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May 9, 2013

Elizabeth M. Murphy
Secretary
Securities and Exchange Commission,
100 F Street N.E.
Washington, DC 20549

Via email to rule-comments@sec.gov

Re: Timely Implementation of the JOBS Act

Dear Ms. Murphy:

As one of the millions of cash-strapped small-business owners in the U.S., I would like to register my strong support of the Jumpstart Our Business Startups Act (JOBS Act). This new law—if appropriately implemented in a timely manner — will greatly ease the regulatory hurdles small firms like mine face when it comes to seeking investors.

The JOBS Act will facilitate the ability of small business owners to raise debt and equity capital. The JOBS Act does this by –

- Allowing small firms to advertise seeking accredited investors
- Reducing the cost of going and staying a public company for the first five years
- Making the Regulation A small issue exemption more practical to use

Small firms face disproportionate legal, accounting and other administrative costs when it comes to seeking investment. The JOBS Act, passed with bipartisan support and signed enthusiastically by the President, will address many of these unfair burdens.

Although I realize that the Securities and Exchange Commission (SEC) will provide for these legislated changes in its regulations, it has now been over one year since the JOBS Act was signed into law by President Obama on April 5, 2012.

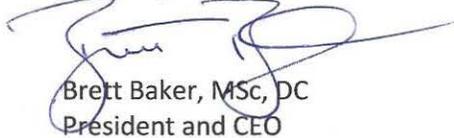
I encourage the SEC to complete the adoption of these the rules, particularly with respect to eliminating the prohibition against general solicitation to accredited investors (changes to Regulation D) and the legislated changes to Regulation A. I also urge the SEC to keep the rules as simple as possible. From a small-business owner's perspective, we seek a framework that is straight-forward, streamlined and imposes the lowest necessary level of cost and regulatory risk.

The average small-business owner knows a very limited number of “accredited investors” (i.e. very affluent people). Allowing small firms to advertise seeking

accredited investors will make a huge positive difference in our ability to raise capital. If written properly, the JOBS Act regulations will give small-business owners greater leeway in seeking accredited investors without having to give up a substantial share of their company to investment bankers or venture capital firms.

At the end of the day, what matters most in crafting regulations is developing a framework that is workable. The whole point of the JOBS Act was to make it easier and more affordable for small firms to raise capital. I urge the SEC to keep that critical goal at the forefront of your thinking as you move forward quickly to implement the bi-partisan achievement that the JOBS Act represents.

Sincerely,



Brett Baker, MSc, DC
President and CEO