1	FLORI	BEFORE THE DA PUBLIC SERVICE COMMISSION
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3		DOCKET NO. 000604-TL
4	In the Matter of:	
5	REQUEST FOR REVIEW PROPOSED NUMBERING	OF PLAN
6	RELIEF FOR THE 941 CODE.	AREA
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12	PROCEEDINGS:	PALMETTO, FLORIDA SERVICE HEARING
13	BEFORE:	CHATDMAN E LEON JACODS JD
14	DEPURE:	CHAIRMAN E. LEON JACOBS, JR. COMMISSIONER J. TERRY DEASON COMMISSIONER MICHAEL A. PALECKI
15	DATE:	
16	DATE:	Wednesday, May 23, 2001
17	TIME:	Commenced at 12:02 p.m.
18	DI ACE.	Concluded at 1:04 p.m.
19	PLACE:	Manatee County Department of Agriculture Rogers Auditorium 1303 17th Street West
20		Palmetto, Florida
21	REPORTED BY:	KORETTA E. STANFORD, RPR
22		Official FPSC Reporter
23		
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Ţ	APPEARANCES:
2	THOMAS FOLEY, NeuStar, Inc., NPA Relief Planner,
3	1120 Vermont Avenue, N.W., Suite 550, Washington, DC 20005,
4	appearing on behalf of the North American Numbering Plan
5	Administration.
6	SUSAN MASTERTON and SANDY KHAZRAEE, 1313 Blairstone,
7	Tallahassee, Florida 32316, appearing on behalf of Sprint.
8	EARL POUCHER, Office of Public Counsel, 111 W. Madiso
9	Suite 812, Tallahassee, Florida 32399, appearing on behalf of
10	the public.
11	C. LEE FORDHAM, Florida Public Service
12	Commission, Division of Legal Services, 2540 Shumard
13	Oak Boulevard, Tallahassee, Florida 32399-0870,
14	appearing on behalf of the Commission Staff.
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PROCEEDINGS

CHAIRMAN JACOBS: Good morning. We'd like to call this customer hearing to order. My name is Leon Jacobs. I'm the Chairman of the Florida Public Service Commission, and we're here today on the matter of a request for review of the

proposed numbering relief for the 941 area code.

First of all, before I begin, let me introduce my colleagues. To my right is Commissioner Terry Deason, and to my left is Commissioner Michael Palecki. We'll be a panel of the Commission that will hear the case today. There are several other people who I'd like for you to understand and know who they are.

We have Commission Staff here who are, essentially, going to be collecting much of the information that you're going to give us today, and they're going to be considering it in their analysis of any proposed relief for this area code. We have Mr. Earl Poucher from the Office of the Public Counsel. The Office of the Public Counsel represents consumers before the Commission, and he will also be coordinating the testimony of any customers, actually just calling you up as you come forward. We also have with us today Mr. Thomas Foley with the NPA. That is an independent organization that actually handles much of the administration of the numbering resources around the country.

Now, the purpose of our meeting here today is to take FLORIDA PUBLIC SERVICE COMMISSION

consumer input on what you see of the alternatives. And if you haven't received a copy of the report, that's in the back, you may want to get a copy of that, because in there, there are some alternatives. Let me just back up for a moment, kind of give you an update on how the process has evolved thus far.

Normally, how this works is, as I indicated, the NPA keeps track of numbering resources that are available throughout the country and also, of course, in Florida. And they meet periodically to determine what the status of those resources are.

And at a time when it appears that numbering resources may be coming to some level of exhaust, there's a process that is invoked by which we begin to explore options for relief; in other words, we hope to never get to a point where we actually exhaust an area code resource, because that planning process begins early on, and we are now in a part of that early planning process to explore potential relief to avoid the actual exhaust of numbering resources.

The way we're going to proceed today is we're going to, first of all, have a statement and a presentation from Mr. Foley, and then we will ask any consumers who'd like to give a statement to us today to come up and give us that statement, and you may give your personal views at that point and time.

