

Connie Smith . Plants A Plenty . 622 E. Cambridge Ave . Enid, OR 73701-1302

Feb 12, 2011

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

Dear Secretary Johnson,

My husband, Bill, and I have owned Plants A Plenty since 1980. We sell plants for landscape planting as well as floral arrangements for all types of occasions. Probably sixty percent of our sales are conducted with cards, so paying lower fees would make us happy.

We have fifteen employees whom we keep busy planting and tending in our sixteen greenhouses. During spring and summer, we add more seasonal employees. Our business is pretty labor intensive. Therefore, we cannot afford to absorb the card fees, which run about 2.5 to 3 percent. As a result, we raise prices on our products to cover these fees.

We are thankful that the recession did not hit us too hard. When people cannot travel on vacation, they usually spend money on their yards. Flowers for funerals and weddings plus holiday arrangements help round out our business. Believe it or not, every transaction is vital to our profits, no matter how small it might be. Selling ten thousand geraniums for \$3.99 instead of \$3.95 apiece makes a difference. If you go ahead and lower the debit swipe fee to twelve cents per transaction, our margins can be significantly improved.

Sincerely yours,

A handwritten signature in cursive script that reads "Connie Smith". The signature is written in black ink and is positioned to the right of the typed name.

Connie Smith