



**U.S. INSTITUTE
OF LANGUAGES**

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

To the Commissioners,

I appreciate your efforts to stop unsolicited e-mails and I agree with a majority of the issues. However, I am very worried that your legislation could very easily put small business, like the one I work for, out of business. Please let me explain.

We have a free weekly Spanish Culture newsletter that we send out to over 20,000 people each week. This newsletter educates people on diversity and the Spanish language. This newsletter is only sent out to those people who physically went in and requested it. On the bottom of each e-mail is a link that easily allows them to remove themselves from the newsletter list.

We also have a list, again that people have to go in and sign up for, that we send updates and sales to. People have requested this information, and we are very careful not to abuse this list. We only send out a couple emails each month. Again, each e-mail contains a very obvious link that would allow the recipient to remove themselves from our list.

The product that we provide is a Spanish Language course. It is taught on the high school and university levels. There are governmental departments that use our product, like a division of the Department of Homeland Security. I only mention this as to prove the legitimate nature of our business.

Although we do have a number of businesses, companies, schools, and agencies that use our product, our staple is the sales that come from individuals through our opt-in e-mail, newsletters, and through our websites. If we lost the ability to send them e-mail, again I am only talking about "unsolicited e-mails", it could very likely cause us to go into bankruptcy and 4 – 5 people would become unemployed.

Please be very careful about passing legislation that will hurt legitimate businesses like the one that I work for. I do understand the problem of unsolicited e-mail, as we deal with many hundreds of such e-mail each day, but all of our e-mails are legitimate and, as I mentioned, requested by the individuals.

I was quite surprised at the potential problems this ruling could involve, and urge you in the strongest possible terms to reconsider its implementation in light of these problems and the potential unemployment of our staff.

Respectfully,

A handwritten signature in black ink, appearing to read "Jason Poole".

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