

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

Dear Secretary Johnson,

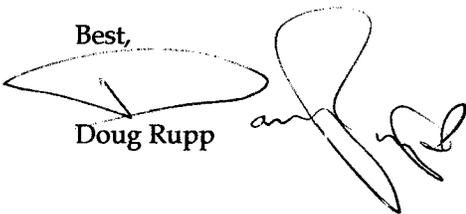
A few years ago, sales were astronomical, but it was not realistic that things would remain like that. While my business is weathering the recession reasonably well, I just wish things would get back to normal. While small retailers try to think of creative ways to get through hard times, the big banks just continue to raise their rates and make record profits.

My business does not take pin entry debit card transactions, but we do take debit cards that can be run as a credit card. This is just how our finance company works; regular debits are just not an option. In the 27 years I have been in business, I have seen more and more customers using credit cards and getting more in debt. The worst are the rewards cards that I have to pay an extra fee to accept and that encourage bad spending habits in consumers. Retailers lose, customers lose, but the banks never lose. They will simply continue coming up with more schemes to take money out of the hands of others.

Swipe fee reform is a good first step, but more needs to be done. Small retailers like me are powerless in the face of the power of the banks. Customers expect us to take credit and debit cards, and the banks know that retailers cannot afford to alienate the customers, so they take advantage of it. Please make sure that swipe fees are reduced, and do not allow the big bank lobbies to get their way.

Best,

Doug Rupp

A handwritten signature in black ink, appearing to read "Doug Rupp", written over a faint, circular stamp or watermark.

Doug Rupp
Quality Maytag
1097 W Iron Springs Rd
Prescott, AZ 86305-1621