

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

Dear Secretary Johnson-

It seems that debit card fees have steadily risen the past few years. The proposed rule that is in the financial reform bill is a good idea, and I hope that you will use your voice to be sure that this rule stays intact. When I began accepting cards about twenty years ago, the fees were not nearly as high as they are today. Something definitely needs to be done to prevent any further increases.

My business is located in Sun Prairie. It began as Phil the Furniture Doctor, a restoration business. Over time, I began Circa Victoriana, an antique shop. At one time, my debit swipe fees were around fifty cents; before I knew it, I was paying a percentage. Approximately twenty percent of my customers do business with a card. As with all expenses, it has a tendency to influence my bottom line.

The economy has been tough on my business, as it has been on thousands of other small businesses around the country. It is important that you put an end to rising swipe fees, so that we can begin to get back on our feet and support our local economy. Your time and effort on this issue will make a big difference.

Thank you for your help,



Phil Croom