

## MLM Company Profile: Jockey Person to Person



\*\*\*\* Trademark of Jockey Person to Person

### Jockey Person to Person

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#### Editor's Note:

Welcome to **MLMLegal.Com Company Profiles** at [www.mlmllegal.com](http://www.mlmllegal.com). Here you will find brief summaries of pertinent information about hundreds of MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan Companies. As a general matter, the summary information is derived from Company published information, generally posted at Company websites, public information releases or posts at industry trade sites.\*

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#### Founding Story

Jockey Person to Person is located in Kenosha, WI. Jockey is based on nurturing relationships, developing products and shepherding experiences that spread comfort. Jockey Person to Person is a subsidiary of a larger company that has been around for 131 years. Jockey Person to Person was established in 2005 and began direct selling the same year. Debra S Waller is the chairman and CEO of Jockey International, Inc. and the founder of Jockey Person to Person, Inc.

The history of Jockey International ([www.mlmllegal.com](http://www.mlmllegal.com)) is presented as follows:

#### 2005 - Jockey Person to Person®

*In 2005, Jockey brought quality and innovation to the Direct Selling industry with the introduction of Jockey Person to Person®. Founded by Chairman and CEO, Debra S. Waller, Donna Wolf Steigerwaldt's daughter.*

#### 1982 - Jockey for Her

*In 1982, women won the right to wear Jockey underwear as we introduced our first complete line of women's intimates. Under the leadership of our first woman CEO Donna Wolf Steigerwaldt, Harry H. Wolf, Sr.'s daughter, the new JOCKEY FOR HER line turned out to be the company's most successful venture since the creation of the*

*first brief in 1934.*

*1960 - Underwear: The final frontier*

*Our continuing mission was to deliver Jockey underwear to every person on earth. But when we submitted this design to NASA, we began to reach for the stars. This ([www.mlmlegal.com](http://www.mlmlegal.com)) special astronaut underwear included special elastic straps around the cuffs to minimize “creeping” in a weightless environment.*

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*1950 - Fashion under where?*

*Jockey challenged men with slogans like, “Why not have fun with your underwear?” And, fashion underwear was born. Looks were no longer irrelevant as men chose colors and even animal stripe patterns for their underwear.*

*1941-1945 - World War II*

*Jockey quickly joined the war effort. Our famous “Jockey Boy” logo promoted war bonds, and Jockey factories churned out underwear and parachutes for the Allied troops.*

*1935 - “Brief” success*

*Jockey briefs sold out in every store almost immediately, so our “Mascu-liner” airplane flew special deliveries of “masculine support” Jockey briefs to desperate retailers. Our “brief” success has lasted more than ([www.mlmlegal.com](http://www.mlmlegal.com)) 70 years. To this day, the brief is the most popular style of men’s underwear in the United States.*

*1934 - The world’s first brief*

*We changed the world’s underwear in 1934 when one of our designers created a strange, new kind of underwear called “the brief”. Unlike any underwear at that time, it provided men with “masculine support”, available at that time only through the use of an athletic supporter, sometimes called a “jock strap”. To discretely describe the function of the new-fangled underwear, we called it the Jockey (JOCK-ey) brief. Today, Jockey is a recognized trademark in over 120 countries.*

*1930 - The Depression: Wolf at the door*

*Like many other companies, ours was fighting for its life as the hardships of the Great Depression intensified. During the darkest hour, the company solicited advice from Harry H. Wolf, Sr., a nationally known expert in engineering and finance. Mr. Wolf’s financial acumen and reorganization of the company saved it – just in time for it to fulfill its destiny.*

*1909 - The midnight inspiration*

*In 1909 one of our designers awoke in the middle of the night with a striking new underwear concept. Afraid that he might lose the inspiration, he woke his wife, and together they made a prototype. The finished product, eventually known as the KENOSHA KLOSED KROTCH, offered a convenient diagonal opening in place of the bulky, bunching drop-seat common to union suits. The new design revolutionized the union suit business.*

