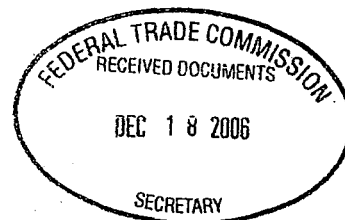


12/12/2006



Federal Trade Commission  
Office of the Secretary  
Room H-159 (Annex K)  
600 Pennsylvania Avenue, N.W  
Washington DC 20580

RE: Prerecorded Call Prohibition EBR Telemarketing, Project No.  
R411001

I wish to express my comments about the delivery of pre-recorded sales messages. I like when businesses that I have a relationship with take the time to send me pre-recorded sales messages as opposed to them knocking on my door or contacting me via a live telemarketer. Pre-recorded sales offers are always professional, they do not hang up on me and in most cases I have a choice to press 0 to talk with a live person, opt out or to simply hang up without feeling pressured. I cannot imagine why the Commission would get involved with a business / customer relationship. I recently attended a trade show, while there I filled out an information request form from a company that sells "pet" related items. A week or so later I received a pre-recorded sales offer from that same company; I pressed a number on my key pad, spoke with a live person and placed my order. I am a happy customer. I also live in the state of Michigan and I have seen many of our jobs lost due to the far reaching rules of government. I think it is time to protect our good businesses who are simply trying to take care of customers and allow consumers the benefit or at the very least the choice to determine for what calls are wanted vs. unwanted. I do not need the FTC to make that choice for me.

I am very much opposed to the FTC's proposal that would require written authorization to receive pre-recorded telemarketing calls from the businesses and Non profit organizations that I have an Established Business Relationship with. I am aware of the burden this would place on these businesses and I believe this burden would

cause most of if not all of the businesses that call me to simply  
discontinue sending these calls.

Pre recorded sales calls provide a great benefit to businesses and  
consumers and it is outrageous that the FTC would even consider  
interfering with the relationship between a business and its  
customers.

I would ask the Commission to either adopt the EBR exception  
contained in the TCPA that creates an exception for pre-recorded  
calls sent by companies that have an EBR with the person they are  
calling or continue its forbearance towards businesses that send pre-  
recorded messages to those with an EBR beyond January 2, 2007.

Sincerely,

Lynn Ford