

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): 350,000.00

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

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 852, To prohibit obtaining customer information from telecommunications carriers by false pretense HR 936, To prohibit fraudulent access to telephone records HR 948, To strengthen the authority of the Federal Government to protect individuals from certain acts and practices in the sale and purchase of Social Security numbers HR 958, To protect consumers by requiring reasonable security policies and procedures to protect computerized data containing personal information HR 964, To protect users of the Internet from unknowing transmission of their personally identifiable information through spyware programs HR 1383, To provide penalties for the misuse of robocalls HR 1525, to discourage spyware, and for other purposes HR 1652, To amend the Telemarketing and Consumer Fraud and Abuse Act to authorize the FTC to issue new rules to establish a requirement to prohibit telemarketing calls during the hours of 5PM to 7PM HR 1685, Data Security Act of 2007 HR 1776, To require employees at a call center, who either initiate or receive phone calls, to disclose the physical location of such employees HR 2290, To better assure cyber security HR 2455, To prohibit the sale, purchase, and display to the general public of the Social Security account number HR 2601, To extend the authority of the FTC to collect fees to administer and enforce the provisions relating to the "Do-Not-Call" Registry of the Telemarketing Sales Rule S 49, Protecting Children in the 21st Century Act S 92, Protecting Consumer Phone Records Act S 238, to limit the misuse of Social Security numbers S. 239, A bill to require Federal agencies, and persons engaged in interstate commerce, in possession of data containing sensitive personally identifiable information S 431, To require convicted sex offenders to register online identifiers S 495, A bill to prevent and mitigate identity theft, to ensure privacy S 519, the SAFE Act of 2007 S 602, To develop the next generation of parental control technology S 704, To prohibit manipulation of caller identification information S 780, Protecting Consumer Phone Records Act S 781, To extend the authority of the FTC to collect "Do-Not-Call" Registry fees for fiscal years after fiscal year 2007 S 1178, Identity Theft Prevention Act S 1202, Personal Data Security Act of 2007 S 1208, A bill to provide additional security and privacy protection for social security account numbers S 1260, A bill to protect information relating to consumers, to require notice of security breaches S 1625, to protect against the unauthorized installation of computer software S 1654, To prohibit the sale or provision of caller ID spoofing services S 1691, To restrict public display on the Internet of all or any portion of Social Security account numbers by State and local governments 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 (DDC)
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: 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:

No specific bill numbers - Any legislative matter 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:

S 34, A bill to promote simplification and fairness in the administration and collection of sales and use taxes S 156, A bill to make the moratorium on Internet access taxes and multiple and discriminatory taxes on electronic commerce permanent S 1453, A bill to extend the moratorium on taxes on Internet access and multiple and discriminatory taxes on electronic commerce imposed by the Internet Tax Freedom Act S 1726, A bill to regulate certain State taxation of interstate commerce 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

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: 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**

Signature: ON FILE Date: Aug 03, 2007

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

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: Aug 03, 2007

Printed Name and Title: -