Now, if you're uncomfortable in actually getting up FLORIDA PUBLIC SERVICE COMMISSION

1	and speaking to the microphone, there's no problem. If you
2	have comments that you'd like to offer, we still would like to
3	get those comments. Feel free to take one of those reports
4	with you, and it has the contact information on it, and you car
5	send us your written comments; we'd like to have those, and
6	maybe they'll be included in our analysis as it moves forward.
7	And with that is there anything else? I'd like to
8	have counsel read the notice for our meeting today.
9	MR. FORDHAM: Pursuant to notice published May 3rd,
10	2001, this time and place has been set for public hearing in
11	docket number 000604-TL, request for review of proposed
12	numbering plan relief for the 941 area code for the purposes
13	set forth in the notice.
14	CHAIRMAN JACOBS: And we'll take appearances.
15	MR. POUCHER: Earl Poucher for the Office of Public
16	Counsel.
17	MR. FORDHAM: Lee Fordham representing the legal
18	section of the Florida Public Service Commission.
19	CHAIRMAN JACOBS: Very well. And so we'll begin now
20	We'll ask Mr. Foley to come forward.
21	MR. FOLEY: Thank you, Mr. Chairman and
22	Commissioners. Can you all hear me? I don't have a
23	microphone. I usually kind of talk pretty loud, so it doesn't
24	usually bother anybody.
25	As Commissioner Jacobs said, my name is Tom Foley.

I'm an NPA relief planner for the North American Numbering Plan Administration, and it is my job to review and evaluate certain things within the area codes in Florida.

Basically, what NANPA is, is back in July of '95 the Federal Communications Commission, the FCC, basically took some important steps to promote competition. And one of those steps was they formed the North American Numbering Council which is the oversight group, basically, for the numbering administration.

Lockheed Martin IMS was named the North American Numbering Plan Administrator back in '97, okay? Subsequent to that, because of some legal things, North American Numbering Plan Administration was spun off into a new company called NeuStar, Incorporated. I'm an employee of NeuStar, and I represent the North American Numbering Plan Administration.

What our basic responsibilities that affect today's proceedings are is we're the relief coordinator. We determine the need for and identify the timing of any NPA relief. The relief planner takes the lead to prepare several options, which you will see in a few minutes, for each NPA projected to exhaust, and we convened a meeting. We did this earlier this year, and we compiled and filed the documents necessary with the Florida Public Service Commission indicating the status of the industry consensus as to what the relief alternative should be.

And once we receive an order from the Commission, we coordinate the initial industry activities for implementation. The different types of relief that are available currently are geographic split. It's basically the traditional method. This area underwent a split with 863 a few years ago, and that's basically where new NPA is added to a geographic area.

Another alternative is an overlay, and that's where one or more NPAs serve the same geographic area.

Another method that's not used too often is a boundary realignment, where the boundary is realigned to gain some useful resources from an adjacent area code. The reason that this isn't used very much is a lot of times there are conflicts with that. And then, of course, any combination of the above methods.

If we're talking about an NPA split, there are several attributes for each of the types of splits. And in general, splits provide a single area code for each geographic area. This may minimize confusion for customers outside the area, and implementation is generally understood, because this has been the predominant method for relief over the years.

Splits, however, require an area code change for approximately one half of the customers in a two-way split and about two-thirds of the customers, if a three-way split is considered.

Geographic splits permit 7-digit local dialing within FLORIDA PUBLIC SERVICE COMMISSION

the area code. Stationery, business cards, advertising media, et cetera, containing 10-digit phone numbers will need to be revised by customers who receive the new area code. Future splits, however, will reduce the geographic size of the area code.

Some attributes of NPA overlays. With an overlay there is more than one area code in a geographic area. This is somewhat of a new concept only having been around a short while, and the overlay customer education is extremely important. An overlay will not require any existing customers to change their area code. An overlay, however, does require customers to dial 10 digits for all local calls. Toll calls, however, remain as they are now; one, plus 10 digits. There is no need to revise stationery, business cards and advertising unless it contains only a 7-digit phone number. The overlay will end any further shrinkage geographically of the size of the area code, because subsequent relief will most likely be another overlay.

Let's talk about the current 941 NPA. It currently includes Lee, Sarasota, Charlotte, Collier, Manatee, and a small part -- well, I guess, it's geographically, it's a large part of Monroe County, but it's a small population of Monroe County.

