

01/31/2011

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

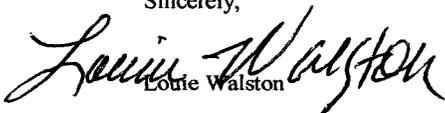
Dear Secretary Johnson-

It has never been fair that debit and credit card interchange fees were charged as a percentage instead of a set per transaction amount; but then, there are a lot of things in business that do not seem right these days. Your regulation of the debit card industry to make their transaction fees more proportional to their actual cost is great news to all of us who run a business and to consumers as well. Thank you for standing up to big business and working to restore common sense to an industry that has gone crazy.

Many things have changed since I began in business in 1970. We now have to compete with Wal-Mart, grocery stores and order takers on-line. The competition is cut-throat, and most outsiders of our industry have no feel for the hidden fees and costs. When I take an F.T.D. order for \$100, the portion I receive to pay for the flowers themselves and all of my costs is approximately \$50. Interchange fees run approximately \$750 every month, which is a ridiculous amount to pay just to get paid. It is good news that business owners will have the right to offer discounts for cash purchases so that we can begin to recover some of our losses. Recently, a client owed me a lot of money for a large event. Several months passed that I did not see him, and when he did come in to pay, he plunked down a credit card.

It is exciting to hear of these reforms that will actually benefit small business. Please do not consider changing your ruling in order to please the big credit card companies. This regulation is a step in the right direction; don't let anyone turn you around.

Sincerely,


Louie Walston