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Sheridan's Appliance Center

February 11, 2011

Secretary Jennifer Johnson
Board of Governors of the Federal Reserve System
20th Street and Constitution Avenue NW
Washington, DC 20551

Dear Secretary Johnson:

When my Father-in-law opened Sheridan's TV and Appliance in 1957. He did not have to think about customers paying with plastic and the monthly fees associated with those transactions. Today, businesses in our small community have seen a tremendous increase in the use of debit and credit. Like it or not, plastic is here to stay. That is why I think it is good that the Federal Reserve has chosen to limit transaction fees on debit cards to 12 cents.

We have built our business by catering to our customers, selling what they need and providing excellent service. Businesses should have the right to offer a cash discount and set a minimum purchase amount for credit and debit purchases. We do not have many sales at low price points at my company, so this is not a huge issue for us. However, I know it is a big problem for restaurants and other stores in town. Currently, we do not allow our customers to pay with debit, but we might change that policy if the transaction fee is 12 cents.

Small businesses are the backbone of our country. We provide services and lots of jobs, and most of us work very hard. Some people think that if you own a small business you have it made, but nothing could be further from the truth. Many are struggling. The regulations you have proposed will help small businesses and when you do that you help us all.

Sincerely,



Barbara Sheridan

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