

Cindy Fodor
Joyful Heart Stampers

June 2, 2006

Dear Sir or Madam:

I am writing this letter because I am concerned about the proposed Business Opportunity Rule R511993. I believe that in its present form, it could prevent me from continuing as a Stampin' Up! Demonstrator or at the least, will create undue hardships on the company I work for, forcing them to raise their prices. I understand that part of the FTC's responsibilities is to protect the public from "unfair and deceptive acts or practices," yet some of the sections in the proposed rule will make it very difficult, if not impossible, for me to sell Stampin' Up! products and share the same opportunity with others..

I have been a Stampin' Up! Demonstrator for more than 10 years. Originally, I became a Demonstrator in my company because I felt the products were exceptional and I wanted to earn some additional income. Additionally, I was impressed at the reasonable pricing. I am now very convinced that Direct Sales and especially the set up of the company I work for, are very conducive to making an income if one so chooses. We have a large family as my husband was off work for almost a year and now I am an important factor in supporting our family through my direct selling business. The future of my family is dependent on the stability of the direct selling industry.

One of the most confusing and burdensome sections of the proposed rule is the seven-day waiting period to enroll new demonstrators. Stampin' Up's! sales kit only costs \$199, which is actually much cheaper than they would pay if they were buying retail for the products in their kit.. People buy TVs, cars, and other items that cost much more and they do not have to wait seven days. This waiting period gives the impression that there might be something wrong with the company or the compensation plan. I also think this seven-day waiting period is unnecessary, because Stampin' Up! already has a 90% buyback policy for all products including sales kits purchased by a salesperson within the last twelve months. Under this waiting period requirement, I will need to keep very detailed records when I first speak to someone about my business and will then need to send in many reports to my company headquarters.

The proposed rule also calls for the release of **any** information regarding lawsuits involving misrepresentation, or unfair or deceptive practices. It does not matter if the company was found innocent. Today, anyone or any company can be sued for almost anything. It does not make sense to me that I would have to disclose these lawsuits unless Stampin' Up! is found guilty. Otherwise, they and I are put at an unfair advantage even though they've done **nothing** wrong.

Finally, the proposed rule requires the disclosure of a minimum of 10 prior purchasers nearest to the prospective purchaser. I am glad to provide references, but in this day of

identity theft, I am very uncomfortable giving out the personal information of individuals (without their approval) to strangers. I don't know how I can say this more emphatically, Giving away this information could damage the business relationship of my references who may be involved in other companies or businesses including those of competitors. In order to get the list of the 10 prior purchasers, I will need to send the address of the prospective purchaser to Stampin' UP! headquarters and then wait for the list. I also think the following sentence required by the proposed rule will prevent many people from wanting to sign up as a salesperson - "If you buy a business opportunity from the seller, your contact information can be disclosed in the future to other buyers." People are very concerned about their privacy and identity theft. They will be reluctant to share their personal information with individuals they may have never met. This whole idea is just incredulous!

I appreciate the work that the FTC does to protect consumers, especially since I am one of them. Yet I believe this proposed new rule has many unintended consequences and there are less burdensome alternatives available to achieving your goals.

Thank you for your time in considering my comments.

Respectfully,

Cindy Fodor