

1 IN THE SENATE

BY BEGICH

2 SENATE BILL NO. 10

3 IN THE LEGISLATURE OF THE STATE OF ALASKA

4 SIXTH LEGISLATURE - FIRST SESSION

5 A BILL

6 For an Act entitled: "An Act creating a consumer protection division within
7 the Department of Law."

8 BE IT ENACTED BY THE LEGISLATURE OF THE STATE OF ALASKA:

9 * Section 1. AS 44.23 is amended by adding a new section to read:

10 Sec. 44.23.070. CONSUMER PROTECTION DIVISION. There is created
11 within the Department of Law the division of consumer protection, the
12 head of which shall be the consumer counsel appointed by the attorney
13 general from among his staff. The attorney general may appoint the
14 assistants and clerical and professional staff personnel that are nec-
15 essary for the efficient operation of the consumer protection division.
16 The consumer protection division shall transmit annually to the attorney
17 general, governor, and legislature a report of its activities during
18 the past year.

19 * Sec. 2. AS 44.23 is amended by adding a new section to read:

20 Sec. 44.23.080. DUTIES OF THE CONSUMER COUNSEL. The consumer
21 counsel shall

22 (1) conduct studies, investigations, and research programs to
23 eliminate fraudulent commercial practices;

24 (2) advise the executive and legislative branches in matters
25 affecting consumer interests;

26 (3) coordinate consumer services carried on by state depart-
27 ments and agencies;

28 (4) further consumer education;

29 (5) inform the public through appearances at federal and

1 state committee, commission, or department hearings, of policies, deci-
2 sions, or legislation that are beneficial or detrimental to consumers;

3 (6) inform the governor and the attorney general and other
4 law enforcement agencies of violation of laws or regulations affecting
5 consumers as its investigations or studies may reveal; and

6 (7) study and report all matters referred to it by the
7 legislature or the governor.

8 * Sec. 3. AS 44.23 is amended by adding a new section to read:

9 Sec. 44.23.090. ADVISORY BOARD. The attorney general may appoint
10 a three member advisory board. The members of this board shall serve
11 at the pleasure of the attorney general. The advisory board shall aid
12 the consumer counsel to

13 (1) formulate and direct a program for the protection of
14 consumers; and

15 (2) formulate and conduct a program of research and education
16 to eliminate fraudulent commercial practices.
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