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FOR IMMEDIATE RELEASE

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

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## Utah Company Cited for Violations of Traveling Sales Crew Law

*DWD seeks \$55,000 in penalties against Satton Marketing for violations stemming from summer 2012 activities*

MADISON – Satton Marketing of Orem, Utah, has been cited by the Department of Workforce Development's (DWD's) Equal Rights Division (ERD) for operating a traveling sales crew without proper registration, in violation of Wis. Stats. § 103.34, also known as Malinda's Law. The ERD is asking the state Department of Justice to pursue the maximum penalties and daily forfeitures allowed under the law, which total \$55,000 in this case.

"Malinda's Law protects workers and homeowners from the potential dangers posed by unlicensed traveling sales crews," DWD Secretary Reggie Newson said. "The law also ensures that companies provide important protections to workers, including limiting the hours they can work and requiring inspections of the vehicles that transport the crew members."

According to ERD findings:

- Satton Marketing employed a 12-member traveling sales crew to conduct door-to-door sales of Direct TV and Dish Network upgrades and services starting in May 2012, without registering with the state Equal Rights Division (ERD) as required by state law.
- Crew members reported they were staying temporarily in Satton-rented apartments in Fitchburg in Dane County while they engaged in door-to-door traveling sales activities in communities including Waunakee, Madison, Sauk City, Beloit, Janesville, Blanchardville, Arlington, Darlington, Lancaster, Poynette and the town of Dunn, between May and July 2012.
- In July, Village of Highland Police reported observing a Satton crew member selling house to house driving a car with Texas license plates.
- A consumer in Poynette reported a crew member went door to door trying to get consumers to switch from Direct TV to Dish Network, and reported that Satton crew members would be in the state until the end of August.
- In Lancaster, a crew member from Texas was cited for selling within city limits without a permit.
- When ERD contacted Satton Marketing executives, CEO Phillip Stockton stated that crew members were independent contractors exempt from Malinda's Law provisions. ERD responded that the state law prohibits traveling sales crew members from being categorized as independent contractors.

DWD recently completed its investigation and determined Satton Marketing was conducting unregulated traveling sales crew activities in Wisconsin in violation of Malinda's Law, and has referred the matter to the Wisconsin Department of Justice (DOJ) to seek the maximum forfeitures allowed under the law.

Up to \$1,000 can be awarded per day a violation was established, meaning Satton could be liable for up to \$55,000 in forfeitures should DOJ pursue the maximum penalties against the company.

The ERD's findings, conclusions, initial determination and conclusion are available [online](#).

(more)

### **About Malinda's Law**

Malinda's Law was passed in 2009 to regulate traveling sales crews following the death of Malinda Turvey, an 18-year-old Verona resident, who was one of seven teenagers killed in a 1999 van crash while traveling as part of a traveling sales crew.

The law requires traveling sales crews of two or more individuals to register with DWD's Equal Rights Division and follow state law regarding worker protections and safety.

Companies that register with the Equal Rights Division are required to have criminal background checks done on each traveling sales crew member and managers of the company operating the traveling sales crews. Additional safety inspections are required for vehicles transporting traveling sales crews and proof of appropriate insurance is required.

DWD encourages law enforcement and members of the public to visit an agency-run Facebook Page titled "Wisconsin Door to Door." The social media site educates law enforcement, homeowners, and members of the public about Malinda's Law and provides alerts about possible traveling sales crew activities occurring in Wisconsin municipalities.

**Anyone who encounters an unlicensed traveling sales crew operating in Wisconsin should contact the Equal Rights Division at 608-266-6860 or [erinfo@dwd.wisconsin.gov](mailto:erinfo@dwd.wisconsin.gov). Consumers who believe they have been scammed by a traveling sales crew should contact the Wisconsin Department of Agriculture, Trade and Consumer Protection's Consumer Hotline at 1-800-422-7128.**

For more information: <http://www.facebook.com/WisconsinDoortoDoor>  
[http://dwd.wisconsin.gov/dwd/publications/erd/pdf/erd\\_17300\\_p.pdf](http://dwd.wisconsin.gov/dwd/publications/erd/pdf/erd_17300_p.pdf)

Final Determination: [http://dwd.wisconsin.gov/dwd/pdf/satton\\_determination.pdf](http://dwd.wisconsin.gov/dwd/pdf/satton_determination.pdf)