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Florida Cable Telecommunications Association

Steve Wilkerson, President

December 4, 1995

ORIGINAL
FILE COPY

VIA HAND DELIVERY

Ms. Blanca S. Bayo, Director
Division of Records and Reporting
2540 Shumard Oak Boulevard
Tallahassee, FL 32399

RE: Docket No. 950985-TP

Dear Ms. Bayo:

Enclosed for filing in the above-referenced docket are an original and fifteen (15) copies of Florida Cable Telecommunications Association, Inc.'s ("FCTA") Notice of Adoption of Testimony. Copies have been served on the parties of record pursuant to the attached certificate of service.

Please acknowledge receipt and filing of the above by date stamping the duplicate copy of this letter and returning the same to me.

Thank you for your assistance in processing this filing.

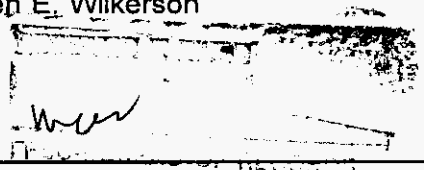
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- CTR
- EAG
- LEG
- LIN
- OPC
- RCH
- SEC
- WAS
- OTH

Yours very truly,

Laura L. Wilson
Laura L. Wilson
Regulatory Counsel

Enclosures

c: All Parties of Record
Mr. Steven E. Wilkerson



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DOCUMENT NUMBER - DATE

12073 DEC-4 95

FPSC-RECORDS/REPORTING

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: Resolution of Petition(s) to establish)
non-discriminatory rates, terms and)
conditions for interconnection involving)
local exchange companies and alternative)
local exchange companies pursuant to)
Section 364.162, Florida Statutes)
_____)

DOCKET NO. 950985-TP

DATED: December 4, 1995

FCTA's NOTICE OF ADOPTION OF TESTIMONY

Florida Cable Telecommunications Association, Inc. ("FCTA") pursuant to the discussions of the Commission Staff and the parties in the above-referenced case, hereby serves its Notice of Intent to Adopt the Direct Testimony of Joseph P. Cresse, which was filed with the Florida Public Service Commission on November 13, 1995, in Docket No. 950985A-TP, Petition of Continental Cablevision, Inc. (Continental), as its direct testimony in Docket No. 950985-TP, Petition of Time Warner AxS of Florida, L.P. (Time Warner AxS) and Digital Media Partners (DMP). This notice is being given in order to reduce the necessity of burdening the Commission and the parties with redundant testimony. At the consolidated hearings in this case, FCTA's witness, Mr. Cresse, will specify that the matters contained in his direct testimony are intended to apply to both the petition of Continental and the petition of Time Warner AxS/Digital Media Partners.

Respectfully submitted, this 4th day of December, 1995.



Laura L. Wilson
Vice President, Regulatory Affairs
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DOCUMENT NUMBER-DATE
12073 DEC -4 95
FPSC-RECORDS/REPORTING 411

CERTIFICATE OF SERVICE
DOCKET NO 950985-TP

I HEREBY CERTIFY that a true and correct copy of the foregoing been furnished by Hand Delivery(*) and/or U.S. Mail on this 4th day of December, 1995 to the following parties of record:

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CERTIFICATE OF SERVICE
DOCKET NO. 950985-TP

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By: 

FLORIDA BUSINESS NETWORK
a division of
ASSOCIATED INDUSTRIES OF FLORIDA SERVICE CORPORATION

DAILY NEWS ARTICLES

Wednesday, November 29, 1995

LOBBYISTS

"High-Powered Lobbying Firm's Tentacles Now Reach Boca"

The Palm Beach Post - by Mary Ellen Klas

On the street that links the Capitol and the Governor's Mansion lies the red brick headquarters of the state's largest business lobbying group, Associated Industries of Florida.

With mighty Corinthian columns rising two stories and a quartet of French doors beckoning from the balconies, this is more than a \$4 million shrine to success. It also is a phoenix.

Like the mythological bird, Associated Industries emerged from near-bankruptcy seven years ago to become a bigger, richer and more powerful lobbying force than before.

Under the direction of Jon Shebel, 55, the group's president and lead lobbyist for 21 years, AIF has assembled a sophisticated array of communications and insurance services so profitable that the group paid cash for its headquarters in 1991.

"There is nothing we can't do," boasts Shebel, a former Marine Corps major and Citadel graduate who wears the AIF insignia on his cuff links and reportedly earns \$500,000 a year.

Now AIF is expanding its empire to Boca Raton. In October, the insurance division moved its 120 employees from Fort Lauderdale to a former IBM building on Yamato Road.

With 42,500 square feet and room to grow, the 7-year-old insurance division is drafting plans to market workers' compensation policies to employers nationwide and offer insurance consulting claims adjusting and other services to insurers in other states.

Insures corporate giants

But AIF's growth prospects don't stop there. For starters, membership could rise under a new policy that slashes annual fees from \$300 for companies with 100 or fewer employees to \$24. The association's current membership of more than 6,000 companies includes most of Florida's corporate giants -- Winn Dixie, Southern Bell, U.S. Sugar, Eckerd Drug, Publix and Lykes Bros. etc. -- and Shebel wants to attract more small players.

Next, consider the 3-year-old computerized Florida Business Network. This AIF-built system provides its more than 500 subscribers with up-to-the-minute reports on legislative votes, campaign accounts, political gossip, issues analysis and lobbying tips.

