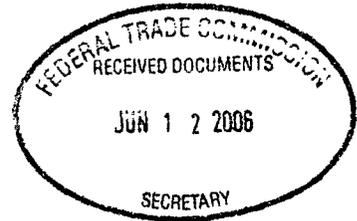


522418-70208



Fred Newkirk
Cogswell-Newkirk Associates

Federal Trade Commission/Office of The Secretary, Room H-135 (Annex W)
600 Pennsylvania Ave, NW
Washington, DC 20580

Re: Business Rule, R511993

I'm writing to express my total dismay and strong opposition to the proposed Business Opportunity Rule, R511993.

I am a small business Shaklee product distributor. I understand and appreciate the FTC's protection mission, but to protect everyone in our nation who might possibly encounter evil and fraud is an impossibility. People can and should be made aware of scams and fraud, but everyone must take personal responsibility for themselves and their own ultimate protection. The media, also, helps to make people aware.

The Rule R511993 would be such a burden on my small business that I would just have to quit. This rule will make many new customer/prospects disgusted and I will lose them. In my Shaklee business everyone comes in first as a customer to use and experience the product. Later after they learn about the company and the product a few might be prone to tell their friends about it and then make it a business if sharing the product works for them.

Having to disclose all legal actions of this large corporation of which I'm a member, even if the verdict was not guilty or not liable is absolutely a huge negative and burden. Just the idea of a disclosure of this type conjures up negative questions in a prospective customer's mind.

The seven-day disclosure document boggles my mind—I'm just a small business with no employees and no extra funds for what this would cost me in time and finances. I want you to know how distraught I am with this whole idea.

Sincerely,

[Redacted signature]