



**ANNUAL REPORT TO THE
GENERAL ASSEMBLY ON
THE CONSUMER AFFAIRS
ACTIVITIES OF THE
DEPARTMENT OF AGRICULTURE
AND CONSUMER SERVICES
FOR 2007**

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Commissioner

Annual Report to the General Assembly on the Consumer Affairs Activities of the
Virginia Department of Agriculture and Consumer Services for 2007

Executive Summary

The Office of Consumer Affairs (OCA) in the Virginia Department of Agriculture and Consumer Services' Division of Consumer Protection serves as the clearinghouse for the collection, investigation, or referral of consumer complaints. OCA's legal authority to receive and investigate complaints regarding illegal, fraudulent, or deceptive business practices is provided in Title 3.1, Chapter 3.1 of the Code of Virginia.

OCA is committed to providing timely and professional services to consumers, businesses and regulated entities alike. To facilitate those services, OCA is divided into three functional areas. In addition to complaint intake, consumer counseling and the investigation of consumer complaints, OCA also administers seven regulatory programs, provides dispute resolution services, and conducts consumer awareness and education initiatives.

This report highlights key performance indicators in the consumer affairs activities of the Virginia Department of Agriculture and Consumer Services including complaint workload, total value of consumer recoveries, number of calls to the Consumer Protection Hotline, number of registrations granted and amount of surety held, as well as fraud prevention outreach efforts.

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I. LEGISLATIVE MANDATE

This document complies with the provisions of § 3.1-14 of the Code of Virginia (Code), which requires the Commissioner of Agriculture and Consumer Services to submit an annual report to the Chairmen of the Senate Committee on Agriculture, Conservation, and Natural Resources and the House Agriculture Committee, on his activities in the following areas:

- a. The establishment of mechanisms by which to receive complaints and related inquiries from consumers involving violations or alleged violations of any law designed to protect the integrity of consumer transactions in the Commonwealth pursuant to subdivision A4 of Section 3.1-14 of the Code; and
- b. The establishment and administration of programs that facilitate the resolution of such complaints and related inquiries pursuant to subdivision A5 of Section 3.1-14 of the Code.

II. GENERAL OVERVIEW

The Office of Consumer Affairs (OCA) in the Division of Consumer Protection serves as the clearinghouse for the collection, evaluation, investigation, or referral of consumer complaints. Title 3.1, Chapter 3.1 of the Code, provides the legislative authority for OCA to receive and investigate complaints regarding illegal, fraudulent, or deceptive business practices.

Specific statutes administered by OCA include the Virginia Consumer Protection Act, Automobile Repair Facilities Act, Collision Damage Waiver Act, Comparison Price Advertising Act, Extended Service Contract Act, Home Solicitation Sales Act, Legal Services Plan Sellers, Motor Vehicle Manufacturers' Warranty Adjustment Act, Pay-Per-Call Services Act, Prizes and Gifts Act, Telephone Privacy Protection Act, Virginia Anti-Price Gouging Act, Virginia Credit Services Businesses Act, Virginia Health Spa Act, Virginia Lease-Purchase Agreement Act, Virginia Membership Camping Act, Virginia Solicitation of Contributions Law, Public Telephone Information Act, and Virginia Travel Club Act.

OCA also administers seven regulatory programs in the following areas:

- Charitable Solicitations
- Credit Services Businesses
- Extended Service Contracts
- Health Spas
- Legal Services Plan Sellers
- Membership Campgrounds
- Travel Clubs

During the year, OCA received 4,278 new written complaints, and closed 4,164 complaints, including several carried over from the previous year, which resulted in \$1,942,596 worth of consumer recoveries.

OCA is committed to providing timely and professional services to consumers, to the business community, to contributors and customers of regulated entities, and to the regulated entities themselves. To facilitate delivery of these services, OCA's organizational structure is divided into three distinct areas of activity, as follows.