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*1900 - Jockey's first underwear*

*At the dawn of the 20th century, the Coopers brought their legendary quality to underwear for the first time. To keep up with consumer demand in 1902, Coopers ([www.mlmlegal.com](http://www.mlmlegal.com)) was forced to build a new underwear factory – the largest in the world up to that time.*

*1876 - Sew it began*

*Samuel T. Cooper, a retired minister, decided to help when he discovered that lumberjacks were suffering from blisters and infections caused by their shoddy wool socks. He started his own hosiery business in a converted livery stable. Business boomed when consumers found that quality was not just a slogan at S. T. Cooper and Sons – it was a commitment.*

### **Impact on the Industry**

Jockey Person to Person is a member of the Direct Selling Association.

### **Discussion of Products**

Jockey Person to Person sells premium clothing, including cardigans and dresses. Fashions change depending on the season and current fashion trends.

### **Discussion of Opportunity**

Representatives can start with the company for a modest investment.

Jockey Person to Person offers the following consultant benefits:

- *Earn 25%-40% commission\* on your personal sales, based on retail prices.*
- *Leaders earn 7%-10% commission\* on your retail sales of team members.*
- *Upper Level Leaders earn commission\* on multiple levels for unlimited potential.*

There is no limit on the number of personal recruits and sponsoring awards.

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The company's compensation plan is illustrated as follows:

Compensation Plan Highlights								
	COMFORT SPECIALIST®	SR. COMFORT SPECIALIST®	TEAM LEADER	SR. TEAM LEADER	DIRECTOR	SENIOR DIRECTOR	EXECUTIVE DIRECTOR	GROUP VICE PRESIDENT
Retail Profit	25%	25%	25%	25%	25%	25%	25%	25%
Bonus on Personal Value		5%	5-15%	5-15%	5-15%	5-15%	5-15%	5-15%
Sponsoring Bonus/Personal Recruits' Sales Volume		3%	3%	3%	3%	3%	3%	3%
Bonus on Central Team members' sales volume			7%	7%	7%	7%	7%	7%
Bonus on 1st Generation Teams' sales volume			7%	7%	7%	7%	7%	7%
Bonus on 2nd Generation Teams' sales volume				3.5%	3.5%	3.5%	3.5%	3.5%
Bonus on 3rd Generation Teams' sales volume					2%	2%	2%	2%
Bonus on Sr. Director Volume						0.5%	0.5%	0.5%
Bonus on Executive Director Volume							0.25%	0.25%
Bonus on Group Vice President Volume								0.25%

Above is a rough representation of our multi-level compensation plan. Please contact the company or your independent Comfort Specialist® consultant for complete details, terms, conditions and definitions.

For more information, one must contact the company.

### Discussion of Distributor Base and Sales Volume in U.S.

Jockey Person to Person operates in the United States and Canada.

Company Website: <http://www.jockeypersontoperson.com/>

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*MLMLegal.Com typically provides a link to official Company websites so that readers can become more fully informed about Companies that are profiled. The descriptive material offered is best categorized as "snapshot" information and represents a good starting point for research on Company products, services and opportunities. It should be clearly understood that such information may need updating in a dynamic and changing business marketplace. In addition, the information is gathered and presented in good faith for educational purposes, and if errors in information become apparent, MLMLegal.Com will attempt to correct the information, or if necessary, delete the Profile altogether. A reading of a Company Profile is properly*

*followed up with visits to the Company website, research on major internet search engines, discussions with industry professionals and experts and feedback from those acquaintances who have had direct experience with the Companies. In addition, a wealth of information on MLM, Direct Selling, Direct Sales, Network Marketing and Party Plan will be found at [www.mlmllegal.com](http://www.mlmllegal.com), including scores of articles, video, resource opportunities and detailed analysis on industry issues and factors to consider in both starting and running a MLM Company or a MLM home based business.*

*Jeffrey A. Babener, principal attorney in the Portland, Oregon, law firm Babener & Associates, represents many of the leading direct selling companies in the United States and abroad.*

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