

To: **Federal Trade Commission**

Re: **CAN-SPAM Act Rulemaking, Project No. R411008**

Dear Commissioners:

Creation of the CAN-SPAM Act shows an honest effort to impede unscrupulous bulk emailers who inundate us with unsolicited email. Nevertheless, along with many other Internet publishers, we are deeply concerned about how some portions of the Act will be implemented and enforced.

Specifically, one of the most alarming proposals of the Act is the prospect of implementing the merchant-specific suppression lists.

Although there is much to be said about this issue, I refer to the open letter on this topic, dated Tuesday, April 13, 2004, penned by fellow Internet publisher, Paul Myers. His words echo the concerns of thousands of us who are part of the Internet publishing community and who operate small businesses across the Internet.

Mr. Myers presented a well-thought-out argument against implementation of suppression lists and we, therefore, respectfully request that the Commission carefully consider each and every point of his argument, as well as others that may be forthcoming. Furthermore, we urge the Commission to exempt suppression lists, or any lists that function under the principle of affirmative consent, from any possible regulations requiring the use of suppression lists.

The very essence of Internet Publishing is at stake here...the outcome may very well be the determining factor whether or not an individual, an organization, or a company survives. We emphatically hold to the belief that the mandatory use of suppression lists will have a sweeping negative impact on all concerned.

Respectfully yours,

Kerri Mackenzie
Publisher, Aim for Results™
kerri@tristar-publishing.com
(530) 876-0476

6270 Azalea Lane
Paradise, CA 95969