III. COUNSELING, INTAKE AND DISPUTE RESOLUTION UNIT

The Counseling, Intake and Dispute Resolution Unit (CIDRU) handles the initial review and processing of all consumer complaints submitted to OCA. After all pertinent statistics and information are entered into the agency's computer system, complaints are worked by unit staff, assigned to another unit in OCA, or referred to the appropriate local, state or federal agency having specific jurisdiction.

The unit offers alternative dispute resolution methods such as early neutral case evaluation, conciliation, mediation, or arbitration. The unit leverages its effectiveness by actively promoting, helping to develop, and providing technical support to a professional network of dispute resolution specialists who conduct hearings of consumer cases at any one of the ten community mediation centers throughout Virginia.

The unit also attempts to help resolve complaints that do not involve a violation of any statute or regulation administered by OCA, do not meet the criteria for formal dispute resolution, and are not under the jurisdiction of another agency. This involves contacting the entity named in the complaint and requesting their response to the allegations. Complaints are tracked until a final disposition is reached and recorded. In cases where no resolution is achieved, complainants are advised of any remaining recourse available to them. Records of complaints are maintained for three years.

The Consumer Protection Hotline

The Consumer Protection Hotline has been in operation since July 1, 1996. The numbers for the Hotline are (800) 552-9963 throughout the state, and 786-2042 in the Richmond area. The Hotline is staffed from 8:15 AM to 5:00 PM during business days. This function is supported through the use of a Voice-Over-Internet Protocol (VoIP), Automated Call Distribution (ACD) system. During the year, three full-time counselors provided advice and guidance to more than 44,680 callers on a wide range of consumer issues.

Consumer Education and Fraud Prevention Efforts

OCA strives to prevent victimization of consumers through the distribution of meaningful educational materials via a network of consumer science instructors and speakers who routinely address citizen groups about trends in consumer fraud. OCA staff also participates in numerous outreach activities that are part of a larger effort to reduce the incidence of economic crime and improve the ability of the public to make more informed buying decisions. During the year, OCA conducted 49 significant public outreach efforts, including presentations to different entities such as civic associations, professional organizations, and senior citizen groups.

Consumer Affairs Advisory Committee

The Consumer Affairs Advisory Committee (CAAC) was established in 1997. Members include six citizen representatives, six representatives from state agencies, three representatives from local government entities that have consumer affairs programs in their respective localities, and a

member from the Board of Agriculture and Consumer Services. At semi-annual meetings, members communicate the views and interests of Virginians on issues related to the agency's consumer education and fraud prevention programs. CAAC members also addressed or participated in several major projects during the year, including the LifeSmarts competition, which is a national event, styled as a game show, that tests high school students' knowledge of consumer and financial management issues, as well as National Consumer Protection Week, a national consumer awareness effort spearheaded in February of each year by the Federal Trade Commission. The theme for 2007 was "Read Up and Reach Out: Be an Informed Consumer."

IV. INVESTIGATIONS UNIT

The Virginia Consumer Protection Act, Section 59.1-196 et seq. of the Code, authorizes the Commissioner to inquire into alleged violations of the Act and, if necessary, to request an appropriate legal official to bring action to enjoin such violations. The Act gives broad powers to the Attorney General and local legal officials and delineates various misrepresentations and deceptions as prohibited practices if committed by a supplier in connection with a consumer transaction. The Act also provides for the enforcement of other consumer protection laws by declaring violations of those statutes as prohibited practices.

Staff works closely with the Office of Attorney General and local Commonwealth's Attorneys to obtain Assurances of Voluntary Compliance or injunctions to stop illegal activities, and to pursue civil and criminal prosecutions. Investigators submit summaries of their findings in each case, along with supporting documentation and exhibits. If required, they also provide testimony during trials. During the year, staff continued to meet with top management of several companies in pursuit of voluntary compliance as the preferred method of complaint resolution. This strategy has expedited the resolution of numerous complaints. Staff also worked closely with the Department of Professional and Occupational Regulation, the Department of Game and Inland Fisheries, the State Corporation Commission, and the Motor Vehicle Dealer Board in the referral, coordination, and investigation of consumer complaints that involve shared jurisdiction.

