

From: [Rushelli](#)
To: [BOCrfc2015](#)
Subject: Broadband Opportunity Council
Date: Wednesday, June 10, 2015 5:12:27 PM
Attachments: [Broadband Opportunity Council Final Draft.pdf](#)
[ATT00001.txt](#)

Regarding solicitation for commenting

To Whom It May Concern:

P.S.S. Inc. DBA Home and Business Electronics, known as HBE Internet, is a small business operating and serving Broadband Internet Services to rural areas of North West Arkansas. We respectfully submit these comments in response to the Broadband Opportunity Council's Notice and Request for comments in regards to the President's Memorandum for expanding broadband deployment and adoption by addressing regulatory barriers and encouraging investment and training.

As a small business that has survived an ever-changing business environment for three decades, and a local Broadband Wireless Internet Provider for over 18 years, we have experienced the barriers that rural communities face in keeping up with the rapid growth of technology and have high expectations that this letter will help in keeping the spotlight on these issues as well as aid in the policy making for deployment and adoption of rural broadband. As a rural Wireless Broadband Internet Service Provider, our comments are geared towards the issues specific to our rural area.

Below HBE Internet has addressed selected questions put forth by the Broadband Opportunity Council:

In response to question 1: The best resources available to rural communities are local Broadband Internet Providers. These communities would most benefit from competition because it has the potential to lower the cost of obtaining service for consumers as well as incentivize more small businesses to compete and offer better services.

In response to question 2: The Federal Government can best promote the coordination and use of federally-funded broadband assets by earmarking funding to be awarded to ground-level small businesses that are centrally located in rural areas that have the least available Broadband Services and/or lack of affordable services in those areas. These funds should be monitored by Federal Agencies as oppose to at a local level. However, policies should encourage small business partnership with cities and counties.

In response to question 4: The solutions for individuals without Broadband access in our rural area would be best solved by utilizing the existing facilities. We would recommend the Government coordinating with the local libraries that have available Broadband Internet access. Furthermore, the Executive Branch should coordinate with the local Community Center to set up public computer workstations. These facilities could be used for real world tasks as well as ongoing training for rural residents who need to have basic computer and Internet training.

In response to question 9: The Executive Branch needs to make sure that Federal Agencies understand that in most remote rural areas the competition is a Broadband Service that is either very expensive and/or has a 'cap' limit on the packages offered. When existing local Broadband Service companies can have access to affordable licensed frequencies this will create the competition that is needed in remote rural areas. Local Wireless Broadband companies need to have available "un-capped" services to satisfy the need of residents.

In response to question 24: As a small business our success in keeping up with rapid growing changes in technology depend on our ability to quickly and effectively secure frequency licenses through the FCC.

Though the Executive Branch has no ruling powers over whom these frequencies are approved for, we feel it is empirical that the Executive Branch voice its support of small rural Wireless Internet Service Providers to encourage the FCC to specifically make more frequencies available to small businesses serving rural areas and also to make the process less cumbersome for these targeted businesses.

In response to question 25: By supporting the release of frequencies for small businesses the byproduct will be a spur in competition for businesses able to offer broadband services. Competition is extremely necessary for rapid adoption and technological innovation in rural areas. To support rapid adoption in rural areas the Executive Branch need to make funding available in the form of competitive and innovative grants to small business and localities that are in the position to roll out newer technologies that will reach more un-served areas as well as have a game plan in place to keep up with the new technologies as it rolls out to ensure that rural areas don't ever get "left behind" in the future.

In response to question 26: To facilitate deployment and adoption the following provisions should be considered 1) Focus on un-served and remote rural areas that have the most potential area increase through the points mentioned in this submission; 2) encourage small businesses partnerships with cities and communities for widespread adoption; 3) Earmark Grant funding for small businesses interested in innovations that will produce long term evolution solutions that will be useful long into the future and 4) to promote clean licensed frequencies to existing rural Wireless Broadband Internet Providers.

Thanks for taking the time to consider our comments in this matter.

Warmest Regards,

Randall B. Fowler

Owner-CEO P.S.S. Inc. DBA Home and Business Electronics/HBE Internet