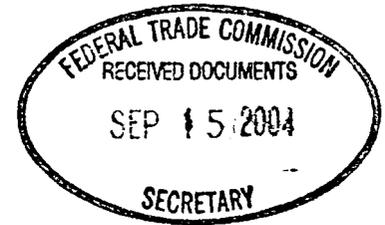




THE RESOURCE CENTER FOR ASSOCIATIONS

September 8, 2004



Office of the Secretary
Federal Trade Commission
600 Pennsylvania Avenue, NW
Washington, DC 20580

Re: *American Society of Association Executives/ CAN-SPAM Act Rulemaking, Project No. R411008 addressing the definition and implementation of the Act as set forth in sections 3(2)c and 3(17)(B).*

Our firm The Resource Center for Association is an association management company. Communication between our eight association clients and their members would be very negatively affected by the proposed CAN-SPAM rule.

The tax-exempt nonprofit organizations we manage exist to serve their members and constituencies who seek out membership and/or involvement in our associations. Years ago we used snail mail and later relied heavily on faxes because things move so much more rapidly now than twenty years ago. Now, Email has become the preferred vehicle to deliver these messages.

We strongly believe the proposed rule would create an unfair regulatory burden on communication with our members and their ability to make important decisions in a timely manner. Our simple request is that the Commission's rule-making expressly provide that email transmitted by a tax-exempt nonprofit organization, primarily related to one or more of the organization's duly authorized tax exempt nonprofit purposes, not be considered commercial electronic mail messages under the Act and, therefore, be specifically exempt from regulation under the Act.

Thank you for listening!


Jerry Bowman
Chairman of the Board