The current configuration for 941 was created when the 863 area code was split in 2000. The projected exhaust FLORIDA PUBLIC SERVICE COMMISSION

date for the current 941 NPA is currently first quarter 2003. The current NPA configuration was born, if you will, May 22nd, exactly one year ago today -- or yesterday, I guess. We sent out the invitation to the planning meeting for the industry in May 18th of 2000, the industry planning meeting was held in July of 2000, not 20,000, I'm sorry, and the FPSC filing that NPA made on behalf of the industry was made September 18th of 2000.

At that meeting and in the filing, four relief plans were considered by the industry. The first relief plan was the distributed overlay. This is where a new NPA code would be assigned to the same geographic area as the existing 941 NPA. Customers would retain their current telephone numbers; however, 10-digit local dialing for all customers between and within the area code would be required. That plan would last approximately eight years at which point another relief alternative would have to be considered.

Alternative two was a geographic split. I'll put the map up, and we can look at that while I'm talking. The little red line might be kind of hard to see, but the little red line is right here, all right?

This is -- the split align occurs and one area receives the new NPA and one area will retain the current 941 NPA. 10-digit local dialing would be required between the NPAs for any local calls, but 7-digit local dialing would be

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permitted within the NPA. The split boundary line runs along the LATA line between the Tampa LATA and the Fort Myers LATA, and that's an area which approximately indicates between Port Charlotte and North Port. Area "B" has a life of six years, this area down here. And Area "A" would have a life of approximately ten years before additional relief would be considered.

The third alternative considered is shown here in Alternative 3. The split line would run along the exchange boundaries between the Punta Gorda and the Port Charlotte exchanges. It runs as shown in this diagram here on the county map. Area "A" is seven years in life and Area "B," the southern area, would have about nine years of life.

The fourth alternative was also a geographic split and would place the split line between Charlotte and Lee Counties, as shown on this map, and the lines there are varied; "A" is about seven years, and Area "B" would be about ten years of life.

At the industry meeting, no other relief alternatives were submitted by the industry or considered. The industry reached consensus at that meeting to recommend, and did so in the filing, to recommend Alternative 1, the overlay, to the Florida Public Service Commission. In the event, however that the Commission decided not to adopt the overlay, the industry recommended that the geographic split, Alternative Number 4. be

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ordered. The recommendation, again, was filed by NANPA on behalf of the industry, and we did that on September 18th of 2000. Thank you.

CHAIRMAN JACOBS: Thank you very much, Mr. Foley.

At this time, we're going to take customer input, and let me explain. Because your statements may ultimately be considered in a formal proceeding before the Commission, we swear you in so your testimony will be sworn testimony today. It's nothing magical about that. It's simply because our process will take the form of an evidentiary docket.

If you would like to speak, we want to hear all your thoughts and comments, but let me ask you particularly if you have any thoughts about options that have been laid out by Mr. Foley, we'd very much be interested in those and how you see those.

We're also very interested in what you see to be the various commonalities amongst the communities, common communities of interest. Those are important elements for us to think about as we begin to figure out just how to impose any numbering relief.

And with that, I would like to ask all of those customers who are here to testify to stand and raise your right hand. In this matter before the Florida Public Service Commission, do you swear or affirm that the testimony you are about to give is the truth, the whole truth and nothing but the

1 truth? You may answer. 2 ALL: I do. CHAIRMAN JACOBS: Thank you very much. You may be 3 seated. As I indicated earlier, Mr. Poucher will call you up 4 in the order that he has you in. And Mr. Poucher, you may 5 6 proceed. MR. POUCHER: Alan Zirkelbach. 7 8 ALAN ZIRKELBACH appeared as a witness and, swearing to tell the truth, 9 10 testified as follows: 11 DIRECT STATEMENT 12 MR. ZIRKELBACH: Hello. Commissioners. 13 CHAIRMAN JACOBS: May I ask you, prior we can have 14 this instruction for all witnesses; if you would, give us the 15 correct spelling of your name --16 MR. ZIRKELBACH: Sure. CHAIRMAN JACOBS: -- just so we have it for the 17 18 record. MR. ZIRKELBACH: Absolutely. My name is Alan, 19 Last name is Zirkelbach. Z-i-r-k-e-l-b-a-c-h. 20 A-1-a-n. 21 CHAIRMAN JACOBS: Thank you. 22 MR. ZIRKELBACH: Thank you. 23 I am president of Zirkelbach Construction at 1001 Riverside Drive in Palmetto, Florida. I am currently serving 24 25 as chairman of the board for the Manatee Chamber of Commerce. FLORIDA PUBLIC SERVICE COMMISSION

I will serve one year as chairman through 2001 and be immediate past chairman next year. I have been chairman of the Manatee Economic Development Council, Manatee County Schools
Foundation, Manatee Education Alliance and Junior Achievement while being active as a board member in numerous other community committees over the last ten years. And again, I serve as chief operating officer overseeing Chamber operations.

