBuy facilitated more than \$40 million worth of business between members and Wisconsin manufacturers, like Ashley Furniture of Arcadia. Each new DirectBuy store invests \$1 million in the community and creates between 25 and 30 jobs.

“In order to turn our economy around, we need to create opportunities for businesses to grow and expand,” said Representative Nelson. “This bill helps accomplish that.”

The DirectBuy bill is only the latest step Assembly Democrats have taken to grow Wisconsin's economy. Earlier this session, Assembly Democrats supported creating \$200 million worth of targeted job creation incentives for businesses. These incentives have helped businesses like Pacon Corporation of Appleton and Enzymatic Therapy of Green Bay expand and hire new workers.

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