



January 12, 2010

Chairman Julius Genachowski
Commissioner Michael J. Copps
Commissioner Robert M. McDowell
Commissioner Mignon Clyburn
Commissioner Meredith Atwell Baker
Federal Communications Commission (FCC)
445 12th Street, S.W.
Washington, DC 20554

Re: GN Docket No. 09-191

Dear FCC Chairman and Commissioners:

WIPP is a national bi-partisan group comprised of half a million women business owners as members and representing 49 national Women in Business groups. We are a nonprofit organization that advocates for and on behalf of women and minorities in business, strengthening their participation in the legislative process of our nation, creating economic opportunities, and building bridges and alliances to other small business organizations.

We know that the FCC is tackling the challenge of establishing a national broadband plan as a provision of the American Recovery and Reinvestment Act and have filed our comments to this issue on several different occasions. Women Impacting Public Policy (WIPP) urges you to adopt a framework that will allow for the continued deployment of broadband, while maintaining incentives for private sector investment. Women business owners are a powerful economic force. A recent survey commissioned by the National Women's Business Council found that the economic impact of this community is \$2.86 trillion, they employ 16% of the US workforce and, in fact, if they were their own country, would have the 5th largest GDP ahead of France, UK and Italy. At a time when this country needs job creators, we urge the Commission to ensure that entrepreneurs have the incentives and technologies necessary to spur job creation. Entrepreneurs are innovative and rely on the latest technologies for their success. It is therefore critical that business owners in every part of the country have access to the latest broadband technology. Connected Nation (Connected Nation, "The Economic Impact of Stimulating Broadband Nationally," February 21, 2008) reports that policies encouraging increased broadband adoption could help create or retain an additional 2.4 million jobs per year nationwide. A 2007 study by the Brookings Institution and MIT found that a one-digit increase in broadband penetration creates an additional 300,000 American jobs.

In summary, broadband technology has become a vital tool for economic success. It creates jobs and makes businesses, particularly small businesses, more competitive and efficient. We must ensure that incentives remain in place for the private sector to continue its support in partnership with the public sector, to deliver ubiquitous broadband across the country and that small businesses are able to depend upon a stable and dependable network for their growing companies.

As we move towards a 21st century economy, it is undeniable how important broadband has become to business and job growth. The FCC's broadband plan must incorporate policies that make broadband affordable and accessible to all small business owners.

Sincerely,

A handwritten signature in blue ink that reads "Barbara Kasoff". The signature is fluid and cursive, with the first name "Barbara" and last name "Kasoff" clearly distinguishable.

Barbara Kasoff
President/CEO
Women Impacting Public Policy