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MICHIGAN BUSINESS & PROFESSIONAL ASSOCIATION
MICHIGAN FOOD & BEVERAGE ASSOCIATION
27700 HOOVER ROAD, SUITE 100
WARREN, MICHIGAN 48093
PHONE 586.393.8800 • FAX 586.393.8810
WEB WWW.MICHBUSINESS.ORG

MICHIGAN FOOD & BEVERAGE ASSOCIATION
Assuring the Excellence and Integrity of our Industry

February 1st, 2011

Good morning Chairman Schmidt and House Commerce Committee Members,

My name is **Edward Deeb**, **President of both the Michigan Business & Professional Association and the Michigan Food and Beverage Association**. Both Associations combined represent over 20,000 small businesses, employing over 160,000 individual employees. Thank you for allowing me to submit my testimony today.

Both our Association's and large membership support **House Bill 4158** sponsored by Representative Posthumus-Lyons to **end** Michigan's burdensome **Item Pricing Law**. Michigan, along with Massachusetts are the only two remaining states that require businesses to mark each individual item with a price tag. This pricing requirement has been a hidden tax to consumers since its inception.

The savings the businesses will reap from this Item Pricing repeal will help to cut consumer's costs on the shelf, free up more room in the budget for pay increases, and/or hire additional workers. Businesses are continuing to struggle in Michigan and are doing more with much less, and this would be the helping hand that they have been waiting for.

This repeal is a long time coming to the retailers of Michigan. Legislation has been introduced many times in the past without success due to fear of change, or loss of consumer protection. With today's technology, errors are minimal, and with the extra dollars in the budget saved from pricing each individual item, stores can purchase better scanners and self-scanners for the consumer to double check prices. These self-scanners are already in use at stores such as Macy's, Target, Meijer, Wal-Mart, Kroger, Bed Bath and Beyond, to name a few. Our organizations for more than 25 years, and myself personally have opposed item pricing for 50 years.

In closing, please remember that our small business community in Michigan is still suffering tremendously. We desperately need to make our state attractive to do business in again, and retaining an old an antiquated law that only places burdens upon retailers is not a step in that direction. Do something positive for Michigan today and support **House Bill 4128** to **repeal** our **Item Pricing Law**.

Thank you for your time.

Respectfully,

Edward Deeb, President
Michigan Business and Professional Association
Michigan Food and Beverage Association
Phone: (586) 393-8800