

BRUCE L. CAMERON ATTORNEY AT LAW

To: Federal Trade Commission
Re: Business Opportunity Rule, R511993
16 CFR Part 437
Published April 12, 2006
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I am writing in opposition to the referenced rule, as it is currently proposed.

By way of introduction, I am an attorney, practicing for 37 years, I own a real estate brokerage, I have been married for 37 years, I develop commercial real estate and invest in a range of investments. I am also a Quixtar IBO at the Platinum level for approximately 20 years (formerly an Amway distributor).

I will focus my comments on the requirements for disclosures and litigation list; and will only briefly comment on financial disclosures, waiting period and referrals.

I. The proposed rule is discriminatory in that it applies only to certain types of businesses and omits from coverage businesses and investments of far greater substance.

- A. It is generally accepted that success in any business or venture is directly related to effort and commitment; and that there is no legitimate guarantee of success.
1. As an Attorney, the owner of a real estate company and as a developer/investor, all of which require substantial investments of money and time, I have never received disclosures that I might fail or not achieve my goals. I was never given any lists of litigation or 'track records' of persons engaged in similar activities.
 2. An employee is not provided disclosures of actual records of advancement, financial disclosures of earnings of other employees, records of litigation, or referrals to competitors. They are not advised as to their risks of being terminated, the probability of retirement, the continuation of benefits or that the company may be sold and everything could change.

II. Investing in just about anything involves far greater investment and risk.

- A. It costs about \$50-\$150 to become a Quixtar IBO, depending on certain options. Most of this money is even returnable in event the 'new' IBO changes their mind.
1. At the very least, this size of investment is comparable to 'going out to dinner' or an athletic event. Do we receive disclosures that our meal might not be satisfactory or that our team might lose its game. And what about the risks involved, and litigation disclosures?
 2. It is also similar to memberships in programs like Sam's Club and Costco. Do these entities disclose that the costs of goods there may not be a savings over retail establishments? We are led to believe that we

save money there.

3. When I buy an automobile or other piece of expensive equipment, I do not receive any disclosures as to repair records, costs of ownership, risks of loss, future value etc.
4. How about marriage and children- these relationships indeed have a cost and require an investment. What disclosures do we receive about success rates, failure rates, litigation etc.? What financial disclosures?
5. Education is indeed an investment. And who advises us as to the risks that our education may not give us the anticipated rate of return? Does anybody provide financial documentation the I will succeed- not just that they did or did not?
6. I would be remiss not to raise TV infomercials selling fitness equipment. Or to neglect fitness centers themselves. What disclosures are made as to rate of success, or how many buyers actually use the equipment for any period of time? How many people actually lose how much weight or develop bodies like those shown? And I don't even want to see their list of litigation.

III. Financial disclosures, waiting periods and referrals. As proposed, are nonsense and meaningless.

- A. My personal financial records are just that- personal.
 1. My business is my business; and my achievement or lack thereof has no bearing on another person's ability to succeed.
 2. My business is successful if it does what I want it to do. My goals are not particularly the same for another person.
 3. A general corporate disclosure as to "average income for active businessperson" would be acceptable.
- B. Waiting periods only impair a persons business when they want to get busy building it and they do not add benefit to anybody.
 1. Rarely have I experienced someone 'signing up' on the spot- and so, effectively, there is already a waiting period.
 2. The financial investment is relatively insignificant and is essentially returnable, so the waiting period serves no benefit.
 3. Where is the waiting period for other far more substantial investments- real estate, stocks, automobiles etc.?
 4. I am not selling condos 'on the beach'.
- C. Referrals serve no beneficial purpose.
 1. No other industry that I am aware of requires sending someone to a competitor for whatever purpose that this rule is designed to serve.
 2. It serves no purpose, since the referrals I provide will be supportive.
 3. They already have the opportunity to meet other IBOs in the process of our building our business- we bring them together for credibility.

Respectfully submitted,

Bruce L. Cameron