



June 25, 2010

President Barack Obama
The White House
1600 Pennsylvania Avenue N.W.
Washington, DC 20500

Dear Mr. President,

Small businesses across America have benefited tremendously from your thoughtful leadership during this difficult economic time for America. Women Impacting Public Policy (WIPP) is a public policy organization representing more than half a million women-owned and minority small businesses. WIPP, along with some of our partner affiliates, seek your guidance and oversight on issues surrounding the National Broadband Plan, which is critical not only to our growth, but America's growth and competitiveness.

The National Broadband Plan examines the diverse needs of many different constituencies, including the unique needs of the small business community, and we are tremendously excited about its vision and scope. We are concerned in a few areas, however, particularly with the FCC's approach to now consider classifying broadband as a Telecommunications Service under Title II of the 1934 Telecommunications Act. At this point in time, we need to move forward with full deployment of broadband and encourage innovation and private sector investment. A heavy regulatory environment will not be conducive to moving the initiative forward, and certainly the legal and political battles will cause undue and unnecessary delays and frustrations.

A second area of concern is the need for the small business voice in the process at the FCC. We believe the FCC would benefit by including small businesses, especially women-owned small businesses, into its stakeholder discussions, since women owned firms are the fastest growing sector of the US economy.

We appreciate your consideration and guidance in this important initiative.

Sincerely,

Barbara Kasoff, President and CEO
Women Impacting Public Policy

Henry T. (Hank) Wilfong, Jr., President
National Association of Small Disadvantage Businesses

Maria E. Brennan, CAE, President and CEO
Women In Cable Telecommunications

Avis Jones-DeWeever
National Council of Negro Women

Gina Robinson-Billups
The National Association for Moms In Business

Betty Spence
National Association for Female Executives

Cc: The Honorable Rahm Emanuel, White House Chief of Staff

The Honorable Valerie B. Jarrett, Senior Advisor and Assistant to the President for
Intergovernmental Affairs and Public Engagement

The Honorable Lawrence H. Summers, Director of the National Economic Council and
Assistant to the President for Economic Policy