



2013 BUCKEYE BAR EXPO
Monday, October 14, 2013
12:00 p.m. - 5:00 p.m.

January 23, 2013

Chairman Julius Genachowski
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: Reply Comments regarding DA 12-1863, IB Docket No. 12-340; RM-11683

Dear Chairman Genachowski:

The Buckeye Bar Expo is a statewide trade exposition where vendors show their products to on-premise permit holders, namely bars and restaurants. Part of generating interest in our show is through internet marketing.

LightSquared's modified application before the FCC intrigues enterprises like ours that rely on cost effective mobile and social marketing. Unlike large companies or national trade shows that have marketing budgets to do traditional advertising in magazines, radio, and billboards, smaller businesses are increasingly relying upon the ability to reach a more narrowed, targeted audience through the internet.

As the Buckeye Bar Expo caters to Ohio businesses, being able to reach all corners of the State is critical. Unfortunately, a lack of a reliable wireless network through many areas of the State makes our marketing much less effective as it may or may not be timely received.

While it is clear that reliable broadband is a benefit, the indirect benefit for our organization is the creation of jobs. The building and development of such a network means jobs throughout the United States and Ohio. As the businesses we market to are hospitality businesses, more jobs means more disposable income to be spent in bars, restaurants, hotels and other establishments.

From our standpoint, there is no reason the FCC should not approve LightSquared's modified application to bring their network to the marketplace.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Jon Self', is written over a printed name.

Jon Self, Co-Founder

cc: US Senator Sherrod Brown
US Senator Rob Portman
Speaker John Boehner
Congressman Bob Latta

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