



FEDERAL ELECTION COMMISSION
WASHINGTON, D.C. 20463

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Mark A. Micali, Treasurer
Direct Voice the Political Action Committee
of the Direct Marketing Association
1111 19th Street, NW, Suite 1100
Washington, DC 20036

FEB 15 2002

Identification Number: C00235309

Reference: Change To Monthly Filer

Dear Mr. Micali:

The Commission has received notification of your change to a Monthly filer of receipts and disbursements. Please be advised that under Section 104.5(c) of the Commission regulations, a committee may change its filing frequency no more than once per calendar year. A reporting schedule is provided below for the 2002 calendar year.

<u>Report Type</u>	<u>Coverage Dates</u>	<u>Reports Due For Filing</u>
February Monthly Report	1/1/02-1/31/02	February 20, 2002
March Monthly Report	2/1/02-2/28/02	March 20, 2002
April Monthly Report	3/1/02-3/31/02	April 20, 2002
May Monthly Report	4/1/02-4/30/02	May 20, 2002
June Monthly Report	5/1/02-5/31/02	June 20, 2002
July Monthly Report	6/1/02-6/30/02	July 20, 2002
August Monthly Report	7/1/02-7/31/02	August 20, 2002
September Monthly Report	8/1/02-8/31/02	September 20, 2002
October Monthly Report	9/1/02-9/30/02	October 20, 2002
12 Day Pre-General Report	10/1/02-10/16/02	October 24, 2002
30 Day Post-General Report	10/17/02-11/25/02	December 5, 2002
Year End Report	11/26/02-12/31/02	January 31, 2003

If the Commission can be of further assistance to you in this matter, please do not

hesitate to write or call (202) 694-1130. Our toll-free number is (800) 424-9530.

Sincerely,

Debbie Chacona

Debbie Chacona
Chief, Party/Non-Party Branch
Reports Analysis Division

The first part of the document discusses the importance of maintaining accurate records of all transactions. It emphasizes that every entry, no matter how small, should be recorded to ensure the integrity of the financial data. This includes not only sales and purchases but also expenses and income. The document provides a detailed list of items that should be tracked, such as inventory levels, supplier payments, and customer orders. It also outlines the procedures for reconciling accounts and resolving any discrepancies that may arise.

The second part of the document focuses on the management of cash flow. It explains how to forecast future cash requirements and identify potential shortfalls. The author provides several strategies for improving cash flow, such as negotiating better payment terms with suppliers and offering discounts to customers who pay early. The document also discusses the importance of maintaining a healthy working capital and the role of credit management in this process.

The third part of the document addresses the issue of budgeting and financial planning. It describes how to develop a realistic budget that takes into account all aspects of the business, including fixed and variable costs. The author provides a step-by-step guide to creating a budget and offers tips for monitoring and adjusting it as needed. The document also discusses the importance of reviewing financial performance regularly and making adjustments to the budget as the business evolves.

The fourth part of the document covers the topic of risk management. It identifies the various risks that a business may face, such as market fluctuations, changes in consumer behavior, and operational challenges. The author provides a framework for assessing the likelihood and potential impact of these risks and offers strategies for mitigating them. This includes diversifying the product line, investing in research and development, and implementing robust internal controls.

The fifth and final part of the document discusses the importance of financial reporting and transparency. It explains how to prepare clear and concise financial statements that provide a true and accurate picture of the business's financial health. The author also discusses the benefits of regular financial reporting to stakeholders, including investors, creditors, and management. Finally, the document offers some concluding thoughts on the importance of sound financial management for long-term success.