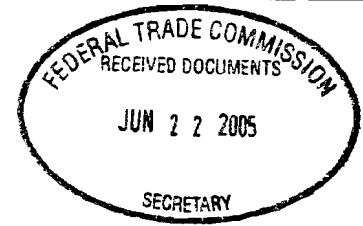




June 20, 2005

Office of the Secretary
Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580



Re: American Society of Association Executives/ CAN-SPAM Act
Rulemaking, Project No. R411008.

The American Society of Association of Executives¹ (“ASAE”) hereby submits comments in response to the May 12, 2005 Notice of Public Rulemaking issued by the Federal Trade Commission (“FTC” or “Commission”).

American Society of Association Executives. The American Society of Association of Executives’ membership consists of professionals who manage or work for virtually every kind of tax-exempt nonprofit organization. These tax-exempt nonprofit organizations exist to serve and provide value to their members and constituencies, who, almost invariably, seek out membership and/or involvement in the organization. Organization membership and participation provide an important resource to individuals to achieve a variety of personal, professional, business, social, and educational goals. To assist individuals and others in achieving their goals, tax-exempt nonprofit organizations continuously strive to offer a variety of current communications, educational courses and seminars, and related publications, such as books and periodicals. E-mail has become the preferred vehicle to deliver these messages.

ASAE would like to take this opportunity to comment on some areas of the proposed regulations from the May 12, 2005 NPRM that are of concern to the association community.

Proposal to shorten the time within which an opt-out must be honored from ten to three business days. The Commission has proposed to shorten from ten to three business days the time within which an opt-out request must be honored. ASAE believes that this proposal is impractical and places a significant burden on associations, particularly those associations with few paid staff members. 17.7 % of ASAE’s member associations are comprised of staffs no larger than five full-time people.

In most of these cases, the staff person who handles opt-out requests will have multiple duties within their association. For many of these organizations, the opt-out

¹ The American Society of Association Executives represents over 22,000 professionals that manage tax exempt nonprofit organizations and is considered the “association of associations.”

