Clerk of the House of Representatives	Secretary of the Senate
Legislative Resource Center	Office of Public Records
B-106 Cannon Building	232 Hart Building
Washington, DC 20515	Washington, DC 20510

Secretary of the Senate
Received: Feb 14, 2001

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 2000 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: 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): 180,000.00

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: BAN (one per page)

16. Specific lobbying issues:

Regulations related to the implementation of H.R. 10, Gramm/Leach/Bliley Act

17. House(s) of Congress and Federal agencies contacted:
Federal Reserve System
Federal Trade Commission (FTC)

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

Name: BARTON, RICHARD
Covered Official Position (if applicable): N/A
Name: CERASALE, GERALD
Covered Official Position (if applicable): N/A
Name: FEIN, RICHARD
Covered Official Position (if applicable): N/A
Name: MICALI, MARK
Covered Official Position (if applicable): N/A
Name: STAREK, ROSCOE
Covered Official Position (if applicable): COMMISSIONER, FEDERAL TRADE COMMISSION
Name: STAREK, ROSCOE
Covered Official Position (if applicable): N/A

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

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.313, Consumer Internet Privacy Protection Act of 1999, Privacy Issues, including internet, caller ID, social security numbers, Privacy Commission; H.R. 1685, Internet Growth and Development Act of 1999-- Internet Regulation; H.R. 1686, Internet Freedom Act--Internet Regulation; H.R. 1910, Electronic Mail User Protection Act--Internet Regulation; H.R. 2031, Direct Shipment of Alcohol Act--Internet Regulation; H.R. 3100, Know Your Caller Act of 1999--Privacy Issues, including internet, caller ID, social security numbers, Privacy Commission; H.R. 3113, Unsolicited Electronic Mail Act of 1999--Internet Regulation; H.R. 4049, Privacy Commission Act, privacy issues, including internet, caller ID, social security numbers, Privacy Commission; H.R. 4141, Educational Opportunities Act; H.R. 4690, Departments of Commerce, Justice and State, the Judiciary, and related Agencies Appropriations Act, 2001, Privacy Issues, including internet, caller ID, social security numbers, Privacy Commission; H.R. 4857, Social Security Number Privacy and Identity Theft Prevention Act of 2000, Privacy Issues, including internet, caller ID, social security numbers, Privacy Commission; S. 2, Educational Opportunities Act; S. 578, Healthcare Personal Information Non-Disclosure Act--Consumer Privacy; S. 759, Regulation of Electronic Mail--Internet Regulation, S. 809, Online Privacy Protection Act Of 1999--Consumer Privacy; S. 1908, Student Privacy Protection Act; S.2448, Internet Integrity and Critical Infrastructure Protection Act; S. 2554, Amy Boyer's Law; S. 2606, Consumer Privacy Protection Act; S. 2699, Social Security Number Protection Act; S. 2876, Privacy and Identity Protection Act of 2000, Privacy issues, including internet, caller ID, social security numbers, Privacy Commission; S. 2928, Consumer Internet Privacy Enhancement Act, Privacy Issues, including internet, caller ID, social security numbers, Privacy Commission

17. House(s) of Congress and Federal agencies contacted:
Commerce, Dept of (DOC)
Federal Communications Commission (FCC)
Federal Trade Commission (FTC)
HOUSE OF REPRESENTATIVES
Health & Human Services, Dept of (HHS)
SENATE
U.S. Postal Service (USPS)

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

Name: BARTON, RICHARD
Covered Official Position (if applicable): N/A
Name: CERASALE, GERALD
Covered Official Position (if applicable): N/A
Name: FEIN, RICHARD
Covered Official Position (if applicable): N/A
Name: MICALI, MARK
Covered Official Position (if applicable): N/A
Name: STAREK, ROSCOE
Covered Official Position (if applicable): COMMISSIONER, FEDERAL TRADE COMMISSION

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

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, Postal Moderization Act of 1999--Postal Reform, H.R. 4636, Nonprofit Relief Act of 2000; S. 2686, To amend chapter 36 of title 39, United States Code, to modify rates relating to reduced rate mail matter

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: BARTON, RICHARD
Covered Official Position (if applicable): N/A
Name: CERASALE, GERALD
Covered Official Position (if applicable): N/A
Name: FEIN, RICHARD
Covered Official Position (if applicable): N/A
Name: MICALI, MARK
Covered Official Position (if applicable): N/A
Name: STAREK, ROSCOE
Covered Official Position (if applicable): COMMISSIONER, FEDERAL TRADE COMMISSION
Name: STAREK, ROSCOE
Covered Official Position (if applicable): N/A

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

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:

H.CON.RES.190, Whereas electronic commerce is not bound by geography and its border are not easily discernible--Internet Taxes; H.R. 3252, Internet Tax Elimination Act--Internet Taxes; H.R. 4267, Internet Tax Reform and Reduction Act; H.R. 4460, Internet Tax Simplification Act; H.R. 4462, fair and equitable Interstate Tax Compact Simplifications; S. 328, To make permanent the moratorium on the imposition of taxes on Internet access--Internet Taxes; S. 1611, To amend the Internet Tax Freedom Act to broaden its scope and make the moratorium permanent-- Internet Taxes, S. 2028, Internet Non-Discrimination Act; S. 2255, To amend the Internet Tax Freedom Act; S. 2775, Internet Tax Moratorium and Equity Act; S. 3709, Internet Non-Discrimination Act of 2000--Internet Taxes; Proposal (no specific bills introduced) to limit tax deductibility of advertising expenses

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: BARTON, RICHARD
Covered Official Position (if applicable): N/A
Name: CERASALE, GERALD
Covered Official Position (if applicable): N/A
Name: FEIN, RICHARD
Covered Official Position (if applicable): N/A
Name: MICALI, MARK
Covered Official Position (if applicable): N/A
Name: STAREK, ROSCOE
Covered Official Position (if applicable): COMMISSIONER, FEDERAL TRADE COMMISSION
Name: STAREK, ROSCOE
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, 2001

Printed Name and Title: GERALD CERASALE - SENIOR VICE PRESIDENT, GOVERNMENT AFFAIRS