

Dear Editor:

As a business economic development organization comprised of over 300 mid to large size businesses, The Southern New Jersey Development Council (SNJDC) and its members know that the communications sector is vibrant and competitive. Everything from pricing packages to different devices is customizable to fit anyone's lifestyle or business needs. Competition between phone, cable and Internet providers to offer these services is what drives affordability and availability of these services here in Southern New Jersey and nationwide.

As businesses, we are also keenly aware of the negative impact outdated and burdensome regulations have on the creation and enhancement of a vibrant economic environment.

It is time for New Jersey's leaders to eliminate unnecessary regulations. In many cases, the rules governing communications providers were written a century ago and do not fit the modern market. Unshackling service providers will allow them to better meet consumer demand and ensure that products and services continue to evolve and do so at an affordable rate.

The free market is the best regulatory force in our economy because it allows consumers to dictate what services are offered and, to some degree, the price at which they are offered. But the true innovative power of free market forces cannot be fully realized until restrictive, anti-growth regulations from a bygone era are repealed.

Right now the Legislature is considering bill S. 2664 to repeal outdated rules. This legislation can provide businesses and individuals with the most innovative technologies available; it can send the message that New Jersey is open for business; it can create new economic incentives and all while protecting the interests of the general public.

The SNJDC is a member-based organization charged with promoting sustainable economic development in South Jersey by working with the region's economic development professionals to promote long-term responsible regional economic investment, development and growth in South Jersey.

On behalf of the SNJDC membership, I support the efforts of our state legislators to address the risk outdated regulations have on our state's economy and on our pocketbooks and request they pass the legislation before the end of the year.

Sincerely,

Marlene Asselta
President of the Southern New Jersey Development Council