V. REGULATORY PROGRAMS

OCA's regulatory activities include the oversight of all registrations, surety management, and related investigations involving legal services plan sellers, professional solicitors, health spas, extended service contract providers, membership campgrounds, travel clubs, and credit services businesses. During the year, the unit:

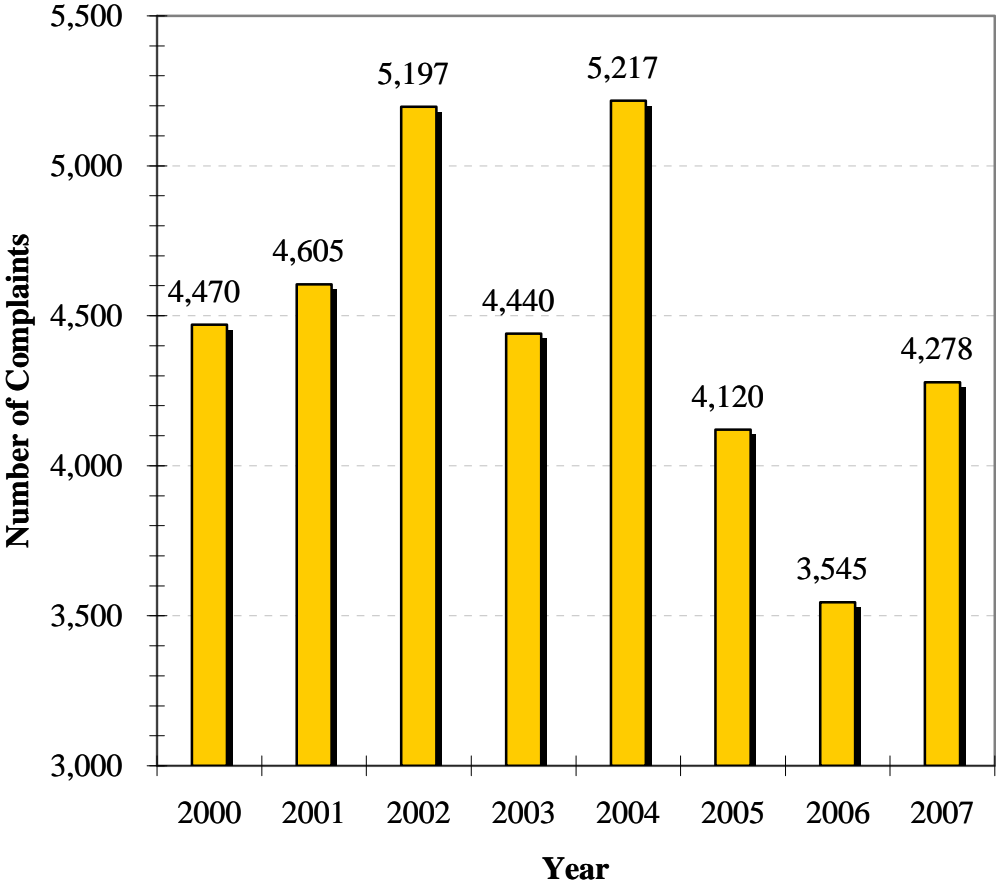
- Maintained in excess of \$69 million in surety posted by regulated entities, which is typically used to refund consumers for the unused portion of their contracts if the regulated entities go out of business.
- Granted 6,155 registrations to regulated entities.
- Monitored the opening of 65 new health spas and the closure of 54 others.
- Granted 6,112 registrations to providers of legal services plans.
- Provided the public with information about charitable organizations in order to help individuals make informed decisions about their donations, including responding to 376 requests for information involving 690 organizations and 8,469 pages of related

documentation.

