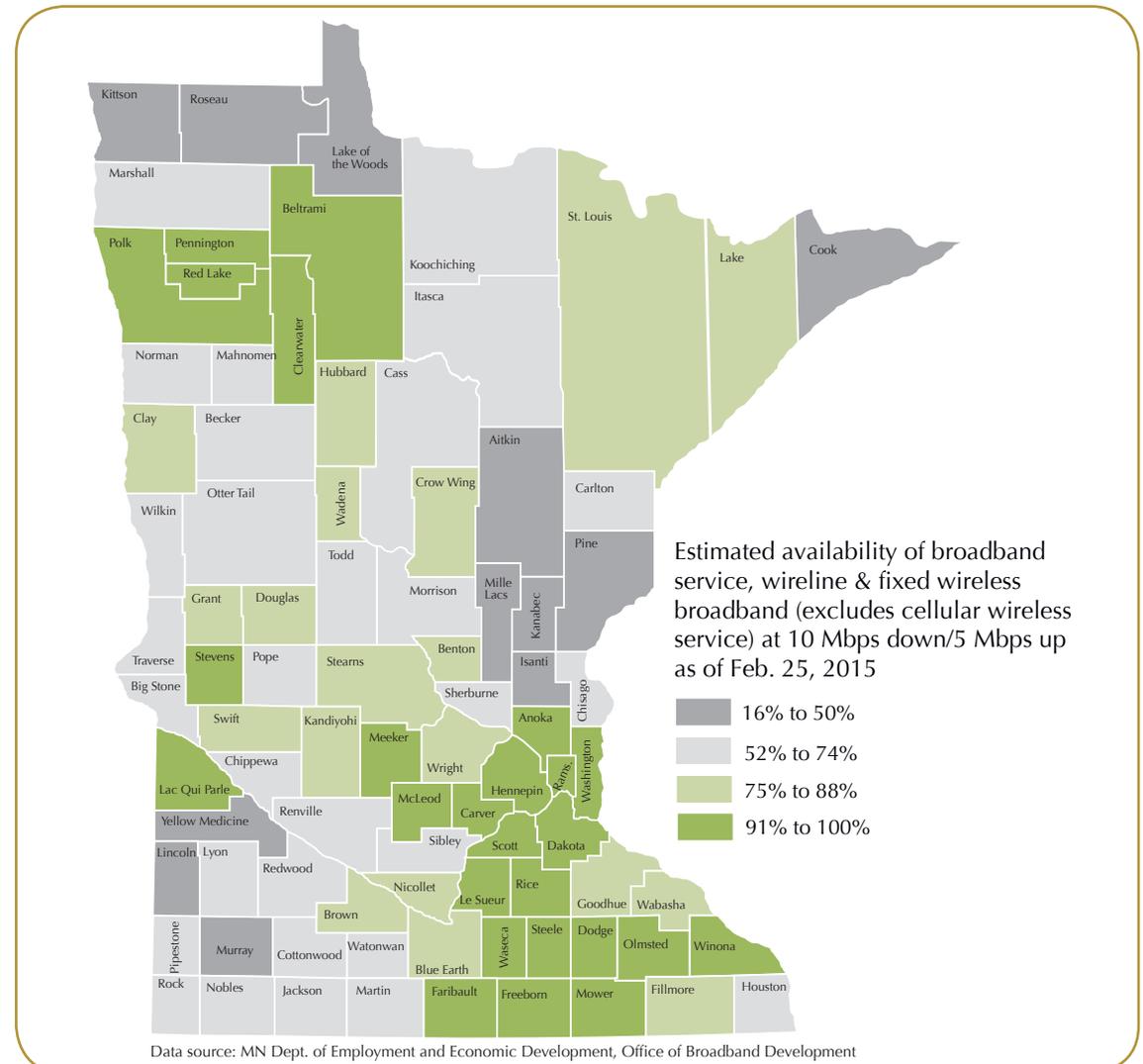


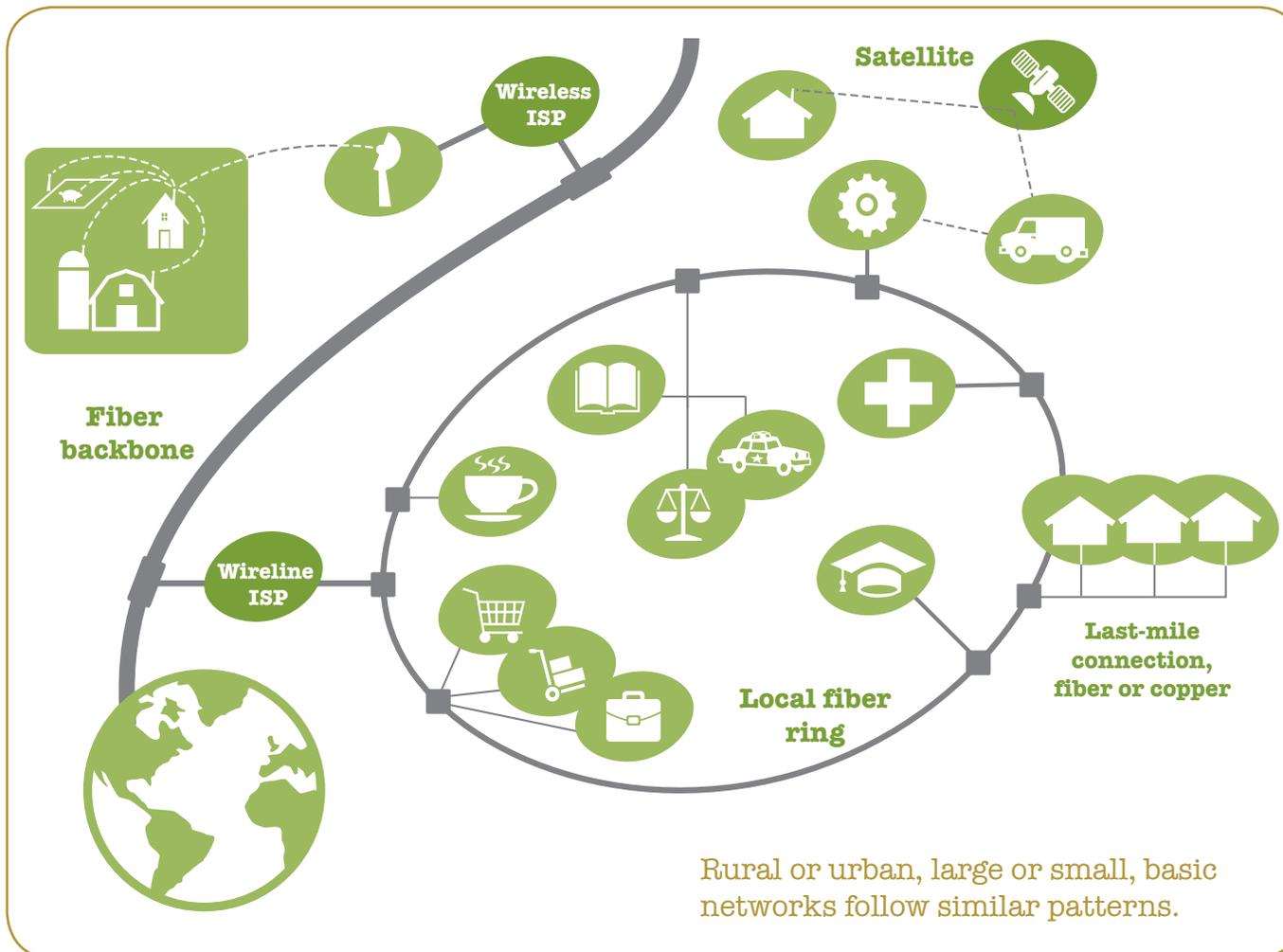
Rural Reality: Bringing broadband to rural Minnesota.

Why shouldn't rural communities wait for broadband?

- ***It's good for the bottom line.*** Although not always visible, a good part of the state's economy is rural. Productive companies produce not just goods and jobs but tax revenues for the local government and the state.
- People are interested in ***moving to Greater Minnesota***, and they need broadband to start their own businesses or be "1099ers."
- The ***workforce shortage***. To do more with fewer workers, companies are adopting new technology, including broadband.
- Improving efficiencies and quality in ***education and health care***. Online content is expanding learning opportunities for schools, but teachers have to stay mindful of students with no Internet access at home.
- ***A stronger infrastructure overall.*** Strengthening the rural network helps strengthen the state's and the nation's overall network. A strong, reliable, redundant network is far less prone to outages, which is very attractive to businesses that rely highly on dependability and security.



Rural Reality: Rural meets world.



What we can do.

- Let solutions be decided at the local level. The best solutions for communities will vary from place to place.
- Don't try to choose between fiber and wireless. Weigh the importance of getting fast Internet service versus getting any Internet service at all.
- Make sure that state funds are creating upgradeable, future-ready networks and not just good-enough systems.
- Encourage competition. Free-market solutions won't work unless there are more viable players on the field.
- Networks with generous upload speeds are crucial for economic activity.
- Think about strengthening the overall network. A reliable, robust network will be very attractive to businesses.