



Suter Helps Wisconsin Consumers, One Call at a Time

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Editor's Note: This is part of a series of feature stories highlighting DATCP programs and the people who work with them.

MADISON – Imagine that you have an issue with a purchase. Despite your best efforts, you cannot come to a fair resolution with the seller. Who can you reach out to for help? Lynnea Suter will take your call.

As a Consumer Complaint Program Associate with the Department of Agriculture, Trade and Consumer Protection's Consumer Information Hotline, Lynnea is on the front line in helping Wisconsin consumers deal with everything from residential rental disputes to identity theft issues.

"Assisting people and educating them to help themselves is my favorite part of my job," said Suter. "The information we provide can help someone make informed decisions, educate them on their rights as a Wisconsin consumer or stop them from being scammed."

The hotline receives hundreds of calls each week, with four staff members typically answering phones during business hours. The main responsibility for hotline staff is to assist consumers with their questions by providing information and educational materials. Customers call to check on businesses, find out about recent scams and get information on a variety of subjects, including the laws administered by the Consumer Protection Bureau.

Suter began working in Consumer Protection 16 years ago. In more than a decade and a half of working with the public, she has heard almost every kind of consumer call that one could imagine.

"An elderly couple called one day and wanted to know if I could find a phone number for some sausage they liked and bought when they were going through Tennessee," said Suter. "I found them a toll-free number through a simple Google search, and they were so happy you would have thought I had performed a miracle. Helping people is what it's all about."

Compassion for others and a willingness to help comes naturally for Suter, who also spent 16 years as a nursing assistant at the Central Wisconsin Center for the Developmentally Disabled.

"On any given day, our hotline staff may help someone save anywhere from a few dollars to thousands of dollars by guiding them through a complaint or helping them identify a scam," said Suter. "It is rewarding work and we have a lot of customers who are very thankful for our service."

For answers to your consumer questions, visit the Consumer Protection website at datcp.wisconsin.gov, send an e-mail to datcp@wisconsin.gov or call the hotline toll-free at 1-800-422-7128.

Connect with us on Twitter at twitter.com/widatcp or Facebook at facebook.com/widatcp.



Lynnea Suter, a Consumer Complaint Program Associate, provides advice to the public on consumer issues through the Consumer Information Hotline.