



April 8, 2002

Office of the Secretary
The Federal Trade Commission
Room 159
600 Pennsylvania Avenue N.W.
Washington, D.C. 20580

RE: "Telemarketing Rulemaking – Comment. FTC File No. R411001"

As Vice President, Industry Relations for Ron Weber and Associates, Inc. headquartered in Milford, Connecticut I oppose the FTC's proposed changes to the Telemarketing Sales Rule for several reasons:

1. Passage of the proposed changes will adversely affect our more than five hundred employees as well as those millions of employees conducting teleservices at thousands of companies in the US. These jobs will be lost at a time when the country's economy is shaky at best. The loss will be especially difficult for disabled Americans, single mothers, students and those who most need the income to survive. I personally started as a telemarketer over twenty-five years ago before the words *telemarketing* or *teleservices* were even used. My family has benefited significantly because of my association with teleservices and, I am proud to say, at no consumer's expense.
2. The U.S. teleservices industry represents a significant contribution to American jobs and the country's economy. Call centers are frequently located in rural areas where there are limited job opportunities in other fields. Teleservices exists because consumers find it useful and cost effective. It is interactive so that consumers can ask questions, obtain information, and even make their wishes known if they prefer not to be called. The services that we provide on behalf of our clients are beneficial to the consumers who we call.
3. Additional severe and duplicative restrictions will force American companies to move their business offshore which will not solve the problem of nuisance calls, just make them more difficult, if not impossible to control. The proposed revisions will not only affect the teleservices industry but all related businesses from manufacturers of high tech and other products to printers and advertising agencies. If implemented as proposed a national DNC registry run by the

government will likely cause some companies great financial hardship and possible bankruptcy. As it is now the state DNC laws (frequently used by states as "feel-good legislation" with the bonus being an additional source of revenue) are a burden to businesses because of all of the registration fees and the inconsistency in the laws themselves requiring an inordinate number of personnel hours. There is no need for a federally controlled national Do Not Call Registry as the DMA's TPS (Telephone Preference Service) has served this purpose for several years. An FTC-DNC Registry would add to the expense of doing business in the US and unfairly burden taxpayers for a service that already exists.

4. A federally run DNC Registry won't solve the problem of unwanted calls because there are many large industries that use outbound telemarketing that are not under the jurisdiction of the FTC. It will create more consumer confusion than consumer relief because those who opt out most likely don't realize that the majority of the calls they receive are from exempt entities such as long distance carriers, insurance, banks, non-profits and political organizations. Our country does not need more lists, regulations, expenses or confusion.
5. At RWA as with most DMA member teleservices companies all of our conversations are structured to excuse ourselves if the consumer does not want to hear from us. Many consumers like what we offer and are pleasant and willing to listen. If someone wishes to be removed from our calling lists we have accompany policy and procedures to comply with their request. And we carefully manage the pace of our calls to comply with the DMA's Predictive Dialer Guidelines.
6. Over the past several years my company has encouraged me to be involved with the education of the industry, the public and legislators and regulatory groups. I support ethical teleservices and the DMA's Ethical Guidelines, Predictive Dialer Guidelines and the Telephone Preference Service. I also spend a good part of each business day answering questions regarding compliance - from our clients, employees and my peers in the industry. I am proud of the integrity and success of my company as well as those that I have mentored over the years. I am also proud of my peers in the industry and their commitment to continue to offer consumers and others viable shopping alternatives through ethical telemarketing. Finally I am proud of the DMA and I support their position regarding the proposed changes to the TSR.

Thank you for the opportunity to express my comments.

Sincerely,



Joan Mullen
Vice President Industry Relations

