



Wisconsin Economic Development Association Inc.

TO: Members, Wisconsin State Legislature

FROM: Amy Boyer, on behalf of
Wisconsin Economic Development Association

DATE: April 19, 2010

RE: Support for SB 469/AB 696

The Wisconsin Economic Development Association (WEDA), a statewide organization of approximately 450 economic development professionals, strongly encourages you to support SB 649 and AB 696 which update the current telecommunication statutes.

WEDA advocates for a strong and progressive economic development environment in Wisconsin. Regulatory reform which encourages infrastructure investment is necessary for Wisconsin businesses and residents. This legislation serves as a timely update to the telecommunication laws which will streamline the regulatory process and encourage service providers to invest in Wisconsin's infrastructure.

Consumers and business depend on high speed, high quality, state of the art products and services to communicate and compete in today's economy. The regulations which govern today's telecommunications industry were written for a different era and need to be updated to reflect the significant changes in technology. In today's competitive telecommunications sector, consumers and businesses demand high speed internet connections, mobile voice and data services and evolving technology options such as a voice over internet protocol (VoIP). Wisconsin law needs to reflect these market realities and encourage the continued investment in advanced communications services.

It is essential to give Wisconsin businesses the competitive edge in economic development and the tools necessary to attract and retain business is essential. Wisconsin businesses need to compete in a global economy which is no small task. This is why WEDA advocates for changes which support Wisconsin's long term economic viability and competitiveness and we support SB 469/AB 696.