

April 19, 2004

Federal Trade Commission, CAN SPAM Act  
Post Office Box 1030  
Merrifield, VA 22116-1030

Ref: CAN-SPAM Act Rulemaking, Project No. R411008

Dear Sir/Madam:

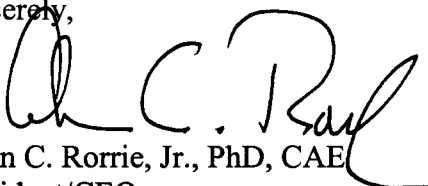
In response to the FTC's request for comments on the CAN SPAM laws, Meeting Professionals International would like to make a couple of suggestions.

First, we feel that opt-in electronic newsletters from an organization should be considered a "relationship message." It is common practice for organizations to send out a newsletter that informs its members and customers of current news and events happening within the company. These newsletters are often supported by advertising, but advertising is clearly not the primary purpose of the e-mail (much in the same way that an advertisement in a newspaper is not the primary purpose of the paper). Since these messages detail the current events of the organization and are sent only to people who have expressed interest in the information, this type of message should be considered a "transactional or relationship message" and thus exempt from "commercial message" status.

The other issue that we would like to make a recommendation on is Section 3, Item 16 in regards to who the "Sender" of a message is. Viral marketing (e-mails that suggest "forward to a friend") is a very common and often effective e-mail marketing method that promotes sending a commercial message to someone that is qualified or potentially interested in the product. We feel that as long as the initiator (original sender) does not entice the original recipient to forward the e-mail, the act itself should be acceptable without recourse upon the original sender by the subsequent recipient.

Thank you for your consideration of these suggestions and for the opportunity.

Sincerely,



Colin C. Rorrie, Jr., PhD, CAE  
President/CEO

cc: American Society of Association Executives

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