

REVENUE: No revenue impact

FISCAL: No fiscal impact

---

<b>Action:</b>	Do Pass the A-Engrossed Measure
<b>Vote:</b>	5 - 0 - 0
<b>Yeas:</b>	Burdick, George, Girod, Rosenbaum, Bonamici
<b>Nays:</b>	0
<b>Exc.:</b>	0
<b>Prepared By:</b>	Lori Brocker, Administrator
<b>Meeting Dates:</b>	5/5

---

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

**ISSUES DISCUSSED:**

- Impact of call collectors on local business owners
- Location from which flowers are delivered
- Consumer complaints about flowers delivered
- Interstate commerce
- Principal place of business provision

**EFFECT OF COMMITTEE AMENDMENT:** No amendment.

**BACKGROUND:** Call collectors can advertise as florists in local directories without indicating the location of their business. Consumers may believe they are ordering from a local business. Call collectors retain a portion of the payment before referring an order to a local florist resulting in the delivery of flowers that may not represent the full value of the flowers ordered. Consumers often complain to a local florist because they believe a local florist took the order. By requiring the disclosure of a floral retailer's principal place of business, House Bill 2804A provides consumers with additional information about the location of the floral retailer actually taking the order.