If you only look at what is, you might never attain what could be. (Anonymous)

Christine M. Olmoguez
Unit Manager
Cookie Lee Fine Fashion Jewelry

June 19, 2006

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

Dear Sir or Madam:

Please consider this letter my response, plea, and comment to the proposed Business Opportunity Rule, R511993. I believe what the FTC is proposing through Rule R511993 will make my direct selling business with Cookie Lee Fine Fashion Jewelry extremely difficult. I am of the mind that when I believe in an entity of goodwill, such as Cookie Lee, I will give it my whole heart to succeed, within all given guidelines. I respect the FTC for their guidance and concern for all consumers. However, allowing Rule R511993 to pass will bring an extreme amount of statistical work that will be cumbersome, confusing, and disheartening to my current unit members, my future business partners, and my heartfelt customers. The opportunities provided by Cookie Lee for stay-at-home moms will be defeated. America's families are falling apart. Please do not make it more difficult for these moms to succeed at taking care of their families while earning an honest income.

My story with Cookie Lee jewelry:

- *I started with Cookie Lee in May of 2004. I am currently a Unit Manager with 19 women in my unit. Most of these women are wives and mothers, some are stay-at-home moms, others work in corporate America, and one is a grandmother – me. I am 57 years old, with two grandchildren. I am also married.*

- *My Cookie Lee business allows me the flexibility to visit my grandchildren who live in another state. I have worked in retail and corporate America through my lifetime, but as I age, my time is precious. My Cookie Lee business allows me to keep my own schedule, earn as much money as I choose, work when I want, and keep my family in balance. I believe that I speak for all women who have joined the direct selling business.*

- *A portion of my earnings with Cookie Lee I put back in my business. I provide excellent customer service to my hostesses and customers. Cookie Lee offers beautiful hostess gifts and customer special buy programs which I share within my business. The other part of my income gets deposited into my savings account. In five years I will be purchasing a new car and have the cash to do so. I would have worked honestly with integrity to pay cash for my purchase.*

- *I attend Cookie Lee conventions, training classes, conduct unit meetings and coach my hostesses. My personal growth, friendship circles, and money management skills have increased substantially since starting my direct sales business with Cookie Lee. My plan is to continue my jewelry business for the rest of my life.*

I hope that you will consider my story as a reflection of other women who have stepped into the direct selling business. It takes courage, perseverance, and a willingness to learn and succeed. And I believe we conduct our businesses proudly and with integrity. Please allow us this great opportunity without all the extra red tape.

My further comments include:

- *<u>Seven-day waiting period</u> – I believe a seven-day waiting period to join a direct selling business or to purchase products is ridiculous. People need jobs now! People are standing on the street corners with signs "Will work for food", or "Homeless, can you spare some change?" Are you going to make them wait seven days to be hired? Excitement of belonging is a good thing. . . direct selling businesses have brought men and women together reinforcing positive attitudes and good will. Please don't put a hold on friendships, stability, and financial peace of mind.*

- *Litigation Reporting – Cookie Lee is a reputable company. I have met Cookie Lee and her husband John on several occasions. They are a caring family with their son and daughter. Cookie began her jewelry business as a stay-at-home mom. She has a tender heart for all moms and grandmoms! If you have a doubt of the Cookie Lee business and its integrity, please visit Cookie and Jon in Irvine, California. You will see and hear firsthand of the values and integrity this company portrays. They are truly keepers of the Golden Rule!*

- *References – Yes, we could give references. But what good would it do other than creating more paperwork for us as an independent consultant? My jewelry sells itself! When women see my Cookie Lee jewelry they admire it and want to purchase it. The best reference with direct selling business is "word of mouth". If a customer asks for a reference, we can certainly provide a good one! Don't give us more work than is necessary. There will always be someone that doesn't like our products. Negativity spreads also – we don't need anymore paperwork! Let the product speak for itself!*

- *With regards to giving our personal reference information – this would just be another avenue of identity theft.* ***Please reconsider to not give out references and personal names and addresses.***

Finally, I would like to say that, as a business woman, I appreciate the FTC's hard work and dedication to keep America's consumers safe. Your guidance helps women like me in all direct selling businesses. However, Business Opportunity Rule R511993 would hamper our desire, our time, and our future business leaders. Help us. . . please don't drown us in tedious, cumbersome, complex paperwork. We have families to take care of, grandchildren to visit, and opportunities to grow personally and financially. Encourage us to help others; please do not discourage our good works.

Thank you for taking the time to read my letter and consider my comments.

Sincerely,

Christine M. Olmoguez
Unit Manager
Cookie Lee Fine Fashion Jewelry