

SENATE BILL NO. 324

IN THE LEGISLATURE OF THE STATE OF ALASKA
TWENTY-THIRD LEGISLATURE - SECOND SESSION

BY SENATOR GUESS

Introduced: 2/13/04

Referred: Labor and Commerce, Judiciary

A BILL

FOR AN ACT ENTITLED

1 **"An Act relating to floral business telephone listings and to acts involving those listings**
2 **that are considered unlawful trade practices."**

3 **BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:**

4 *** Section 1.** AS 45.45 is amended by adding a new section to read:

5 **Sec. 45.45.920. Floral business telephone listing.** A person engaged in the
6 business of selling, delivering, or soliciting the sale of cut flowers, floral
7 arrangements, or floral products may not list

8 (1) a local telephone number in a local telephone directory if

9 (A) calls to the telephone number are routinely forwarded or
10 otherwise transferred to a location that is outside the calling area covered by
11 the local telephone directory; and

12 (B) the listing fails to disclose the locality and state where the
13 business is located; or

14 (2) a business name in a local telephone directory if

1 (A) the name misrepresents the geographic location of the
2 business; and

3 (B) the listing fails to disclose the locality and state where the
4 business is located.

5 * **Sec. 2.** AS 45.50.471(b) is amended by adding a paragraph to read:

6 (47) violating AS 45.45.920 (flower business telephone listing).