

Advocacy Work

Q4 2025 (July 1, 2025 – September 30, 2025) Last updated 9/30/25

Summary: ABA's Advocacy Division's key focus in the 4th quarter was working toward a legislative solution regarding the credit card competition act, Trump's tariffs, and supporting state legislation on swipe fee reform. This update does NOT include ABA's free expression work. [View ABFE's quarterly updates on BookWeb.](#)

ABA's ADVOCACY WORK

Quarter 4

Met with FTC. Advocacy met with the office of Federal Trade Commission Chair Andrew Ferguson to discuss Amazon's anticompetitive behavior in the book industry. ABA presented the office with documentation from booksellers regarding Amazon selling bestsellers and other books at, or below, cost.

Vermont Battle Over Amazon Warehouse. The Advocacy division continued to advocate for booksellers in Essex, Vermont, and their fight against a development that would include an Amazon warehouse. Advocacy traveled to Washington, DC, and met with the offices of Vermont Senators Bernie Sanders and Peter Welch regarding Amazon's appeal to the Development Review Board's decision to not allow the warehouse.

State Swipe Fee Legislation. ABA continued to advocate on behalf of swipe legislation that would prohibit swipe fees on the sales tax portion of sales. ABA met with state legislators from Maryland, South Dakota, and Utah, and communicated with several others in advance of upcoming legislative sessions.

Tariffs. The Trump Administration's tariff policy remained fluid and unclear throughout the third quarter. ABA responded with regular updates to its [tariff page](#) as necessary. ABA has worked with booksellers and UK publishers, assisting them in navigating the tariff chaos.

Advocacy Meetings. A representative from the Advocacy team traveled to Washington, DC, to meet with 11 Senate offices regarding a wide range of issues: Association Health Plans, the Credit Card Competition Act, swipe fee reform, and finding a solution to frivolous ADA website compliance lawsuits that are impacting small businesses.

BTW. Advocacy provided weekly updates on its activities in ABA's weekly newsletter, *Bookselling This Week*.

Legislative Outreach. Overall, Advocacy totaled 26 total legislative actions in the 4th quarter, including 12 campaigns and informational broadcasts, as well as 14 meetings with both state and federal lawmakers. Key topics advocated for included antitrust, ADA website compliance, Association Health Plans, swipe fee reforms and free expression.

Small Business Rising. Advocacy participated in regular meetings with [Small Business Rising](#), a coalition of independent organizations working in support of stronger antitrust

enforcement in the face of Amazon's anticompetitive behavior. In addition, Advocacy Director David Grogan was named co-chair of Small Business Rising.

LIG Partnership. Provided booksellers with regular updates and emails during the Open Enrollment period, offering information on ABA's health insurance partnership with LIG Solutions.

Quarter 3

Tariffs. The Trump Administration's tariff policy remained fluid and unclear throughout the third quarter. ABA responded with regular updates to its [tariff page](#) as necessary. ABA continued to work with coalition partners to seek clarification on the tariffs and what products and materials are exempted.

Credit Card Competition Act. The sponsors of the Credit Card Competition Act (which would require that credit cards issued by the largest US banks be able to be processed over at least two unaffiliated card payment networks and that merchants be allowed to choose which to use) added their bill as an amendment to the GENIUS Act. The amendment was removed prior to the vote.

State Swipe Fee Legislation. In the absence of federal swipe fee legislation, ABA turned its focus to state efforts. ABA continued to advocate on behalf of swipe legislation that would prohibit swipe fees on the sales tax portion of sales. During the quarter, seven state swipe fee bills (OK, CO, MO, LA, RI, CT, MD) failed sine die. However, ABA reached out to the sponsors of the nine state swipe fee bills still in play, offering further support and suggesting improvements to the bills (e.g., asking that the sales tax deduction be automatic at the point of sale). ABA also sent an email to state lawmakers urging them to pass a version of the Credit Card Competition Act at the state level.

Vermont Battle Over Amazon Warehouse. The Advocacy division helped a bookseller in Essex, Vermont, fight against a development that would include an Amazon warehouse. Launched an email campaign to booksellers in the state and wrote the town of Essex urging them to vote down the proposed Amazon warehouse. In the end, the town requested more information from Amazon. The vote will now be later in July.

Gift Card Law in New York State. Reached out to sponsors of a New York Gift Card bill that is similar to the Maryland gift card fraud bill in an effort to get clarification on vague provisions in the bill. Working to get protections for small businesses in the bill.

Antitrust. Advocated on behalf of New York's 21st Century Antitrust Act, which is currently in the Assembly after passing the Senate. The bill will be taken up in January.

Children's Institute. ABA Advocacy staff met with booksellers to discuss all things Advocacy and free speech at this year's Children's Institute, held in Portland, Oregon.

