

Wisconsin Legislature: Self-certification bill will protect consumers

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Madison – Wisconsin is one of the top ten states in the nation for business. The strong reputation of Wisconsin’s workers and businesses can give consumers more confidence in who they choose to hire.

State Senators Alberta Darling, Chris Kapenga, and State Representative Rob Hutton are introducing legislation which will create a self-certification registry for professions not regulated by the state. Senator Darling says being Wisconsin certified will be good for business.

“The label ‘state certified’ will be a mark of quality for Wisconsin’s businesses and trade workers,” Darling said, “Consumers will know which professionals have earned that rating and which ones haven’t.”

Wisconsin currently regulates 166 professions. However, over-regulation of some professions creates an unnecessary burden to employment for many low-income people and entrepreneurs. Self-certification will create a middle ground between licensure and completely unregulated professions. This middle ground will increase safety and ensure consumer protection with minimal state involvement.

The Wisconsin certified label will be offered through the Department of Safety and Professional Services (DPS). DPS will enforce the standard and impose fines for lying about accreditation or falsely claiming the title of state certified.

“The self-certification registry will provide a viable alternative to full licensure by sending a market signal to consumers, while still allowing someone to practice in

their given field without a credential,” said Senator Kapenga. “This will be win-win for consumers and businesses alike.”

Senators Darling, Kapenga, and Representative Hutton are currently seeking co-sponsors for the legislation.