

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

Dear Secretary Johnson,

It is encouraging that Federal Reserve is calling for a twelve cent limit on the debit card swipe fees that are currently being charged to businesses that accept these cards. For too long, the banks and credit card companies have been increasing these fees, and this is taking a toll on small business owners. It is my hope that during the Federal Reserve will not back down on this issue.

I own a small store called Berry's Camera Shop. This business has been in my family for sixty-three years. Over the years, it seems that more and more of my customers rely on either debit or credit cards to make their payments, and as their dependence on this form of payment has increased, the credit card companies have made repeated unnecessary increases in their fees. Obviously, their greed will not be curtailed until a fair limit is imposed.

These economic times have been tough on my business. I have made as many cutbacks as possible, and I am hopeful that the business outlook will improve. The setting of a fair swipe fee limit of twelve cents on debit card transactions will be a big help to the profits that my store enjoys each month. Please move forward with this ruling as it is currently written.

Best,

Dan Williams
Berry's Camera Shop, Inc.
328 Ferry St.
Lafayette, 47901