

SusanneBailey

July 16, 2006

Dear Federal Trade Commission,

I would like to take this opportunity to “thank you” for monitoring and protecting us, the public, from those who are performing business using unethical and unfair practices. Your guidance and supervision has allowed us to exercise consumer freedom and I as a consumer thank you!! However, I’m extremely concerned about the proposed Business Opportunity Rule R511993. I believe that the new requirements presented will make it very difficult and unworkable for me to sell Lia Sophia jewelry products.

Just to give you a little insight about myself, I am a teacher by trade and have taught in the Illinois public school system for over ten years. I also am a parent to a 4 ½ year old little girl named, Madeline. After having my daughter I had to make a very difficult choice, continue my love for teaching or leave my career to devote myself to raising my daughter. As an educator I am fully aware of the needs of young child. I’ve read all the studies that have proven that birth to five is the most crucial time in a child’s life. Knowing this I choose to leave my full-time teaching job to be a stay-at-home mom.

However, being a stay-at-home mom doesn’t pay the bills. I realized I needed to make some extra money to supplement my husband’s income. I needed to find a part-time job that would allow me to work flexible hours around my daughter’s activities & schooling. I was able to find the perfect job 3 years ago! I became a Lia Sophia consultant, which allowed me to stay at home with my daughter and still earn a paycheck. Working two nights a week I’m earning the extra income my family needs. My direct selling business has truly changed our life. I cherish the fact that I don’t have to work long hours to get ahead and when I wake up, I can devote my day to creating memorable experiences for my little girl. Lia Sophia has allowed me to stay out of credit card debit, make all of our payments on time, and save for college!! It’s such a glorious feeling to pay the bills and still have some money left to go to the movies or miniature golfing as a family.

Therefore, when I learned about the proposed seven-day waiting period to enroll new consultants, I was concerned. This wait period creates confusion and would only prolong women like myself from getting ahead. The waiting period would deliver the message that there might be something wrong with our company or the compensation plan. I also think this seven day waiting period is unnecessary because Lia Sophia already has a 90% buyback policy for all products including sales kits purchased by a salesperson within the last twelve months. This waiting period requirement, will not only keep me from sharing this amazing opportunity with those like myself looking to get ahead, but will also create unnecessary paperwork and require me to send in reports to my company’s home office.

The other component of the proposed rule that alarms me is the release of **any** information regarding lawsuits involving misrepresentation, or unfair practices. It doesn’t matter if the company was found innocent or not. Today, anyone can be sued for

almost anything. It does not make sense to me that I would have to disclose these lawsuits unless Lia Sophia is found guilty of some wrong doing. **Otherwise, Lia Sophia and I are put at an unfair advantage even though Lia Sophia has done nothing wrong.** I don't feel that it is necessary and would like you to reconsider your position on this matter.

Lastly, the proposed rule requiring that I disclose a minimum of 10 previous customers nearest to the prospective purchaser both devalues my integrity as a business women and is unnecessary. I'm more than willing to provide a list of references, but I don't feel comfortable giving out personal information of individuals to strangers. As a consumer, I wouldn't approve of anyone distributing my information. Therefore, I feel in doing this it could potentially damage and discredit the business relationships that I have built. I also think that when new potential consultants read the sentence, "*If you buy a business opportunity from the seller, your contact information can be disclosed in the future to other buyers.*" They will be very reluctant to share their personal information when there is such heighten security regarding privacy and identity theft.

On behalf of my family and myself I thank you for reviewing and reconsidering the proposed new rule. I appreciate all that the FTC does to protect us and I believe you will make the necessary adjustments to eliminate the unintentional consequences. I'm confident that you will be able to identify less burdensome alternatives to achieve your goal in monitoring our businesses.

Sincerely,
Susanne M. Bailey
Lia Sophia Consultant & Madeline's Mom