



Consumer Electronics Association  
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March 5, 2007

To: Licenses Committee  
Office of the City Clerk  
200 East Wells Street  
Milwaukee, WI 53202

Re: Proposed Licensing Ordinance for Installers

On behalf of the Consumer Electronics Association, I urge you to oppose the current proposed installer licensing ordinance #061341, which will come before your committee tomorrow.

The Consumer Electronics Association represents more than 2,100 corporate members involved in the design, development, manufacturing, distribution and integration of audio, video, mobile electronics, wireless and landline communications, information technology, home networking, multimedia and accessory products, as well as related services that are sold through consumer channels.

As the principle trade association for the consumer technology industry, we are cognizant of concerns regarding hearing protection, sound ordinances, and the protection of the peace and tranquility of private citizens.

The proposed ordinance seeks to hold installers responsible for the actions of persons out of their control. Rather than enact legislation that potentially harms consumers and installers, CEA supports The Mobile Enhancement Retailers Association® (MERA)'s suggested wording for a sound ordinance, which was included in MERA's March 1st letter to the Licenses Committee.

I respectfully urge you to protect the interests of mobile enhancement/ electronics retailers by opposing the proposed ordinance #061341.

Sincerely,

A handwritten signature in black ink that reads "Gary Shapiro".

Gary Shapiro  
President and CEO