

JoAnne A. Fox

July 1, 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:

I would like to express my concerns about the proposed Business Opportunity Rule R511993. I believe that in its present form, it could impact my direct selling business in a negative way as an Independent National Sales Leader with The Longaberger Company. I understand that part of the FTC's responsibilities is to protect the public from "unfair and deceptive acts or practices," but some of the sections in the proposed rule inhibit my ability to have a career opportunity or offer one to other women and men.

One of the most troublesome sections of the proposed rule is the seven-day waiting period to enroll new Home Consultants. To get started in a Longaberger business, the business kit only costs \$199. People regularly buy items that cost much more than that, and they do not have to wait seven days. This seven-day waiting period is unnecessary because direct selling companies have a 90 percent buyback policy for all products including business kits purchased by a salesperson within the last twelve months. In fact, our company's buy-back exceeds the DSA Code of Ethics requirement which, in my opinion, makes this rule totally unnecessary.

Also, 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. In order to get the list of the 10 prior purchasers, I will need to send the address of the prospective purchaser to Longaberger headquarters and then wait for the list. 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 may have never met. Please don't make my business more difficult!

I have been an Independent Longaberger Home Consultant for more than 18 years. I became a Longaberger Home Consultant because I loved the products, and I later realized the freedom and advantages of owning my own business. I want to be able to share this opportunity with others, without such complications. I appreciate the work of the FTC to protect consumers, but I believe this proposed new rule has many unintended consequences and I think there are other alternatives available in achieving its goals that have a much more positive outcome. Thank you for your consideration.

Sincerely,

JoAnne A. Fox