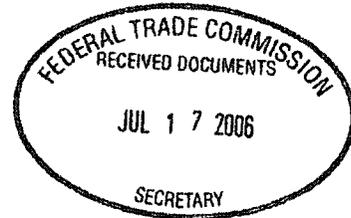
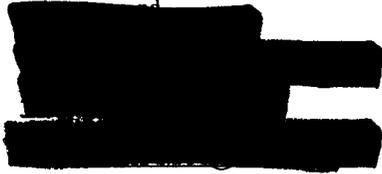


Lori Wheeler  
National Sales Leader, The Longaberger Company



July 10, 2006

Federal Trade Commission/Office of the Secretary, Room H-135 (Annex W)  
Re: Business Opportunity Rule, R511993  
600 Pennsylvania Ave, NW  
Washington, DC 20580

Dear Sir or Madam:

I am writing this letter because I am very concerned about the proposed Business Opportunity Rule R511993. If passed, it will affect my direct selling business as an Independent National Sales Leader with The Longaberger Company. I do understand that the FTC's responsibility is to protect the public from unfair and deceptive acts or practices, but the section I'm concerned with is to have the ability to offer the opportunity to others.

The seven-day waiting period is ridiculous. To get started in Longaberger, one needs to purchase a \$199 business kit. Why in the world would someone want to wait 7 days to start their businesses? Longaberger has a buy back period that exceeds the DSA Code of Ethics! Under this 7 day waiting period, I would have to keep track of every time I speak to someone about the opportunity. I speak to over 20 people a month! I would need a whole new system in place just to keep up. Then, I would have to report to Longaberger with all the records. It's just so unnecessary!

Additionally, the proposed rule also calls for the release of any information regarding lawsuits. We look guilty of a crime not committed!

Finally, the rule disclosing a minimum of 10 prior purchasers is also going to be a deterrent for people to join our company. It appears that they will have to share personal information with persons they've never met.

I have been an Independent Longaberger Home Consultant for more than 16 years. Over the course of those 16 years, I have offered the Longaberger opportunity to over 70 consultants! It is my main income source.

Sponsoring is a very important part of my career and with the proposed rules, I feel it would be greatly jeopardized.

It has provided me with the freedom to own my own business and the harder I work, the more benefits I reap. I joined this company built on the American Dream. I joined because I loved the products and now I stay because I love my job and the people I am surrounded by.

I do appreciate the work of the FTC to protect consumers, because I am also a consumer myself. However, I believe that the proposed new rule will have serious altercations to my home based business and will possibly put many home consultants out of work. Just too much hassle for a part time income. There has to be another alternative to achieve a more positive outcome.

Don't let direct selling companies and their partners add to the unemployment numbers. What a shame that would be. This is America and we deserve to live our American Dream.

Thank you for considering my comments.

Sincerely,

A large, solid black rectangular redaction covers the signature area, obscuring the name and any handwritten notes.

Lori Wheeler  
National Sales Leader  
The Longaberger Company