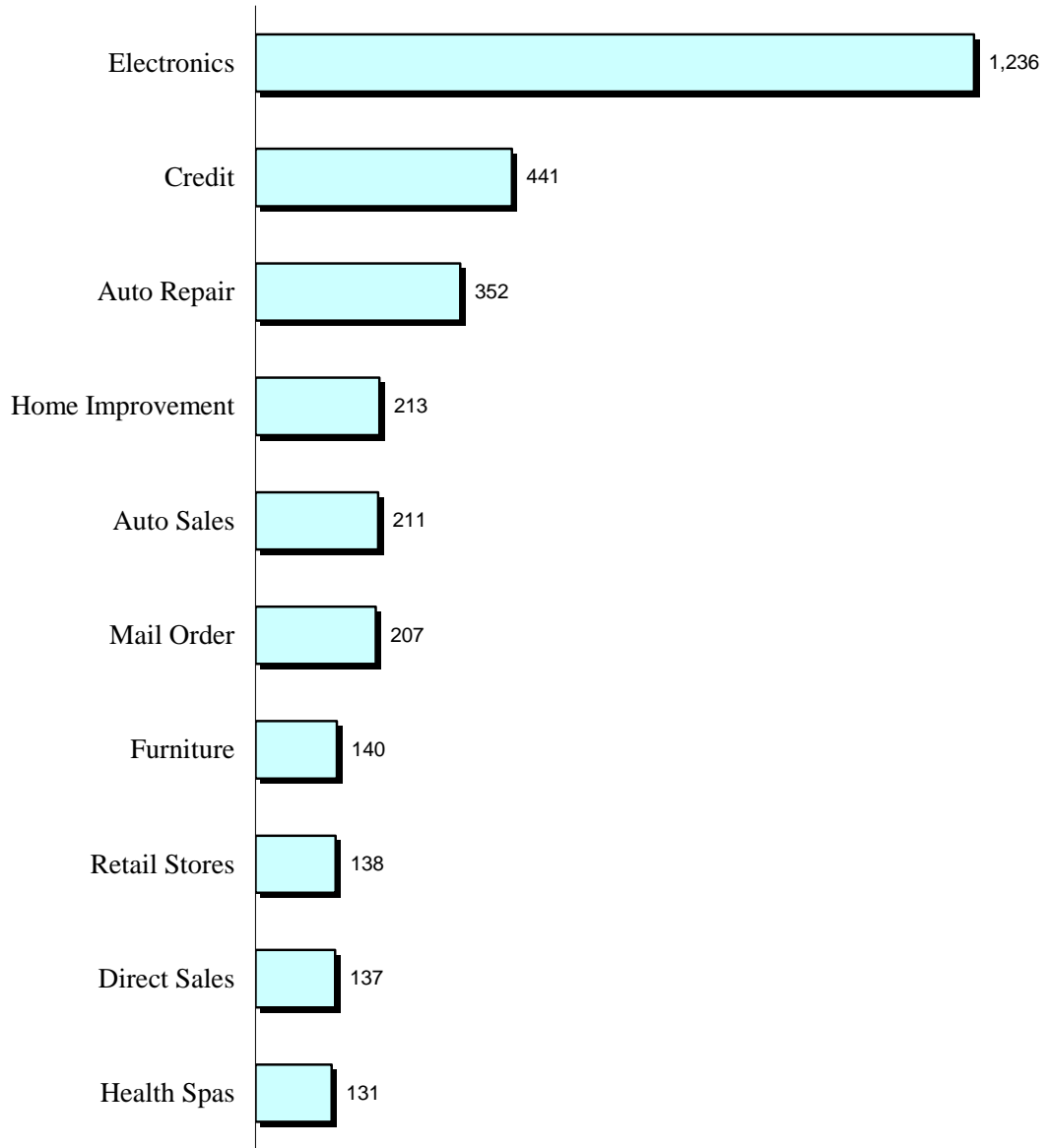
VI. LEGISLATIVE ACTIVITY

During the 2007 Session of the General Assembly, OCA staff assisted in the preparation of legislative analyses and tracking of 37 different bills.

Complaints Received by Year



Top Ten Complaint Categories - 2007



Localities Generating 100 or More Complaints - 2007

