

"Steve Sherman" <ssherman@teamdms.com> on 08/04/2008 04:30:07 PM

**Subject:** Regulation AA

August 4, 2008

Jennifer J. Johnson  
Secretary, Board of Governors of the Federal Reserve System  
20<sup>th</sup> Street and Constitution Avenue, NW  
Washington, DC 20551

**RE: Docket No. R-1314**, Proposal to amend Regulation AA, Unfair and Deceptive Acts or Practices

Dear Ms Johnson and the Federal Reserve Board of Governors:

Thank you for providing me with the opportunity to provide its comments to the proposed rules on Regulation AA.

My name is Steven Sherman and my company, Direct Marketing Solutions, has been providing creative and production services for direct mail to the credit card industry for over 20 years. Current and past clients include, Bank of America, MBNA, Advanta, FCNB, PREMIER Bankcard, Wells Fargo, Citi and First USA.

While I understand the pressure that our legislators are under to "make a difference" and "help" those who need be helped, I believe this latest legislation is a step in the wrong direction. The last time I checked, Capitalism is alive and well in the United States. Many of these provisions within the Credit Card Bill of Rights are punishing companies from making an honest living. I agree, deceptive marketing and products need to stop. However, when a customer has been fully disclosed, and they continue to make bad decisions, why is it the company's fault! To me, it is the consumers fault.

I believe if you make this change now, you will be setting a very bad precedent, one that will affect every industry and move our great country to Socialism. Why are you not passing similar laws in the legal system? Private attorney's charge a fortune to represent their clients. In fact, in many cases, take advantage of their clients. How about insurance companies? Doctors? CPA's? Oil Companies. Whose place is it to tell a private business they can not profit. All of these industries offer a service. And the market dictates the pricing. If someone doesn't want to pay late fees, then don't be late. If someone can't make a payment, maybe they shouldn't be charging and live within their means.

We can not continue to "entitle" those who make bad decisions. But you have to

understand that by helping some, you are just hurting others.

Their needs to be a risk/reward for businesses to participate in every industry! By making the changes you are suggesting, you will be helping one group of consumers, and ultimately hurting another. You'll be hurting those who rely on these banks to offer them credit. You'll be hurting those businesses that rely on these banks and offer services to them. How many bank employees will lose their jobs because of this legislation? How many service companies that partner with these banks will shut down or lay people off?

Respectfully submitted,

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