

Jennifer J Johnson  
Secretary  
Board of Governors of the Federal Reserve System  
20<sup>th</sup> Street and Constitution Avenue, NW  
Washington, CD 20551

Re: Docket No. R-1404 and RIN No. 7100 AD63

February 15, 2011

Board of Governor of the Federal Reserve System,

As an American I happy to have the opportunity to remark on the proposed "Debit Card Interchange Fees and Routing" rule.

I know that as a consumer I am very concerned my own well fair. Should these rulings change the way I am use to banking, which is free of service charges, then I am likely to be charged by my financial institution, who will need to make up their cost, then you are really not helping me as an individual. The struggles I have making ends meet TODAY will worsen instead of getting better by not having a bank with services that are free. I do not see how a financial institution will survive without making money which means they will pass the cost on to me. So the bottom line is you are not helping me or anyone for that matter.

Will the merchants pass on savings to me? No they will not, they will continue to make billions of money as they currently do. What will happen to my community bank? Will I be force to use the big commercial banks that care less about individual, where we are just a number and not a person to them? What about the employees that are employed by these community banks? What will happen to their jobs, because their employer could not provide free services and had losses in revenue? Again where are the benefits? Who has the statistical information that was sought in implementing these changes?

We will be force to carry and use checks and cash as we did before, seriously? Store operators will have to go back to having cash on hand. These all lead to security issues, endangering store clerks lives. Bad check writing, having to go back to the district attorney to collect NSF or fraudulent checks. Is money budgeted at the state level for the return of this antiquated process?

Banks will continue to take losses on fraudulent transactions. Do the retailers take losses on credit card fraudulent activity? No the financial institutions do. Again we go back to helping the consumers, but

you are not helping, you are making things worse because banks need to make money off of their losses, which basically comes back to me where I will be assessed fees for free services that I have come to expect; returning to outdated systems instead of sophisticated ones that we currently utilize FOR FREE.

I thought I lived in America not a third world country. The electronic world is the future and instead of making progress, we are regressing, because of changes are being made by individuals who know nothing about the subject matter! I thought we were a country who took pride in being "on the leading edge".

Sincerely,

A handwritten signature in black ink, appearing to read "Alicia Gonzales". The signature is written in a cursive style with a large, stylized initial 'A' and a long, sweeping tail.

Alicia Gonzales