I mention this to assure you that I've been able to

I mention this to assure you that I've been able to have a unique community sampling of our county businesses, which leads me to my concerns about the 941 recommended proposed changes.

Manatee County is home to over 5,600 businesses. The vast majority of these are small businesses under five employees. In fact, 52% of the Chamber's members are five employees or less.

"PCWorld" and "Money" magazines have recognized Bradenton-Sarasota area as being second place of second-tier cities to operate a home-based business. Small businesses are more greatly impacted, both from an operational and financial perspective by unanticipated changes, such as the proposed new area code.

Not only purchasing new stationery, business cards, et cetera, but the loss of business due to confusion and downtime from a smaller company's perspective has a greater chance of impacting their bottom line collectively.

Word of mouth and effective communications systems are the two most appropriate ways to provide productive sales and customer service efforts. The Manatee Chamber and Planning for the New Millenium has projected improved customized communications, such as e-mail, company chat boxes, interactive communications as keys to providing our members the service they demand and should deservedly receive interruptions and distractions for the largest number of people, businesses carry with it greater harm and, in some cases, irreparable harm.

Splitting Manatee, Sarasota, and Charlotte would impact more than one million people living in these contiguous counties. Bettering our quality of life is a major focus of our Chamber of Commerce. However, we believe strongly these changes would negatively affect such efforts.

Sorry, Channel 9. Is somebody here from Channel 9 so I don't muck them up too much? Bay News 9, your news all the time, right? Okay; my chamber plug for them.

Additionally, Manatee County has a strong industrial base, shares an international airport with Sarasota County and is home to the largest containerized port on the west coast of Florida. Port Manatee is also the closest deepwater port to Mexico and internationally, area code changes will have an unsettling negative impact on our foreign business partners, not to mention our international tourism, business, and senior citizen populations.

"Money" magazine last year rated Bradenton-Sarasota as one of the five best places to retire in the United States because of its all-around appeal. "Expansion" magazine recognized Bradenton-Sarasota as one of the 50 regions in the United States to receive a five-star rating for its quality of life quotient.

As far as the exhaust period is concerned, it should most certainly be extended beyond the current time frame. Methods of calculating phone lines should be intensely analyzed, as well as new technology closely monitored in order to plan for changes in the telecommunications industry that would positively reduce the proliferation of new telephone numbers.

If the Commissioners were to consider alternatives, first and foremost, Manatee County should remain in the 941 area code. Second, there should be no overlays impacting Manatee County. Due to our proximity being centrally located and enjoying two of the most populous counties, Manatee, Sarasota, and Charlotte are the most logical choices.

Specifically, Manatee and Sarasota County share mutual transportation planning NPO organizations. They also share recently reestablished metropolitan statistical areas, also known as MSAs. They share business locations, water supply, and educational institutions. In fact, we have a difficult time knowing where Manatee County stops and Sarasota

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County begins as it relates to our county boundary line, particularly in terms of zip codes and tax issues.

As a case in point, in the southeast part of Manatee County alone, in the Lakewood Ranch development area, a total of 5,000 homes will be built in the next five years and this development straddles the Manatee and Sarasota County lines. We would not be in favor of an overlay method of relief in Manatee County. We do not believe an overlay method is a good means to reach an extended exhaust period.

Businesses have speed dials for a specific purpose, although many baby boomers and many companies do not have or use this feature. Perhaps the 7-digit number is about the capacity at which businesspeople and elderly alike are able to handle rendering to their memory. This only exasperates the growing concern for cell phone users to have to dial three more numbers as well. Thank you very much for the time you have afforded me.

CHAIRMAN JACOBS: Very well, Mr. Zirkelbach.

According to your comments, then, you would, in looking at the options that have been proposed --

MR. ZIRKELBACH: We are in support of Option Number 4 as it has been proposed.

