

June 12, 2006

Trish Krachun

Federal Trade Commission/Office of the Secretary, Room H-135 (Annex W)
Re: Business Opportunity Rule, R511993
600 Pennsylvania Avenue, NW
Washington, DC 20580
RE: Business Opportunity Rule, R511993

To Whom It May Concern:

I am very concerned about this new law you want to pass. Having a direct selling business myself, this would very negatively impact my business of recruiting tremendously. I bought into this business to enable me to do the following:

- ◆ Work From Home
- ◆ Be a Stay-At-Home Mom
- ◆ Have Flexible Hours
- ◆ Build a Team of dedicated members all over the country

This new law you might pass would negatively affect recruiting for all members of the direct selling business.

MY MAIN CONCERNS ARE:

A: Anyone interested in joining my team would first have to receive from me a packet of information (explained below) and could NOT join my team For a minimum of 7 days after receiving the packet.

** This would greatly impact the enthusiasm of my new team members. They want to sign up right away and should not be delayed a week before signing!*

B: Information MUST include the names of EVERYONE who got OUT of your Company during the previous TWO years.

** Why – this is bogus if it's not going to tell the reasons why they got out. What if they just weren't cut out for the business, got a full time job and didn't have time for it anymore, had a baby, etc. Also, if you're going to ask that we provide a list of everyone who **got OUT**, why not ask for a list of everyone who **got IN**? There are many more people joining than leaving...how is this fair? Right off the bat, you're having them only look at ½ the scenario... therefore, discouraging them from signing up due to false allusions.*

C: Information MUST include a list of 12 people that are in your company that live nearest to the potential recruit. This list would need to include name, phone, zip code, and email.

** The privacy issues with this proposal are scary, let alone the potential for unethical cross recruiting. This would encourage someone "I" recruited (I put a lot of energy into talking with this person, emailed/mailed her much information) to possibly go with someone else who did NOTHING simply because they are closer. In my business, you DO NOT NEED TO BE CLOSE IN MILEAGE to have a good mentoring relationship with the person who recruited you. There is no need for face-to-face contact. I train them the same whether they live across the country or in my neighborhood.*

I hope you will consider eliminating any companies registered with the Direct Sales Association (DSA) and Direct Sales Woman's Associations (DSWA) from your new law if it is passed. These two associations are very upstanding associations which take proper precautions to only associate with legitimate and legal companies.

Thank you for your time.

Sincerely,

Trish Krachun