



PO Box 1327 • Madison WI 53701-1327  
608-268-5074 (Madison) • 866-849-2536 (toll-free) • 608-256-3370 (fax)  
Email: [info@wifamilyaction.org](mailto:info@wifamilyaction.org)  
Web site: [www.wifamilyaction.org](http://www.wifamilyaction.org)  
Blog: <http://blog.wifamilyaction.com>

---

**Testimony in Support of Assembly Bill 206**  
**Assembly Committee on Transportation**  
**Julaine K. Appling, WFA President**  
**September 24, 2013**

Thank you, Chairman Ripp and committee members, for the opportunity to testify today in support of Assembly Bill 206. I am Julaine Appling, president of Wisconsin Family Action, an organization dedicated to strengthening, preserving and promoting marriage, family, life and liberty in The Badger state. I am also president of Choose Life Wisconsin, Inc.

Choose Life Wisconsin, Inc., is a non-stock, not-for-profit Wisconsin corporation organized as a public interest educational and charitable organization as defined in § 501(c)(3) of the Internal Revenue Code. Choose Life's application for recognition as an exempt organization is pending with the Internal Revenue Service.

This bill authorizes the creation of a specialty license plate that bears the words "Choose Life" and an appropriate, tasteful image. As has been indicated already, this plate has great precedent in other states that have already made this plate available to their citizens. Many of these states have experienced excellent sales of these plates, and we anticipate that Wisconsin sales will be robust. That said, we do support the amendment that has been offered regarding payment for costs related to the production of the plate and see that as a prudent measure for the state to take to ensure taxpayers are not on the hook in any way for the price of this specialty license plate.

To clarify why we are asking the state legislature to approve this plate, it is important to know that when we began this effort, we were hopeful that we would be able to utilize the administrative option. However, as we delved more deeply into the pertinent statutes, we realized state law requires that we pursue the legislative route for this type of plate.

Excitement about this license plate is running high among Wisconsin citizens. Any time we have mentioned the plate on social media or in public events, we have received unsolicited comments such as, "Finally." "It's about time," and my personal favorite, "Yikes. I was determined my next license plate would be the Packers plate, but this plate makes my decision very hard!" Given the enthusiasm across the state, we look forward to promoting the sale of these plates to private citizens who want to pay the additional fee.

We urge committee members to support AB 206 and move it to the full Assembly. Thank you for your time today.