



State of Wisconsin
Governor Tony Evers

Department of Agriculture, Trade and Consumer Protection
Secretary Randy Romanski

DATE: March 6, 2025

TO: Board of Agriculture, Trade and Consumer Protection

FROM: Randy Romanski, Secretary

SUBJECT: Division of Trade and Consumer Protection Highlights

TO BE PRESENTED BY: Michelle Reinen, Administrator, Division of Trade and Consumer Protection
Michael Domke, Director, Bureau of Consumer Protection
Joseph Smith, Director, Bureau of Weights and Measures
Jeremy McPherson, Director, Bureau of Business Trade Practices

REQUESTED ACTION: No action required. For information only.

BACKGROUND:

The Division of Trade and Consumer Protection has three Bureaus—the Bureau of Consumer Protection, the Bureau of Weights and Measures, and the Bureau of Business Trade Practices. Each Bureau Director will give a brief presentation of a program:

- Division of Trade and Consumer Protection -- 2024 Division Highlights and Statistics
- Bureau of Consumer Protection – Telephone Solicitor Audit program
- Bureau of Weights and Measures – Heavy Duty Inspection program
- Bureau of Business Trade Practices – Superior Grain Inspection program

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