

Small business caught in federal fax rule bind

American businesses face yet another assault on their ability to communicate, one that could eliminate most uses of the fax machine.

The deadline is less than a month away, July 1. Many have not heard of the pending regulation, though a quiet struggle has been going on in Washington for nearly three years.

The Federal Communication Commission is set to require signed permission forms for any business faxes which could be considered advertising, and the definition of advertising is broad.

That means that if a customer asks your business for a price quote, you won't be able to reply unless you have a form on file. You can't fax the form to the customer. It has to be mailed or hand carried.

Forms have to list the specific fax number, though customers may have several, must be signed and are valid for only three years.

For a typical business with 200-300 customers, that means checking a computer database to see if you have permission to fax the rates. If you don't, a sales person (maybe the owner) will have to run one out. If the customer is a long way off, surface mail could take days.

It also means the typical small business will have to hire someone to build and run the database. The cost, including a computer program and labor, is estimated at \$8,000 per year. Fines start at \$500 per fax.

For most businesses, that means a third to half the time of one productive employee will be lost to this bureaucratic nightmare.

A coalition of business groups, including the National Newspaper Association, has been fighting this rule since it was handed down a

couple of years ago under Chairman Michael Powell, better known for his decency campaign after the Janet Jackson incident.

Mr. Powell is gone now, and the commission has new members. It so far has not backed off its stand on this rule, however, because the "privacy" lobby is powerful in Washington.

Unsolicited "junk" faxes are illegal now. They have been illegal for years, but fly-by-night operators keep cranking them out because they work. This rule won't stop them.

It won't produce any benefit to business or society, but it will punish thousands of legitimate businesses across the country.

"We're from the government; we're here to help you."

Our Rep. Jerry Moran has supported efforts to repeal this rule, as have Kansas senators. The bill passed both the House and Senate last year, but in different forms. It had to start over this year, and it's stalled behind judicial appointments in the Senate.

The commission has a request to stay the regulation, as it has the last two years, until Congress can act. It's holding off, waiting on the Senate.

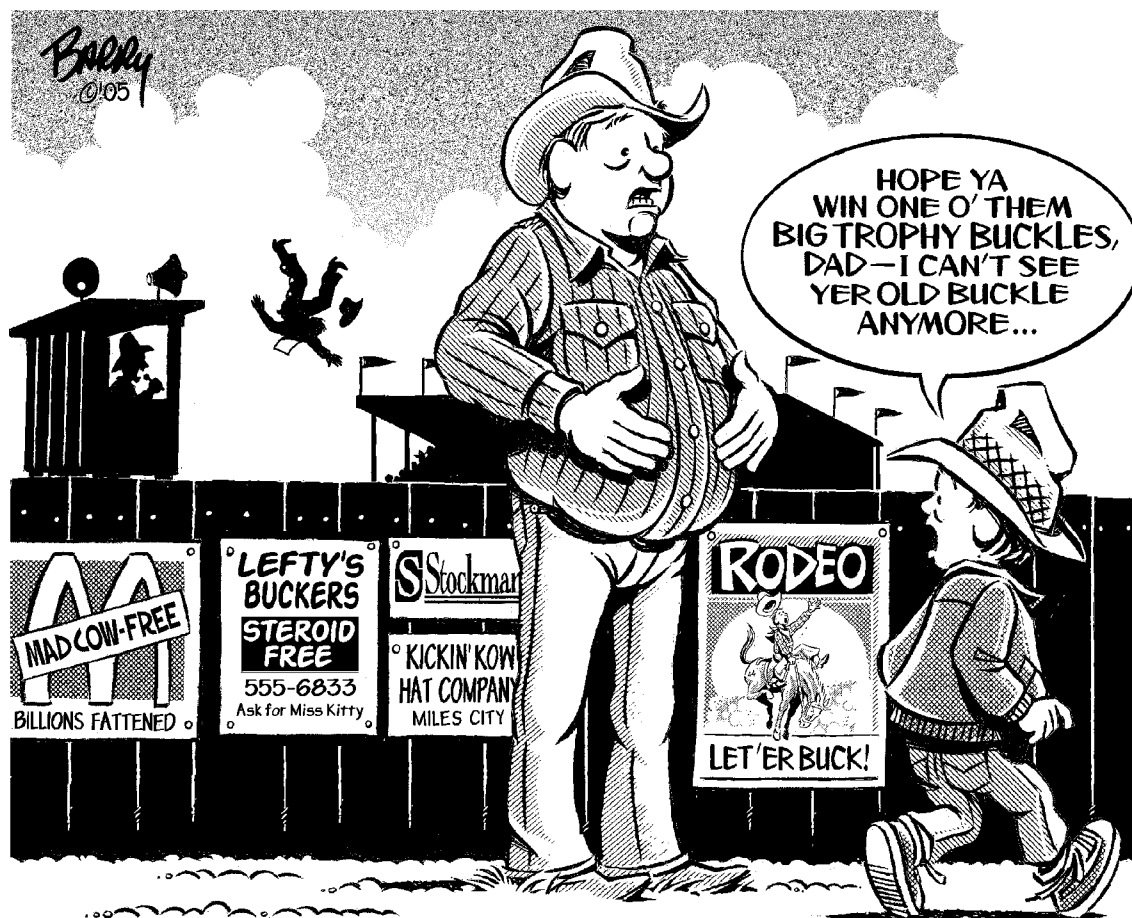
The truth is, it's too late for the Senate to move. Too late for businesses to build a database.

