

Comments on proposed “Business Opportunity Rule, R511993

To whom it may concern:

I first want to thank the FTC on its sincere effort to improve our industry. I agree on the need of any proposed business owner to have sufficient information to make a wise choice on joining our team or not to join. I can only speak to the Quixtar concept and not to other “opportunities” that may be out there.

My wife and I have been “IBOs” for 18 years. When we first involved ourselves, it was simply to save money on the products. We preferred to buy at a discount rather than to pay retail. Sure we were introduced to the business as a business but we didn’t see it as something we wanted to do. As we became more familiar with the people in the business and we listened to the audios and went to a couple of the meetings, a light came on. Hey! We can do this and maybe make some money and help some other people along the way.

As a result, we have developed some additional income which helps us with our lifestyle since we retired. We new it wouldn’t be quick or get rich overnight. We are still working on that after 18 years. We would not give up on this business for anything. Not only for what we may glean financially but also how it has helped other people. The educational system encourages you to be a better you. I received promotions in my day job before retirement as a result of the information I learned through the educational material and association with mentors through this business.

I say all this to tell you if I had to jump through hoops before making a decision that I simply wanted to save some money; I would never have gotten involved. You don’t know what you don’t know. Most of you are probably married. Before getting married, you may have read books about marriage, people may tell you the benefits or pitfalls; but you really didn’t know about marriage until you were married for at least a year.

Alticor has made this business a simple process that you can live with a while until you find out if it is for you. To complicate it will destroy the opportunity for millions of Americans like me.

- 1) Please don’t require prospects take 7 days to make a decision. Each prospect establishes their own timing. If they like the concept, why legislate a delay. The best alternative to this would be to simply provide the prospect with a reasonable cancellation policy.
- 2) Please don’t require a list of references. The way we build the Quixtar business is for upline to provide their time and money to support the prospect until they are willing to act on their own. We should be getting their references to determine if it would be beneficial for us to work with them. This is like requiring every employer in the US to provide a list of employees to a prospective employee to determine if they want to go to work with that employer. It might be ok for employers who had more than 10 employees but would eliminate employers with less than 10 to expand.

- 3) To require a list of “all legal allegations” is counter productive. First, who is to determine which “legal allegations” are founded on fact? Should you require Wal-Mart to give a prospective employee a list of all “legal allegations” before deciding to take a job? Legitimate operations should be allowed to run openly as in any free market. Those that aren’t legitimate should be closed down.
- 4) I am not sure what the problem is on how we are disclosing incomes. We provide an SA4400 as part of the disclosure. When I got started, people didn’t want to know how much I made. I really didn’t want to know how much my sponsor made. That really wasn’t a factor. I simply wanted to know that income can be made and my income is only limited to what I was willing to do.

Each person may build their business differently in structure. Because of that fact, their income is also going to be different. We have some excellent retail customers and therefore our income is higher than those who don’t have a good customer base. I don’t want to tell someone what I personally do each month. It may not be impressive but to some, but others may not think they could accomplish what I do. As a result they may not involve themselves in the greatest business and leadership program on the planet where over time they are able to become a better individual, make more money than I do, and help more people accomplish their individual goals and dreams.

I have found in our business, if they apply our principles and ethics, they will take away more than they put in. This is a business that will grow as the individual grows. It is not a get rich quick concept but is one which can build an asset for their family.

We all learn by mistakes. This is not a financial decision to get involved with Quixtar. Simply let people try the business out. If it is not for them, let them quit.

If you feel something is needed to help with other direct marketing concepts, then allow people a reasonable way of cancelling their business obligation. The cancellation should be fair both to the business owner and the corporation.

Again, thank you for your concerns and I hope your discernment in all aspects of your process will be beneficial to all parties.

Ron & Sharon Myers