

Business Opportunities

How Some Achieved The American Dream

(NAPSA)—Often the best employment opportunities are the ones you create yourself—especially when you find yourself looking for work in an uncertain economy.

Creating jobs and stimulating a better quality of life is the vision behind The Longaberger Company.

The company was founded 30 years ago by Dave Longaberger to continue a family tradition of hand-crafted artisanship. Besides wanting to revive his family's heritage of basketmaking and found a successful business, Longaberger saw his company as a way to live the American dream and provide the same opportunity for others.

The Ohio-based company—which now also offers home and lifestyle goods—has 5,700 employees and 71,000 independent sales associates nationwide.

Independent sales consultants can schedule work around other commitments and, as a result, spend more time doing the things that are really important to them.

Consultants can set their own hours—part-time or full-time, be their own boss and determine their earning potential.

“From the very beginning, our Longaberger business has been built around our family. We wanted a traditional home for our six kids, along with a business too. It's the life we dreamed of having, with a few extras thrown in, like fun vacations and a swimming pool. We truly have the American dream,” said Therese Razzante, regional advisor in



Working as an independent sales consultant allows many a chance to plan their work week around family life.

Highland Heights, Ohio.

Part of the products' continuing popularity may be that they are handmade to be handed down, combining beauty and functionality for a personal touch in a high-tech world.

All of their products are “Made in America” at a time when many Americans are embracing all that is special about our country.

“Encouraging people to reach their potential and improve their quality of life—for themselves and their families—is what Longaberger is all about,” said Tami Longaberger, president and CEO.

For more information, call 1-800-966-0374 or visit www.longaberger.com.