

Wendy Randall  
Stampin' Up! Demonstrator

July 16, 2006

Dear Sir or Madam:

I am writing this letter because I am concerned about the proposed Business Opportunity Rule R511993. I have been a Demonstrator for 10 years with Stampin' Up! I am a wife, mother of four, business owner, community volunteer, Sunday school teacher and church volunteer. I was attracted to the idea of direct sales because I believe that raising well adjusted, good kids is one way to make this world a better place, and to do that you need to be at the cross roads in their lives. Working a 9-5 job does not allow that. Since joining Stampin' Up! I have been able to help provide financially for my family and also provide the extras to enhance their lives. I was able to pay for music lessons for my girls. My oldest graduated from Woodstock High School with honors this year and received the John Phillips Sousa award, she is accepted into BYU's music program this fall, made their marching band and honor programs and is going to school to be a music teacher and give back to the community. Her sisters are following in her footsteps. None of this would have been possible without the income I was able to make being a Stampin' Up! Demonstrator and the flexibility in my schedule that direct sales allow. Stampin' Up! has also changed my life. I am a more confident and caring person. I have hundreds of friends all across this great nation that I would help in any way I can and they would do the same for me. This ruling could negatively affect the business I have built and the financial stability of my family and the ability to connect with those I have come to love.

I understand that part of the FTC's responsibility is to protect the public from "unfair and deceptive acts or practices," but I would think it is also your responsibility to understand how this ruling and the information that would be required to be handed out could be "unfair and cause deceptive acts or practices" towards me and others like me by dishonest people.

One of the most confusing and unfair sections of the ruling is the seven-day waiting period. No one has to wait seven days to purchase thousands of dollars worth of products each day even on credit or over the TV. Nor do other businesses have to wait to get started. To start a business like mine a person buys a kit for \$199 dollars. This kit has over \$350 dollars worth of product in it and if they do decide to change their mind within a year Stampin' Up! already has a policy under which they will repurchase all products, including sales kits, at 90 percent of their cost. I think this waiting period is burdensome for the person wanting to enhance their lives and for me as a business owner and something our government should not be trying to control.

The proposed rule also calls for the release of **any** information regarding lawsuits involving misrepresentation, or unfair or deceptive practices. I think this will just encourage dishonest

people and lawyers to bring about lawsuits against more people and we do not need more lawsuits in the court's system, especially ones against people who have done nothing wrong. With this ruling you would put me personally and Stampin' Up! at an unfair advantage since anyone can bring about a lawsuit and they winning or loosing of lawsuit has not been considered.

Finally, the proposed rule requires the disclosure of a minimum of 10 prior purchasers nearest to the prospective purchaser. With all the problems this country is having with identity theft, I am shocked that you would even consider such a practice. Those who join my business should be protected, I would not like someone to hand out my name, address, number to anyone they don't personally know and then find out that they never intending to truly look into the business but to use such information for their own gain or in a dishonest, harmful way. Whoever wrote this ruling does not understand direct sales or how competitors could steal confidential downline information and enable other to market products or services to them. Any prospective purchaser can meet others who can vouch for my business without making anyone targets for dishonest or aggressive practices.

I do appreciate the work of the FTC to protect consumers, but I believe this ruling was proposed without those writing it clearing understanding how it can effect thousand of hard working, honest, direct sales business owners. I believe the FTC may understand many of the problems and abuses that may exist from time to time in the industry, as in many other industries, but it has clearly not gone to the effort to understand how our small independent direct selling businesses really work, and especially to understand how fragile they are. A complicated federal law, with a whole new set of legal requirements, may make it impossible for many of us to continue. I would be more than willing for you to contact me in the future to clear up how direct sales works and how it enhances my life and the lives of others

Thank you for your time in considering my comments.

Sincerely,  
*Wendy Randall*