CHAIRMAN JACOBS: Very well. Thank you very much.

MR. ZIRKELBACH: Thank you.

MR. POUCHER: Chairman Joe McClash.

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17 1 JOE McCLASH 2 appeared as a witness and, swearing to tell the truth, 3 testified as follows: 4 DIRECT STATEMENT MR. McCLASH: Good afternoon, and thank you for taking 5 6 the time to hear our comments in a very important issue. The 7 comments from the previous speaker really identify all the general concerns that this community has. And our board has 8 taken a position to not have the overlay, but if you're going 9 to do split, then to do the Alternative 4. 10 11 And we'd just like to kind of keep the character of 12 our community the same between Manatee, Sarasota, Charlotte, 13 especially Manatee and Sarasota, we do have those common bonds. Also, a certain number of years as a chairman of the NPO for 14 15 the two bodies. Manatee and Sarasota County, we work well 16 together and it would really be a shame to split us up in any 17 way. So, we just urge you to go with the alternative number 18 four. 19 CHAIRMAN JACOBS: Might I ask you could you restate 20 your name for us again? 21 MR. McCLASH: My name is Joe McClash, J-o-e 22 M-c-C-l-a-s-h, and I'm the chairman of the county commission 23 for Manatee County.

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COMMISSIONER DEASON: I have a question.

MR. McCLASH: Yes. sir.

1 COMMISSIONER DEASON: I know that you're the chairman 2 for Manatee County, you can't really speak for the people of 3 Charlotte County, but however, I do value your opinion as to -and we'll hear from the people in Charlotte County later, I'm 4 5 sure, but in your opinion, do you think that Charlotte County 6 has more of a community interest north with Sarasota and 7 Manatee County or more of a community of interest to the south 8 with Lee and Collier County? 9 MR. McCLASH: More than likely they share a little 10 bit more with Sarasota County. We do serve on the same 11 regional water supply with them and also West Coastal 12 Navigational District. There is some ties there, and we're 13 partnering with the three counties to gain the support of 14 Charlotte County with Manatee, Sarasota, and Charlotte. We 15 felt that that was the most appropriate split. Certainly, there's other options there, but that's one that we chose to 16 17 work with --18 COMMISSIONER DEASON: Okay. 19 MR. McCLASH: -- to recommend to you today. 20 COMMISSIONER DEASON: Thank you. 21 CHAIRMAN JACOBS: Thank you. 22 MR. McCLASH: Any other questions? Thank you for 23 taking your time and being with us here. 24 MR. POUCHER: Commissioner Jane von Hahmann. 25

JANE VON HAHMANN

appeared as a witness and, swearing to tell the truth, testified as follows:

DIRECT STATEMENT

MS. VON HAHMANN: Good afternoon. My name is Jane von Hahmann. J-a-n-e, v as in Victor, o-n, capital H-a-h-m-a-n-n.

I, too, serve on the board of Manatee County Commission and as our chairman just told you, we voted to support Option Number 4. And I would just like to state that our marketing for the Bradenton or Manatee County, Sarasota area is a lot of joint marketing. You pick up a lot of publications there for both counties. Charlotte County, I believe, should be also included in our area.

I would also like to state that I am a small business owner in this area for 26 years, and I have been through -- already been through one area code change. I also would like to state that for the overlay districts, I just -- I, on a personal level, just don't see how that can assist us; in fact, the idea of more than one 10-digit dialing area within an area -- one area code within an area code, then, doesn't make an area code, because area codes should be defining. That's why I, personally, besides supporting the Commission, support option number four. Thank you.

1 CHAIRMAN JACOBS: Thank you. Any questions, 2 Commissioners? 3 MR. POUCHER: Commissioner Amy Stein. 4 AMY STEIN 5 appeared as a witness and, swearing to tell the truth. testified as follows: 6 7 DIRECT STATEMENT 8 MS. STEIN: Thank you. My name's Amy Stein, A-m-y 9 S-t-e-i-n. I'm Vice Chairman of the Manatee County Commission, 10 Commissioner for District 1. And I join my colleagues, as you 11 might imagine, in asking you to adopt Option Number 4. 12 And I know there are a lot of people in the audience 13 who are going to speak to some of the business and economic 14 impacts, and I won't get into that, but let me share with you 15 comments from my constituents. And I have been able to talk to 16 quite a few of them, because this has gotten a little bit of press coverage. 17 18 And every single person, ironically or not, has said 19 the very same thing when they heard about the overlay district 20 proposal, and it was "You've got to be kidding." People are 21 really upset about it. And I can't urge you strongly enough, 22 really implore you, to go with option four. 23 Let me answer a question you asked Commissioner McClash to flesh out the Charlotte County connection a little 24 25 bit more for you. Charlotte County, Manatee County, and

Sarasota County are joint partners in the Charlotte Harbor National Estuary program project for all the water basins that empty into Charlotte Harbor.

