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Andy Fields, [REDACTED]

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

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

**To the Commissioners:**

No rational, self-respecting marketer--online or off--will deny the problems of unsolicited bulk email. However, the honorable INTENT behind the proposed requirement for merchants to maintain suppression lists can never justify the ECONOMICALLY DEVASTATING IMPACT of the proposal on countless millions of law- and "netiquette"-abiding online marketers and affiliates, who--in the face of jobs vanishing daily--MUST now rely on internet-connected income streams...JUST...TO...SURVIVE in the New Global Economy.

The problems and costs associated with the suppression list proposal also will wreck extensive damage for and cause nightmarish inconvenience to consumers who now rely on the internet and related opt-in email contact to buy products and services at the best prices from their CHOICE of reputable merchants with the best offerings.

Requiring suppression-list usage will seriously damage most of the legitimate publications available on the net. This IS a critical concern as it will harm publishers who require permission from the consumer prior to adding them to any list.

The LEGITIMATE online marketers and affiliates are NOT the ones CAN-SPAM was designed to put out of business, but the suppression-list requirement will very likely punish those very ones who have "played by the rules" from Day One--instead of convicting the countless eMafia hoods who continue fly-by-night ISP hopping offshore.

There's significant additional harm to consumers because of the problem of properly knowing their intent when they unsubscribe from a list. Even worse, these suppression lists could easily fall into the hands of spammers, thereby fueling even MORE of their wildfires instead of dousing the ones they already set daily.

I fear for the economic survival of myself and my fellow professional marketers when I look at the potential problems the suppression-list ruling would impose on innocent marketers, affiliates--and consumers--alike. You MUST reconsider its implementation in light of the NEW nightmares it WILL create for our country and economy.

**Respectfully Yours,**

*Andy Fields*      4/14/2004

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