

Jennie Dietrich
Independent Demonstrator for Stampin'Up!

June 30, 2006

Dear Sir or Madam:

I am writing this letter because I am concerned about the proposed Business Opportunity Rule R511993. I believe that in its present form, it could prevent me from continuing as a Stampin'Up! Demonstrator. I understand that part of the FTC's responsibilities is to protect the public from "unfair and deceptive acts or practices," yet some of the sections in the proposed rule will make it very difficult, if not impossible, for me to sell Stampin'Up! products.

I have been a Stampin'Up! demonstrator for more than 4 years. Originally, I became a demonstrator with Stampin'Up! because I felt the products because it would help out my best friend, AND I could earn a 20% discount on a product I was spending more than \$150 a month purchasing from her. After becoming a demonstrator I have to say that it has repaired my relationship with my mother. It has given us a level to work and talk on together with out all the fighting we did as I was growing up. I am her demonstrator and we have to get together for me to order more products for her, and to create and stamp together. Last year I was laid off of my fulltime job. My Stampin'Up! business is what kept me "working" while I looked for a new fulltime job. It made a huge difference to my family for those few months.

One of the most confusing and burdensome sections of the proposed rule is the seven-day waiting period to enroll new demonstrators. Stampin'Up!'s sales kit only costs \$150. People buy TVs, cars, and other items that cost much more and they do not have to wait seven days. Besides a large majority of Stampin'Up! Demonstrators join for the same reason I do, to get the 20% discount, we call them "hobby demonstrators". Why should they have to wait 7 days to get that discount on products? Everything that comes in the kit is a usable product worth twice the cost of the product alone, they are getting a bargain. Under this waiting period requirement, I will need to keep very detailed records when I first speak to someone about Stampin'Up! and will then need to send in many reports to my company headquarters.

The proposed rule also calls for the release of **any** information regarding lawsuits involving misrepresentation, or unfair or deceptive practices. It does not matter if the company was found innocent. Today, anyone or any company can be sued for almost anything. It does not make sense to me that I would have to disclose these lawsuits unless Stampin'Up! is found guilty. Otherwise, Stampin'Up! and I are put at an unfair advantage even though Stampin'Up! has done **nothing** wrong.

Finally, the proposed rule requires the disclosure of a minimum of 10 prior purchasers nearest to the prospective purchaser. I am glad to provide references, but in this day of identity theft, I am very uncomfortable giving out the personal information of individuals (without their approval) to strangers. Also, giving away this information could damage the business relationship of the references who may be involved in other companies or

businesses including those of competitors. I also think the following sentence required by the proposed rule will prevent many people from wanting to sign up as a salesperson - "If you buy a business opportunity from the seller, your contact information can be disclosed in the future to other buyers." People are very concerned about their privacy and identity theft. They will be reluctant to share their personal information with individuals they have never met.

I appreciate the work that the FTC does to protect consumers, and I know I am a recipient of those protections. Yet I believe this proposed new rule has many unintended consequences and there are less burdensome alternatives available to achieving your goals. Just because people drive drunk, we don't punish all drivers and take away all the cars, we work to limit the access of those drivers to the devices they caused problems with, alcohol and cars. Go after the bad guys without punishing the good guys. I am one of the good guys and I know from personal experience that Stampin' Up! is one of the really good guys.

Thank you for your time in considering my comments.

Respectfully,