What can we do?

Call, fax (yes, that's still OK) or e-mail your senators. Call, fax or e-mail the commission. Explain that businesses can't afford this kind of protection for a non-existent problem.

But do it now. Time is short.

— Steve Haynes



News From the Past

5 years ago - 2000

The girls vocal ensemble earned a rating at Regional Music Festival. Members include Sharee Weems, Shana Voeller, Jana Rhoden, Tanina Earl, Kiedra Riedel, Nicole Howard, Amber Lyons, Amy Rieger, Amy Rice and Ashleigh Bunjes.

The horse judging team placed first at the District Horse Judging Contest in Oakley. Members of the team include Adam Gragg, Jody Gienger, Dustin Wiley, Jamie Dunn, Adam Jones and Ana Douthit.

The theme for the 2000 Cheyenne County Fair was decided when the fair board met on April 6. "The Best is Yet To Come" was chosen.

The Wheeler Equity Bins are nearing completion. On Thursday, the overhead conveyor was put in place with the help of a crane. Manager Dale Weeks said the bins will be ready for harvest as soon as the electrical work is completed.

New benches were installed at the St. Francis Swimming Pool by Jett Fromholtz and Derek Fromholtz. Derek installed the benches as an Eagle Scout service project for the community. At the St. Francis Board of Education meeting, the vote was unanimous to hire Scott Carmichael as the new junior-senior high principal.

20 years ago - 1985

Seniors on the high honor roll include Crystal Braeclin, JaeDene Ewing, Kristi Ross and Brenda Zwegardt.

In the election race for the City

Council the winners were Jeff Raile, Kelly Frewen and Nobel Dorsch.

Receiving Best of Show at the school art show were Jen Dankenbring in the junior high division and Kathy Ross in the senior high division.

On April 3 the St. Francis Equity Exchange held an open house in honor of Albert Burr, who is retiring officially on April 16, after 40 years of good and faithful service to the Equity as their tankwagon fuel delivery man.

In celebration of the 50th anniversary of the Soil Conservation Service the St. Francis office is holding an open house on Friday, April 26.

Students qualifying for the State Speech Festival at Phillipsburg Regional Festival on April 13 were Anita Meyer, Cindy Merklin and John Morrow.

New PTA officers include Jean Hefner, president; Donna Stevens, vice president; Marsha Zimbelman, secretary and Bonnie Zwegardt, treasurer.

75 years ago - 1930

The W.O. Fallis building, which has been under construction the major part of the winter, will be completed this week. The new, modern, plate-class front was installed last week and is right up-to-date and affords large, neat show windows in which to display merchandise. This building will be occupied by the J.C. Penney Company. Mr. Tindale is the manager.

Friday evening about 8 o'clock, the barn on the Finley farm, located about a mile north of St. Francis, took fire, through some unknown

source, and burned to the ground.

90 years ago - 1915

The city of St. Francis has purchased a new 30 kilowatt generator to be placed in the powerhouse. It will be attached to and run by the small engine that heretofore been used for pumping water only. The small engine will be converted into an oil burner instead of gasoline and will be throttle governed. This addition of this generator will greatly increase the efficiency of the plant as there will be no danger of the town being left in darkness because of the breakage of the large engine or generator. This new generator will generate enough power to light all the houses but insufficient for the street lights.

Geo. A. Bolser of the south divide gave a very favorable report of crop prospect in his locality.

Mr. and Mrs. J.F. McCurry have moved into the city from the farm with the farm now in charge of their sons Frank and Hobart.

The selection of contestants to represent Cheyenne County High School in the declamation contest with Oberlin will take place at the Christian Church. There are 16 contestants who will try out with three being chosen to represent the high school.

