





















## Dear Maine Legislators,

Please protect small businesses and try to fix LD 1977. While the bill may be well-intentioned, small businesses will suffer if they are not allowed to compete through online advertising.

You may not realize it, but this bill will inflict serious pain on Maine small businesses that use data-powered digital advertising to find customers efficiently, get a bigger bang for their buck than offline advertising, drive sales, and grow their business. This bill will make it harder and more expensive for small businesses to reach new customers.

Please don't overregulate digital advertising tools that small businesses need to get ahead. We urge you to amend LD 1977 to protect Maine's small businesses.

Thank you for your time and consideration.

## Sincerely,

Bob White	Richard Hesslein	Donald Gray	Catherine Lewis
Owner	Owner	Founder	Owner
The Looney	Raisin'Heel! Backcountry	Gray Bookkeeper	Homegrown Healthcare
Moose Case	& Telemark Equipment	& Tax Service	of Maine
Stratton, ME	Bethel, ME	Kittery, ME	Winthrop, ME
Sonya Blackstone Owner & Designer Blackstone Designs Crochet Patterns Maine	Ken Brinnick Owner General Eclectic Books New Gloucester, ME	Heidi Goudreau Owner Goudreau's Waterfront Retirement Community Winslow, ME	Kevin Fallen Owner Phat Boys Restaurant and Tavern Cornish, ME
Jeff Davis	Diane Beem	Leslie Herrick	Roy Clark
Founder	Founder	Co-Owner	Owner
Maine Fly Company	Diane Beem Art	Inflate Maine	Pine Point Creative
Yarmouth, ME	Auburn, ME	Lisbon, ME	Windham, ME
Randy Jeselskis	Kathie Summers-Grice	Dale Crafts	Melissa J Albert
Owner	President	President	Founder
Freedom Builders	Eaton River Strategies	Crafts Self Storage Inc.	Melissa J Albert Photography
Lisbon Falls, ME	Portland, ME	Lisbon Falls, ME	Bath, ME
Rebekah Lynch Co-Owner The Maine Home Collective Lisbon, ME	Michael Gaffney President Seawics Candle Company Richmond, ME	Geoffrey Johnston Director of Operations Maine Medicinals Dresden, Maine	