We have a very good communal working relationship in that regard, which is a major regional thrust. And the Peace River Water Authority as well is comprised of Charlotte County, Sarasota County, Manatee County, and Desoto County. And we have a regional water supply agenda that hopefully we'll be expanding beyond the Peace River water project into other projects that are going to benefit the region, so there are a lot of ties there.

Also, I'm the chairman of the Civic Center Authority. And we, very recently, within -- I want to say maybe the last six months -- have gone with the new marketing approach. We have removed ourselves from Tampa Bay marketing and we are marketing ourselves as the southwest Florida barrier island group that starts in the north at Manatee County and goes down to Monroe County.

So, as unpleasant as it might be to have to take the point -- the action at this point to split that, it makes a lot of sense to us to split it at the midpoint, let the three northern counties go forward together, let the three southern counties go forward together.

And let me throw one idea out to you. And I'm not sure if today is the most timely day to do it, but I'd like you FLORIDA PUBLIC SERVICE COMMISSION

to take into consideration the possibility that if you need to go with overlays in the future to help expand the usefulness of these area codes for the community, if it's possible, and I don't know if you can make these distinctions, but maybe it would be worth considering doing an overlay on cellular phone telephony, and leaving the standard telephony alone.

I just really think with the youth in our community, the number of older citizens we have in our community doing a 10-digit dialing and having the potential that the person two doors down from you is in a different area code is just more than people really need to be going through.

And if we can all keep it simple, as simple as possible, I'm sure that all the residents of the counties will thank you. And I appreciate the work that you're doing on this and the time that you're taking and your thoughtful consideration of our comments and your willingness to serve the citizens of Florida in this capacity.

Thank you.

CHAIRMAN JACOBS: Thank you.

COMMISSIONER PALECKI: Thank you.

CHAIRMAN JACOBS: Commissioner Stein, I'd welcome your suggestion on the overlay. It is an idea that has been proposed on several instances. It's been dubbed a service-specific overlay. To date, it is met with some opposition; in fact, I think, there are some legal questions as

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1	to it. And there are some questions as to whether or not it
2	imposes some competitive unfairness on certain on those
3	industries, but I do know that there is a petition out there
4	that is still alive, and I'm not sure in which state it is, but
5	there is one state I do know that has proposed that and it's
6	still moving forward. So, it's worthy of discussion, and I
7	appreciate your suggestion.
8	MS. STEIN: Well, one other thing, if I could just
9	add on, and I'm sure you're very good about making sure that
10	we, as ratepayers, get the service we need in terms of using
11	numbers that are turned in and making sure that those are
12	turned out again, maybe in a six-month period or a three-month
13	period or whatever needs to happen to help make this process
14	work well for everybody.
15	CHAIRMAN JACOBS: Great.
16	MS. STEIN: Thank you.
17	CHAIRMAN JACOBS: Thank you.
18	MR. POUCHER: For the remainder of the witnesses. you

witnesses, you might want to remember to pause just a second when you're completed with your statement to give the Commissioners a chance to ask you a question.

Mayor Wayne H. Poston.

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WAYNE H. POSTON

appeared as a witness and, swearing to tell the truth, testified as follows:

DIRECT STATEMENT

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MR. POSTON: Good morning. I'm Mayor Wayne Poston, P-o-s-t-o-n, mayor of the city of Bradenton. I would also like to thank you for taking the time to hear public comment on this issue. It's an important issue for us, and I won't repeat what everyone else has said. The city of Bradenton supports alternative number four. We think that makes the most sense for our community and for all of our citizens, including the age group.

We have some worry about the overlay district making it much more difficult for -- we have a lot of retirees down here. We think it would be a tougher issue for them. That's just one of the reasons, but let me reiterate what my colleagues have said, Alternative Number 4 makes the most sense to do.

