

Dear FTC,

I have been a member of Quixtar/Amway for over 10 years. While I have yet to create the financial success of the goals we have set, the opportunity has been nothing but a blessing.

I understand the need for regulation and protection, but it is impossible to micromanage the way that people interact with each other in a word of mouth type business, one built on the personal level of one to one. This type of management cannot be enforced.

The proposed regulations would impose stricter guidelines on business owners and businesses that are honest, upright and integrity filled, while allowing the less than ethical businesses to continue in their current practices, not caring about the new “rules”. As they will have little effect on the uneducated new person, no matter how a business opportunity was presented to them.

It seems ridiculous that a direct marketing business be held to these new regulations. For example, in addition to the proposed new rules, I would also ask that you include customers of all other business that involve emotional decisions to abide by the same new rules:

<b>Corporation</b>	<b>Wait Time</b>	<b>References</b>	<b>Lawsuits</b>
McDonalds	7 hrs before receiving their orders.	10 refs of others that have placed same # order.	Show all lawsuits against McD's in last 10 years.
Car Dealerships	7 months before purchase (it is a lot bigger decision)	100 references of same make, model and year.	Show last 10 years of lawsuits against dealer, manufacturer, and oil companies.
Any private or public business start up.	7 year wait, after proposed start date. (this is an even bigger decision)	1000's of references of any business like the one proposed.	Show lawsuits of similar businesses, and require viewing of all negative websites similar to proposed venture.

The reputations of all direct marketing businesses are essentially formed at the one to one level. To be proven, integrity requires time. The regulations and guidelines that are already in place, serve to eventually weed out the chaff, and present a strong case for sound upstanding businesses that have stood the test of time. Imposing more regulation will not serve to help the industry , but to hurt it, as it will allow more people to get involved with business that choose to circumvent or ignore the new limitations.

As previously stated, businesses that have a solid core of integrity, trust, character and honesty will always stand the test of time, no matter how strict the regulations become; we will adapt. However, why would we want to limit the effects of free enterprise, and its effect on the economy, especially in a business that encourages, no requires the individual to care for, build relationships, encourage, accept, edify, approve, and appreciate others in order to create success.

Sincerely,  
Terry Szymanski