

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:

1111 19TH ST. NW #1100, WASHINGTON, DC 20036

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

4. Contact Name: GERALD CERASALE

Telephone: 202-861-2423

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

Senate ID #: 12301-12

House ID #: 32226000

7. Client Name: ☒ Self

TYPE OF REPORT

8. Year 2006 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): 220,000.00

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:

H.R.29, Cyber Trespass Act H.R.744, Internet Spyware Act H.R.1069, Notification of Risk to Personal Data Act H.R.1078, Social Security Number Protection Act H.R.1080, Information Protection and Security Act H.R.1263, To Protect and Enhance Consumer Privacy H.R.1745, Social Security Number Privacy and Identity Theft Prevention Act of 2005 H.R.3997, Financial Data Protection Act H.R.4709, Telephone Records and Privacy H.R.4731, Consumer Internet Data Act H.R.5318, Cyber-Security Enhancement and Consumer Data Protection Act S.29, To Limit Misuse of Social Security Numbers S.115, Notification Risk to Personal Data Act S.116, Privacy Act 2005 S.500, To Regulate Personal Information Brokers and Protect Individual Rights S.687, To Regulate Unauthorized Installation of Computer Software (Spyware) S.714, The Junk Fax Act S.751, To Regulate Personal Information Disclosure and Unauthorized Use S.768, To Provide for Comprehensive Identity Theft Prevention S.1004, Enhanced Consumer Protection Against Spyware Act S.1326, Notification of Risk to Personal Data Act, Privacy, data security, ID theft S.1408, Identity Theft Protection Act S.2169, Financial Data Protection Act S.2178, Consumer Telephone Records and Privacy Protection Act S.2389, Protecting Consumer Telephone Records Act

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

Federal Communications Commission (FCC)

Federal Trade Commission (FTC)

HOUSE OF REPRESENTATIVES

SENATE

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

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: 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: POS (one per page)

16. Specific lobbying issues:

H.R.22, To Reform the Postal Laws of the US S.662, Postal Accountability and Enhancement Act

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

HOUSE OF REPRESENTATIVES

Office of Management & Budget (OMB)

SENATE

Treasury, Dept of

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

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: 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:

S.2152, Sales Tax Fairness and Simplification Act S.2153, Streamlined Sales Tax 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: 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: 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: Aug 07, 2006

Printed Name and Title: GERALD CERASALE - SENIOR VICE PRESIDENT