CHAIRMAN JACOBS: You're welcome, Mayor Poston. Any questions, Commissioners? Thank you very much.

MR. POSTON: Appreciate it.

MR. POUCHER: Lawrence Powers.

CHAIRMAN JACOBS: While Mr. Powers comes, I want to also note that assistant -- I should say Vice Mayor, Bill Arnold, of Bradenton is here as well.

LAWRENCE POWERS

appeared as a witness and, swearing to tell the truth, testified as follows:

DIRECT STATEMENT

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MR. POWERS: I'm Lawrence Powers, P-o-w-e-r-s; I'm the plural. I guess, I'm the only one speaking here in favor of an overlay. And the reason I say that is that number one, we're going to run out of numbers again, and we're going to go through this again in a few years if we just split the area code.

Secondly, dialing ten digits isn't that much of a problem. We're dialing seven today; hitting three more numbers doesn't make any difference at all.

Thirdly. I'd like to say that maybe we ought to consider doing away with the term area code and just say that we have 10-digit dialing. Other parts of the world have 10-digit dialing, get along fine.

I just came down from New England, I have a summer home there. We did an overlay this past year. It worked out very well, much better than changing the area code would have. We have changed the area code three times previously in about the last 20 years. It is mass confusion. It's much better to just give everybody a new number, all right, the new phone people new numbers.

It's going to be a slow transition. It doesn't happen tomorrow. It doesn't say that you are going to have on such and such a day a new phone number. You are going to get a gradual building of this new area code group, and it shouldn't

make that much difference to anybody.

Businesses are not going to have to change all their stationery, they're not going to have to re-educate people outside the area code as to what their new phone number is so that at this point it would be far better to take an area code overlay and that's the end. The next time we need numbers, we just overlay another number, and it doesn't affect the existing phone numbers.

Thank you.

CHAIRMAN JACOBS: Thank you.

COMMISSIONER PALECKI: Thank you.

MR. POUCHER: Rick Brown.

RICK BROWN

appeared as a witness and, swearing to tell the truth, testified as follows:

DIRECT STATEMENT

MR. BROWN: Mr. Chairman, Commissioners, members of the Staff, my name is Rick Brown, R-i-c-k B-r-o-w-n. I'm president of a small company that straddles the Sarasota-Manatee County lines called SMR Aggregates. We're on the Schroeder Manatee Ranch, which straddles the county line. The Lakewood Ranch development is part and parcel of the Schroeder Manatee Ranch also. We have many hundreds of contractors with whom we do business and many hundreds of customers, many hundreds of trucks. We supply sand and shell

1 throughout the three-county area and in some cases beyond the 2 three-county area. 3 In any case, it would be very helpful to us to 4 maintain the phone numbers that we have in the three-county 5 area; specifically, we would like to support option four. And 6 with that, I'm done, and I thank you for giving me the 7 opportunity to speak. Any questions? 8 CHAIRMAN JACOBS: No questions. Thank you very much. 9 Thank you very much. MR. BROWN: 10 MR. POUCHER: Bob Beck. 11 BOB BECK 12 appeared as a witness and, swearing to tell the truth. 13 testified as follows: 14 DIRECT STATEMENT 15 MR. BECK: My name is Bob Beck, that's B-o-b B-e-c-k. MR. POUCHER: Sorry about that. 16 MR. BECK: That's quite all right. 17 18 I'm here today representing my company, which is 19 Staffing Professionals, Incorporated. I also straddle the 20 Manatee-Sarasota County line on University Parkway. 21 I'm here today speaking on behalf of Alternative 4, 22 and I'm going to speak specifically to the point of small 23 business and how a change in -- and I've gone through the most 24 recent change -- in looking at the type of business. I'm a 25 staffing service. I do business from Port Manatee down to Port FLORIDA PUBLIC SERVICE COMMISSION

Charlotte.

And as I review in looking at my database, and we are a people source, and we have thousands of employees and candidates in our database. About 50% are from Manatee, 50% from Sarasota County. I've not begun to look at what cost impact it would be to changing of area codes, but I certainly could see the intense labor in changing my database of people who, heretofore, were in a 941 and, say, split to another one.