The subscribers -- mostly lobbyists and law firms -- pay \$1,600 a year and have the ability to prompt a barrage of phone calls or faxes to legislators' offices in a matter of hours. This instant grass roots effort is "one of the most effective things we do," Shebel said.

The concept is considered so revolutionary, and its growth has been so swift that AIF's counterparts in Alabama, Indiana, Wisconsin and soon, Kentucky have leased the software from AIF to set up their own networks.

Then there are the video production office and the political campaign arm. The video staff offers AIF members and political candidates competitively priced video production, satellite conferences and ad placement services.

The campaign division -- the Florida Business Forum -- conducts candidate polling, endorses or targets candidates, evaluates legislative voting records and distributes contributions. In 1994 alone, the forum spent more than \$249,000 in campaign contributions.

Still, none of these ventures is what Shebel considers his "growth industry." That label he affixes to his year-old political research division, the CIA of business politics.

Shebel managed to lure Marian Johnson from her job as political director for the Florida Academy of Trial Lawyers -- AIF's most persistent adversary -- to head the division. It collects information on candidates and issues, recruits and helps the business community direct its contributions. The division also can be hired for political research by outsiders.

The service pays for itself by selling research to companies that want to learn more about players involved in an issue and helps them develop an action plan.

"This is really going great guns," Shebel said. "They (corporate clients) write big checks to get it done." One client recently paid \$15,000 for a job Shebel wouldn't disclose.

Database of every resident

This new division will give AIF increased prominence in pushing its agenda outside traditional government circles.

For example, Shebel said AIF has vowed to spend \$15 million to fight a proposed constitutional amendment that would guarantee Floridians the right to choose their own doctors. In addition, AIF will be involved in at least two other petition campaigns.

All of these developments help Shebel and his stable of 12 full-time lobbyists galvanize their lobbying clout.

For example, one AIF database includes the name and home phone number of every resident in Florida and the name, phone and fax number of every business.

"We can take a street-corner strip mall, know who are the owners there, what they sell, what their phone number and fax number is and hook them into a phone bank," Shebel said. "Then we can call them and tell them, 'Do you realize there's a bill before the legislature that says they're going to eliminate your shopping mall and not pay any restitution? Would you like to talk to your senator?' Then we connect them to their offices and get off the line."

Lobbyists have a simple creed: Knowledge is power. By harnessing state-of-the-art information technologies -- computer systems, fax networks, databases and phone banks -- into for-profit divisions, AIF makes money as a communications broker, subsidizes its own political research and broadens the reach of its lobbying message.

Even the Academy of Florida Trial Lawyers gingerly acknowledges this.

"The entities who can tap into the seemingly hidden research will be the most influential and most effective," said Richard Slawson, a Palm Beach Gardens attorney and academy president-elect.

Expert creative financing

Although AIF is a nonprofit corporation whose membership fees are voluntary, it has financed some of the development of its new ventures with leases and loans from its profitable insurance division. For example, both the Tallahassee and Boca Raton buildings are owned by AIF Property and Casualty Trust, the workers' compensation self-insurance fund, but leases them to the association in Tallahassee and Associated Industries Insurance Co. in Boca Raton.

The trust, a member-owned, not-for-profit company, had \$137 million in assets and a surplus of \$13.5 million as of June 30. That's far more secure than the insurance plan AIF was selling a decade ago.

In 1985, AIF's workers' compensation insurance division was secretly severed from the association by a group of mutinous board members, setting the stage for a court battle AIF could not afford. In 1987, the association's health insurance division was put into receivership by the Department of Insurance, forcing AIF to liquidate its assets, impose a hiring freeze and order officers and employees to take pay cuts of up to 75 percent.

The rebound came quickly. Shebel started an AIF-controlled workers' compensation self-insurance fund. Now the fund is so successful, state regulators have approved a plan to allow the trust to rebate premiums to some of its better customers. Last year, the insurance division took steps to market workers' insurance nationwide.

And the association's new buildings now stand as a symbol of that success. The Tallahassee building stretches three floors and 15,000 square feet. Its 24-foot-high rotunda

includes white columns and a 7-foot brass chandelier. Guests wait in a mahogany paneled library aglow with an ever-burning gas fireplace.

On the second floor, the association conducts meetings in its board room. A 60-foot-long mahogany board table is surrounded by 40 high-back leather chairs. Special acoustics allow board members to hear each other without raising their voices. And on the third floor, a two-bedroom suite is kept ready for visiting executives.

In contrast, the Boca Raton office eschews the traditional for the contemporary -- sleek and South Florida. Aqua and teal blue on white are dominant as visitors enter. The first-floor board room is 55 feet long and features a 32-foot-long white granite marble table and aqua leather chairs. The reception desk is protected by bulletproof glass.

Shebel makes it happen

The single link between all of these operations is Shebel. From choosing the color schemes of AIF's buildings to overseeing each of its five divisions, his influence is everywhere.

He will not discuss his salary, but a 1994 Insurance Department background check estimated Shebel's salary at \$500,000.

A tall, lanky man with a gravelly voice from years of smoking cigarettes, Shebel is known as a hard-driving manager and a respected lobbyist.

"AIF is perceived as being the premier lobbying group for business," said Sen. Robert Wexler, D-Boca Raton. "They indicate how the significant economic players in this state of Florida view an issue."

Shebel's employees note that there is more to him than his tough talk.

"Some people love him; some hate him," said Stephen Trickey, chief of the Florida Business Network. He pushes his employees very hard, he said, but takes care of his people.

"When AIF went through all those troubles in the '80s, even with staff pay cuts, only one person quit. Everybody else stayed on. That is a testament to Jon."