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**Do Not Call Registry is Just the 1st Step**

**By James H. Dimmitt**

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The Federal Trade Commission launched its much anticipated "Do Not Call Registry" on June 27th, several days earlier than the announced July 1 debut. The FTC reported that they were receiving as many as 1,000 registrations a minute at their website, [www.donotcall.gov](http://www.donotcall.gov). As of Tuesday, July 1, 12.5 million telephone numbers had been logged into the registry, according to the FTC.

The "do not call" registry takes effect on Oct. 1 and telemarketers who call numbers on the list could face fines up to \$11,000 per call. While consumers may consider the registry a victory over annoying telemarketing calls, those same telemarketers have already begun to focus on other ways to reach the consumer via e-mail and direct mail marketing.

According to the Direct Marketing Association (DMA), companies spent over \$80 billion on telemarketing in 2002. Marketers will now look to focus those funds toward more traditional sales pitches to reach their targets and avoid possible fines. Consumers should prepare for the onslaught of direct mail and internet advertising they will receive, including the possibility of more spam e-mail.

You can register for this national registry at [www.donotcall.gov](http://www.donotcall.gov). Your registration will be valid for a five-year period, after which you would need to renew your registration. Registering for the FTC's "do not call" registry is only the first step to take toward "opting out" of telemarketing advertising.

The next step to take in order to reduce the amount of "junk mail" you receive at home is to contact the Direct Marketing Association. Contact them by letter and give them your full name, your complete home address, your telephone number and your signature. Inform them that you want to register for their "opt-out" Preference program.

They can be contacted at:

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Direct Marketing Association  
Mail Preference Service  
P.O. Box 643  
Carmel, NY 10512

This registration will stop mailings from many national companies for a period of five years. However, it will not stop mailings if the company is not registered with the Direct Marketing Association.

It will take about 90 days to honor your request if you contact them by mail. The DMA circulates their "opt-out" list quarterly to their members, so you may not see a significant change for three to six months.

If you want a faster way to "opt-out" of their list, then consider going online to register for this service. You will need a credit card to pay the \$5.00 charge to register online. Contact the DMA online at [www.dmaconsumers.org](http://www.dmaconsumers.org). There is no charge to register by mail however.

By registering with these two services now you should see a dramatic decrease in the amount of telemarketing calls and mail that you receive in the near future.

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Author: James H. Dimmitt

James is editor of "To Your Credit" a FREE weekly newsletter for consumers. You can subscribe at

### **Registry Cleaners: Why do you need one?**

**By Joseph Tierney**

The registry is the place where your computer stores the configuration information about your computer and your installed programs so that your operating system can use them.

Maintaining the registry is an important step in keeping your computer healthy. Registry problems can include slow performance, computer crashing, and the annoying Microsoft Windows error messages.

If any of these describes you as a computer user:

- Has old drivers on their system that have not been removed.
- Installs or uninstalls software very often.
- Have third party programs running such as Spyware and Adware (you can't stop these from being installed)
- Remove software by deleting them from the Program Files folder.

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– Installs or Uninstalls hardware.

Then you absolutely need to be repairing your Microsoft Windows registry regularly! All of the above leave traces in your registry that will only hurt your computer in the long run. If you don't clean your computer to fix your registry than you are going to be in a whole world of trouble.

Make sure that you backup your registry before you try to clean or fix anything. Most registry cleaners have registry backup automatically for you, but be sure to check them out. Remember, don't try to edit anything in the registry yourself unless you are very computer savvy.

Why do you need a registry cleaner? Registry cleaners are important because it protects your PC from harmful processes. Is your computer slowing down for no apparent reason? Are you having errors that are not solved by your anti-virus or anti-spyware program? Your PC might be affected by applications that are running without your knowledge. Registry cleaners are a must! Registry cleaners ensure that your registry is clean.

Some errors are just a quick registry fix, while others could be more problematic.

If you keep your registry clean, free of viruses and spyware your computer will last much longer. Spend the time or money now for a registry cleaner to save you even more time or money later down the road.

If you are short on cash then there is a free registry cleaner available that I use exclusively. The program is called Error Nuker and it is a free ware registry cleaner. Error Nuker works on Windows XP, Windows 98, Windows ME, Windows NT4, and Windows 2000. Microsoft Windows does NOT come with a registry cleaner.

Joseph Tierney is a surfer and 2005 high school graduate. To learn more about Error Nuker and other free registry cleaners, please visit

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