Small Business Rising. Advocacy participated in regular meetings with [Small Business Rising](#), a coalition of independent organizations working in support of stronger antitrust enforcement in the face of Amazon's anticompetitive behavior.

LIG Partnership. Provided booksellers with regular updates and emails during the Open Enrollment period, offering information on ABA's health insurance partnership with LIG Solutions.

BTW. Advocacy provided weekly updates on its activities in ABA's weekly newsletter, *Bookselling This Week*.

Legislative Outreach. Overall, Advocacy totaled 29 total legislative actions in the third quarter, including 21 campaigns and informational broadcasts. Key topics advocated for included swipe fee reforms and free expression.

Quarters 1&2 FY 2025

Tariffs. ABA worked with (and continues to work with) coalition partners to seek clarification on the tariffs and what products and materials are exempted. As of March 31, books are exempted from the Canada, China, and Mexico tariffs, but the situation remains fluid.

USPS Removing Parcels as a Shipping Option. In late December, the United States Postal Service issued a proposal to remove parcels from the Dominant Marketing List, essentially meaning bookstores would not be able to send books as parcels and would either need to use options that cost significantly more or that have much longer shipping times. ABA expressed its opposition to the Postal Regulatory Commission (PRC) Chair and continues to monitor the situation. The PRC is reviewing comments and will issue a decision on the proposal in the near future.

State Swipe Fee Legislation. In the second quarter, more than 10 states introduced swipe fee legislation that would prohibit credit card companies from charging processing fees on sales taxes and gratuities. Most of the bills would require merchants to submit sales tax amounts to processors for a rebate.

Credit Card Competition Act. In early February, nine booksellers, as well as ABA Advocacy staff, participated in a Fly-In in support of the Credit Card Competition Act (CCCA) in Washington, DC. The Fly-In was purposefully smaller, focused only on new members of the US Senate and House of Representatives. Booksellers met with approximately four congressional offices in the day-long event, urging lawmakers to support the bill, which would bring about competition to the swipe fee market, thereby lowering swipe fees for retailers. ABA also submitted written testimony in support of CCCA in November.

CCCA Marketing Assets. In November, ABA released marketing assets to help booksellers let their customers know how much of a credit card sale goes to the big banks. The assets included a card with information about swipe fees and swipe fee reform that could be attached to a store's credit card terminal.

Gift Card Laws. In the first quarter of 2025, ABA's Advocacy division released an FAQ on Maryland's Gift Cards Scam Protection Act, which aims to protect consumers from fraud but imposes new requirements on retailers. These requirements include secure, tamper-evident packaging that conceals all numeric codes, a warning label about tampering, signage displayed where open-loop gift cards are sold with cautions about scams and debt payment restrictions, and mandatory employee training on identifying and responding to gift card fraud, with model signage provided by the Division of Consumer Protection.

Meeting with the FTC Chair. In February, the Advocacy team traveled to Washington, DC, to meet with the office of the new Federal Trade Commission Chair, Andrew Ferguson. The discussion revolved around enforcement of the Robinson-Patman Act in regards to what ABA contends to be Amazon's antitrust violations.

ADA Website Compliance. In February, Advocacy held in-person meetings with a number of congressional offices, including the Senate Small Business Committee, regarding the fact that small businesses are being hit with meritless lawsuits that claim their websites are not compliant with ADA regulations. The culmination of ABA's advocacy work has resulted in bills being drafted by both Rep. Calvert's office, and Sen. Budd's office. It has also resulted in a bill being introduced in Illinois by Sen. Laura Murphy, and ABA providing guidance and consultation on the draft bill.

Winter Institute. ABA Advocacy staff were available to meet with booksellers to discuss all things Advocacy and free speech at this year's Winter Institute, held in Denver, Colorado.

Small Business Rising. Advocacy participated in regular meetings with [Small Business Rising](#), a coalition of independent organizations working in support of stronger antitrust enforcement in the face of Amazon's anticompetitive behavior.

LIG Partnership. Provided booksellers with regular updates and emails during the Open Enrollment period, offering information on ABA's health insurance partnership with LIG Solutions.

BTW. Advocacy provided weekly updates on its activities in ABA's weekly newsletter, *Bookselling This Week*.

Legislative Outreach. Overall, Advocacy totaled 63 total legislative actions in the first and second quarters, including 26 campaigns and informational broadcasts, and 15 meetings with lawmakers. Key topics advocated for included small business issues, swipe fees, ADA, and antitrust enforcement.

Guidance on BOI. ABA provided bookstore members on US Treasury requirements for corporations, S-corporations, and LLCs to report to FinCEN the identifying information about the individuals who directly or indirectly own or control a company. The requirements were subsequently challenged in court and did not go into effect.