

LOBBYING REPORT

Lobbying Disclosure Act of 1995 (Section 5) - **All Filers Are Required To Complete This Page**

1. Registrant Name:

DIRECT MARKETING ASSN

2. Address:

1615 L STREET, NW, Suite 1100, WASHINGTON, DC 20036-5624

3. Principal place of business (if different from line 2):

4. Contact Name: STEVEN K. BERRY

Telephone: 2028612444

E-mail (optional): sberry@the-dma.org

Senate ID #: 12301-12

House ID #: 32226000

7. Client Name: ☒ Self

TYPE OF REPORT

8. Year 2007 Midyear (January 1 - June 30): ☐ **OR** Year End (July 1 - December 31): ☒

9. Check if this filing amends a previously filed version of this report: ☐

10. Check if this is a Termination Report: ☐ => Termination Date: Dec 30, 1899 11. No Lobbying Activity: ☐

INCOME OR EXPENSES

Complete Either Line 12 **OR** Line 13

12. Lobbying Firms

INCOME relating to lobbying activities for this reporting period was:

Less than \$10,000: ☐

\$10,000 or more: ☐ => Income (nearest \$20,000): _____

Provide a good faith estimate, rounded to the nearest \$20,000, of all lobbying related income from the client (including all payments to the registrant by any other entity for lobbying activities on behalf of the client).

13. Organizations

EXPENSES relating to lobbying activities for this reporting period were:

Less than \$10,000: ☐

\$10,000 or more: ☒ => Expenses (nearest \$20,000): 450,000.00

14. Reporting Method.

Check box to indicate expense accounting method. See instructions for description of options.

☒ **Method A.** Reporting amounts using LDA definitions only

☐ **Method B.** Reporting amounts under section 6033(b)(8) of the Internal Revenue Code

☐ **Method C.** Reporting amounts under section 162(e) of the Internal Revenue Code

Registrant Name: DIRECT MARKETING ASSN Client Name: Self

LOBBYING ACTIVITY

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: COM (one per page)

16. Specific lobbying issues:

HR 220, To protect the integrity and confidentiality of Social Security Numbers HR 251, Truth in Caller ID Act of 2007 HR 740, Preventing Harassment through Outbound Number Enforcement (PHONE) Act of 2007 HR 836, To better assure cyber security

17. House(s) of Congress and Federal agencies contacted:

Commerce, Dept of (DOC)
Federal Communications Commission (FCC)
Federal Trade Commission (FTC)
HOUSE OF REPRESENTATIVES
SENATE
White House Office

18. Name of each individual who acted as a lobbyist in this issue area:

Name: BERRY, STEVEN

Covered Official Position (if applicable): N/A

Name: BOONE, XENIA "SENNY"

Covered Official Position (if applicable): N/A

Name: CERASALE, GERALD

Covered Official Position (if applicable): N/A

Name: CONWAY, JAMES

Covered Official Position (if applicable): N/A

Name: FOULKES, THOMAS

Covered Official Position (if applicable): N/A

Name: MICALL, MARK

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: DIRECT MARKETING ASSN Client Name: Self

LOBBYING ACTIVITY.

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: POS (one per page)

16. Specific lobbying issues:

No specific bill numbers - Any legislative matters impacting the implementation of the Postal Accountability and Enhancement Act (Public Law 109-432)

17. House(s) of Congress and Federal agencies contacted:

HOUSE OF REPRESENTATIVES

SENATE

Treasury, Dept of

18. Name of each individual who acted as a lobbyist in this issue area:

Name: BERRY, STEVEN

Covered Official Position (if applicable): N/A

Name: BOONE, XENIA "SENNY"

Covered Official Position (if applicable): N/A

Name: CERASALE, GERALD

Covered Official Position (if applicable): N/A

Name: CONWAY, JAMES

Covered Official Position (if applicable): N/A

Name: FOULKES, THOMAS

Covered Official Position (if applicable): N/A

Name: MICALI, MARK

Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Registrant Name: DIRECT MARKETING ASSN Client Name: Self

LOBBYING ACTIVITY.

Select as many codes as necessary to reflect the general issue areas in which the registrant engaged in lobbying on behalf of the client during the reporting period. Using a separate page for each code, provide information as requested. Attach additional page(s) as needed.

15. General issue area code: TAX (one per page)

16. Specific lobbying issues:

HR 743, To make the moratorium on Internet access taxes and multiple and discriminatory taxes on electronic commerce permanent HR 1077, To amend the Internet Tax Freedom Act to make permanent the moratorium on certain taxes relating to the Internet and to electronic commerce HR 3396, Sales Tax Fairness and Simplification Act

17. House(s) of Congress and Federal agencies contacted:
HOUSE OF REPRESENTATIVES
SENATE

18. Name of each individual who acted as a lobbyist in this issue area:

Name: BERRY, STEVEN
Covered Official Position (if applicable): N/A
Name: BOONE, XENIA "SENNY"
Covered Official Position (if applicable): N/A
Name: CERASALE, GERALD
Covered Official Position (if applicable): N/A
Name: CONWAY, JAMES
Covered Official Position (if applicable): N/A
Name: FOULKES, THOMAS
Covered Official Position (if applicable): N/A
Name: MICALI, MARK
Covered Official Position (if applicable): N/A

19. Interest of each foreign entity in the specific issues listed on line 16 above. **None**

Signature: ON FILE Date: Feb 14, 2008

Printed Name and Title: STEVEN K. BERRY, EXECUTIVE VIC -

Information Update Page:

Complete ONLY where registration information has changed.

LOBBYIST UPDATE

23. Name of each previously reported individual who is NO LONGER expected to act as a lobbyist for the client

ISSUE UPDATE

24. General lobbying issues previously reported that NO LONGER pertain

AFFILIATED ORGANIZATIONS

25. Add the following organization(s)

26. Name of each previously reported organization that is NO LONGER affiliated with the registrant or client

FOREIGN ENTITIES

27. Add the following foreign entities

28. Name of each previously reported foreign entity the NO LONGER owns, OR controls, OR is affiliated with the registrant, client or affiliated organization

Signature: ON FILE Date: Feb 14, 2008

Printed Name and Title: -