



FEDERAL ELECTION COMMISSION  
WASHINGTON, D.C. 20463

RQ-1

June 6, 2008

Joseph N. Mariano, Treasurer  
Direct Selling Association  
1667 K Street, NW, Suite 1100  
Washington, DC 20006

**Response Due Date:**  
**July 7, 2008**

Identification Number: C00078535

Reference: Amended Statement of Organization, received 1/4/07

Dear Treasurer:

This letter is prompted by the Commission's preliminary review of the report(s) referenced above. This notice requests information essential to full public disclosure of your federal election campaign finances. **Failure to adequately respond by the response date noted above could result in an audit or enforcement action.** Additional information is needed for the following 2 items:

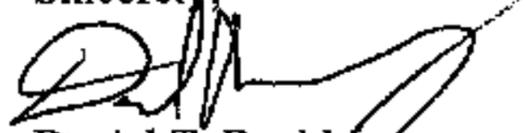
1. Your committee has filed an amended Statement of Organization to reflect a change(s) in your registration information. Please be advised that under 11 CFR §104.18(f), if a political committee files an amendment to a report that was filed electronically, the political committee shall submit a complete version of the report as amended, rather than just those portions of the report that are being amended. Further, 11 CFR §104.18(c) defines report as any statement, designation or report required by the Act to be filed with the Commission. Please provide a complete amended Statement of Organization to disclose any omitted information.
2. Commission records indicate the name of your political committee was previously "Direct Selling Association Political Action Committee". However, your committee has filed this report(s) using the name "Direct Selling Association". While committees may use commonly recognized abbreviations on daily communications (i.e. letterhead and committee checks), committee filings such as disclosure reports and amendments must reflect the official name of the connected organization, as well as any abbreviation within its title. 11 CFR §102.14(c). Please amend your report(s) to clarify this apparent discrepancy.

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**Please note, you will not receive an additional notice from the Commission on this matter.** Adequate responses must be received by the Commission on or before the due date noted above to be taken into consideration in determining whether audit action will be initiated. Failure to comply with the provisions of the Act may also result in an enforcement action against the committee. Any response submitted by your committee will be placed on the public record and will be considered by the Commission prior to taking enforcement action. **Requests for extensions of time in which to respond will not be considered.**

Electronic filers must file amendments (to include statements, designations and reports) in an electronic format and must submit an amended report in its entirety, rather than just those portions of the report that are being amended. If you should have any questions regarding this matter or wish to verify the adequacy of your response, please contact me on our toll-free number (800) 424-9530 (at the prompt press 5 to reach the Reports Analysis Division) or my local number (202) 694-1141.

Sincerely,



Daniel T. Buckley  
Senior Campaign Finance Analyst  
Reports Analysis Division

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