

July 6, 2006

To Whom It May Concern:

My husband and I have been involved in the Quixtar/Amway business since 1994. Over the past 12 years we have enjoyed the wholesale products and services that Quixtar and their affiliate partners provide. We have sponsored others and have a handful of customers. Additionally, we have chosen to participate in a personal growth and mentorship program through a training organization, World Wide Dream Builders. Though we have grossly under-achieved our financial goals, admittedly we have not followed the game plan to make our business more profitable.

Though our "Quixtar" financial gain to this point has been negligible (\$300 to \$400 per month), we have grown and benefited immeasurably in many other ways. So much so, that it is incomprehensible to think we would at any time discontinue our participation in the Quixtar business, nor our participation in the World Wide Dream Builders program.

Our testimony as a couple: In 1994 we were newly married, rented a basement apartment for \$300/month, had \$10/hr jobs in the public schools and worked odd jobs in the summer. Twelve years later we are very happily married, are successful business owners in a traditional business, own our own home, own rental property and have developed incredible friendships with people through our line of sponsorship who are willing to invest their time and energy into us.

My personal testimony: I grew up in a great family, was the class valedictorian, the local beauty queen, led the church youth group, etc. but had huge issues through college with panic attacks and anxiety. Upon getting involved with this business and mentorship program, I immediately started reading positive mental attitude books, listening to testimonial and training tapes and started going to monthly business meetings. Within two months of books, tapes and positive association--I was completely done with anxiety issues and panic attacks. My self-confidence was transformed, I no longer looked at the floor when I walked, I shed my "realist/pessimist" label and became a genuinely positive person. I went from "copy lady" to library aid to secretary to teacher to independent contractor to realtor and business owner.

This business is invaluable to me and many, many others who have similar testimonies.

I completely appreciate that the FTC is trying to protect the public from illegitimate, scam businesses. I also appreciate that the FTC is seeking our input for future guidelines.

The new rule as proposed is concerning and overly cumbersome in a few areas, but could be amended I believe, to accomplish the same protection for the consumer.

- 1) Regarding the waiting period: Perhaps rather than having prospects wait for seven days before registering, require that all businesses offer a rescission or cancellation period. Isn't there a "head-hunting" rule already that says something

about not making money on the registration? This business is built on momentum and excitement—as any sales business is...making a prospect wait for seven days is like saying to a car salesman or a realtor that the customer has to go home and “sleep on it” for a week before they can purchase their new car or new home.

- 2) Regarding references: In our business, we encourage the prospect to check us out as much as possible—go to a business meeting, listen to testimonial CD’s, talk to as many people as they want to, meet our mentors—ask them questions. It seems like it is much more to their advantage to do the reference checking for themselves. If the business is already a scam business, why would we want the scam artists concocting the reference list?
- 3) Regarding legal allegations: Firstly, allegations are only that—allegations. If someone is interested in knowing what Quixtar has been convicted of, and the remedy that was required—that’s fine. Those that care are able to find out. Regarding allegations against IBO’s, that seems a bit unreasonable. That’s like saying to my real estate clients—I’m going to disclose to you what every other agent in town has been accused of so you can make a decision about whether you want to work with me. In my opinion, that just does not make sense.
- 4) Regarding income disclosures and income substantiation: No matter how much income disclosure there is, my income is dependent on me and how many people I sponsor, how much I help my downline sponsor others, etc. I believe we should have standardized calculations showing exactly how the bonuses are structured, show an example of profitability and then let people calculate on their own what the potential is. Showing historical stats of average earnings and such is fine, but beyond that is very burdensome to the average IBO.

I appreciate the FTC’s consideration of our comments. I would be glad to provide further comments if necessary. I may be reached at

Sincerely,

Ramona Erickson, Quixtar IBO

Mitch Erickson, Quixtar IBO