

REVENUE: No revenue impact

FISCAL: No fiscal impact

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**Action:** Do Pass as Amended and Be Printed Engrossed  
**Vote:** 9 - 1 - 0  
**Yeas:** Barton, Cowan, Gilliam, Krieger, Matthews, Riley, Tomei, Weidner, Holvey  
**Nays:** Wingard  
**Exc.:** 0  
**Prepared By:** Victoria Cox, Administrator  
**Meeting Dates:** 3/20, 4/6

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**WHAT THE MEASURE DOES:** Requires persons engaged in retail floral sales to disclose principal place of business in advertising and on websites. Makes violation an unlawful trade practice.

**ISSUES DISCUSSED:**

- Floral business delivery model
- Out-of-state call collectors advertising in local telephone directories
- Use of local place names causes confusion among consumers

**EFFECT OF COMMITTEE AMENDMENT:** Requires persons engaged in retail floral sales to disclose principal place of business regardless of location. Adds websites as point of disclosure.

**BACKGROUND:** When out-of-state call collectors advertise as florists in local directories, consumers may believe they are ordering from local businesses. Since call collectors retain a portion of the payment before referring the order to a local florist, the flowers delivered do not represent the full value of those ordered. Resulting consumer complaints are often directed at local florists believed to have taken the order. By requiring the disclosure of a floral retailer's principal place of business, HB 2804-A provides consumers with the true location of floral retailers.