

Jan 30, 2011

David Bartz
Bartz Floral Co., Inc.
2224 S Locust St
Grand Island, NE 68801-8298

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

Dear Secretary Johnson:

My floral shop has been in business for seventy-seven years; I have been running it for the last ten. Prior to the bailouts of 2007, we were having a record year. After, the shop was so empty I could have opened a bowling alley inside it. The thing is- I would have been the only one bowling.

Credit and debit card swipe fees are the largest expense area I now look at each month. Recently, I paid four hundred dollars on fifteen thousand dollars in monthly sales. This amount comes each month in addition to the membership fee I pay to MasterCard, Visa and Discover for the benefit of accepting their card. My average sale is sixty-three dollars, and I am obligated to pay two dollars of that sale to a credit card company.

In the hey-days of my shop, I had eight employees; now, that has dwindled down to two plus me. Retailers like me feel helpless. If credit card swipe fees are to continue on the present course, they are going to drive me completely under. This is an opportunity for the Federal Reserve to make certain that will not happen.

Thanks,

David Bartz

A handwritten signature in black ink, appearing to read "David Bartz", written over a horizontal line.