100 years ago - 1905

Reverend E.V. Allen from Cawker City has been assigned to St. Francis to take the place of Reverend R.E. Dunham in the pastorate of the M.E. Church. Reverend Dunham is busy preparing to depart with his family to Plainville.

Lines From the Library

By Pat Leibbrandt

The library has the following new books: *Pretty Woman* by Fern Michaels; *The Peacemaker* by Lori Copeland; *No Place Like Home* by Mary Higgins Clark; *True Believers* by Nicholas Sparks; *Two-Dollar Bill* by Stuart Woods; *The Real Mother* by Judith Michael; *Listen-*

ing With My Heart by Heather Whitestone; *Lake Wobegon Summer 1956* by Garrison Keillor; *The Day John Died* by Christopher Andersen; *He Chose The Nails* by Max Lucado; *God At Ground Zero* by Ray Giunta; *All Things Possible* by Kurt Warner; *Simplify Your Life And Get More Out Of It* by Norman H. Wright; *Living In The Labyrinth* by Diana McCowin; *Bias - A CBS Insider Exposes How The Media*

Distort The News by Bernard Goldberg; *It's Always Darkest Before The Fun Comes Up* by Chonda Pierce; *The Road To Forgiveness* by Bill Griffiths.

The following new books have arrived in the children's department: *10 Little Rubber Ducks* by Eric Carle; *The Bobbsey Twins At School* by Laura Lee Hope; *The Bobbsey Twins On A Houseboat* by Laura Lee Hope.

Aliens bigger problem than Animal identity

Letter to the Editor

Food (+waste) Spoils

Would U prefer a pedigreed steak; from a fair champion; cremated on the grill; green in the sunlight; to a humble hamburger fresh cooked; U have no idea what color the hide was?

If one of three of us weigheth as much as the other two: obesity is the

big problem!

Fruit stickers and animal I.Ds cost; ain't worth the value of fereting out aliens! "For the drunkard and the glutton shall come to poverty; and drowsiness shall clothe a man with rags. Proverbs 23:21

Frank Sowers, Benkelman



GOD SAYS

And, behold, I am with thee, and will keep thee in all places whither thou goest, and will bring thee again into this land; for I will not leave thee, until I have done that which I have spoken to thee of.

Genesis 28:15

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Worship Warms the Heart

First Christian Church
332-2956 • 118 E. Webster
Pastor Tony Christians
Sunday School 9:20 a.m.
Church Service 10:30 a.m.
Wed. night Bible Study 7 p.m.

Seventh-Day Adventist Church
332-2888 • 3rd & Adams
Pastor Jim Martin
Sabbath School 9:30
Morning Worship 10:45

Wesleyan Church
Hwy 36 • 734-2727
Pastor Scott Baker
Sunday School 9:45 a.m.
Worship 11:00 a.m.
Sunday Bible Study 7 p.m.

Church of Christ
332-2380, Pars. 332-3424
502 W. Spencer
Norman Morrow - Minister
Bible Class 9 a.m.
Morning Worship 10 a.m.
Wed. Bible Study 7 p.m.

Grace Assembly of God
332-2925, Pars. 332-2899
208 E. 2nd
Rev. Rob Meyer
Sunday School 9:30 a.m.
Worship 10:30
Sunday Eve. Service 6 p.m.

Salem Lutheran Church
332-3002
Pastor Chris Farmer
Sunday School 10 a.m.
Morning Worship 11 a.m.

Peace Lutheran Church
202 N. College
332-2928 Pars. 332-2308
Pastor David Rossbach
Sunday School 9:30 a.m.
Worship 10:30 a.m.

United Methodist Church Office 332-2292,
Church 332-2254,
512 S. Scott
Pastor Morita Truman
Early Bird Service 8:30 a.m.
Sunday School 9:30 a.m.
Worship 10:30 a.m.

First Baptist Church
2nd & Scott • 332-3921
J.W. Glidewell, Pastor
Sunday School 9:30
Worship 10:30 a.m.
Sunday Evening Service 6:30 p.m.,
Wednesday prayer service, 6:00 p.m.
Wed. AWANA Club 6:30 - 8:00 p.m.

St. Francis Community Church
332-3150 • 204 N. Quincy Street
Pastor: Richard Garcia
Sunday School 9:30 a.m.
Worship Service 10:30 a.m.
Wednesday Bible Study 7 p.m.

St. Francis Equity

Knodel Funeral Home
202 S. Benton • St. Francis
785-332-3131

First National Bank
Member FDIC