Speaking selfishly because my core business is within these, essentially, two county areas and perhaps Charlotte in the near future. So, as 99% of people who we do business with that are in our database communicate with us by telephone. And so, consequently, I can see the confusion of persons who today would call this particular number and under perhaps a new arrangement would be calling another number.

So, it is a two-way street and I'm saying, I guess, from simplicity and elimination of confusion, I, as a small businessperson, there are hundreds of us along that corridor of Manatee and Sarasota County would face, essentially, the same situation as I currently do.

Thank you for your time, and I appreciate it.

COMMISSIONER DEASON: I have a question.

MR. BECK: Yes, sir.

COMMISSIONER DEASON: I understand you support Option
4, and that is the geographic split. There is the possibility
FLORIDA PUBLIC SERVICE COMMISSION

1	that you would even though there's a geographic split, the
2	possibility is that your area may receive the new area code.
3	Do you have any thoughts on that? I mean, that's a decision we
4	will have to make.
5	MR. BECK: An entirely new
6	COMMISSIONER DEASON: Well, when we split, one area
7	keeps the existing and then one area gets the new. And I was
8	just wondering if you had any thoughts in that regard.
9	MR. BECK: Well, I guess, I'm naturally one of which
LO	would support not making any change, but I also understand that
11	there will be a change needed sometime in the future, and I
L2	guess, speaking from the standpoint I very much support not
13	making a change in that. Thank you for your time.
L4	Yes, sir.
L5	CHAIRMAN JACOBS: So that I make sure I understand,
16	so you would favor option four, and you'd want to keep 941 for
L7	the area, just leave it as Area "A"
18	MR. BECK: Right.
L9	CHAIRMAN JACOBS: between Manatee, Sarasota, and
20	Charlotte. Okay, thank you.
21	MR. BECK: Thank you.
22	MR. POUCHER: Tom Moseley.
23	TOM MOSELEY
24	appeared as a witness and, swearing to tell the truth,
25	testified as follows:

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DIRECT STATEMENT

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MR. MOSELEY: Hello. My name is Tom Moseley; Moseley is M-o-s-e-l-e-y, and I'm an attorney in Manatee County and have two employees. And I'm here to speak in favor of Option Number 4 and to keep the area code at 941 in Manatee, Sarasota, and Charlotte Counties.

One of the things you were talking about, about the commonality of the two areas is that Manatee and Sarasota and Desoto Counties are in the same judicial circuit, so that the attorneys in both Manatee and Sarasota Counties, you know, have a lot of interactions because the judges travel in that circuit as between Manatee and Sarasota County, so I think, that's another commonality that the two communities have.

As a small businessperson, I've been through one change of area code from 813 to the 941 area code in this community and, you know, there are a lot of things that I have to change. When you change the phone numbers, particularly, as an attorney, you've got business cards and manuscript covers and just about everything, you know, that you have printed has to have those changes made to it. And I would certainly favor that for my own interest that it stays as the 941.

I mean, there are all sorts of other problems it I mean, I've had a problem when you change before creates. just with, you know, registering software or, you know, registering new things, because if their computer didn't have

the area code in the computer, then they couldn't enter it in.

So, I mean, a lot of these databases and technical support lines that computer people are using takes them a while to get these new numbers in. And so, you know, if it's not in their database, that area code doesn't exist.

The other thing that I would like to urge you all when you're looking at changing these numbers and doing a geographical split is doing a number of documentaries and other things on the phone numbers so that one of the problems is that there are companies that, I guess, reserve large blocks of these numbers and that that creates problems.

And when you're talking about changing these numbers and doing these splits, I mean, I would urge you all to carefully look and see whether there are really numbers that are available and that are just being tied up by companies that, you know, makes it inconvenient for the rest of us because of that.

Thank you.

CHAIRMAN JACOBS: Very well. Thank you.

Mr. Moseley, you're very accurate in astuting your observation.

In Florida, there are efforts under way to do what we call reclaim those unused numbers. We're not -- that is not on the way at the moment in 941, but it is a measure that we could consider, and so we appreciate your thoughts and comments on that.

1 MR. MOSELEY: Okay, thank you. 2 MR. POUCHER: Mr. Chairman, Commissioner von Hahmann 3 wanted to talk to you one more time. 4 CHAIRMAN JACOBS: By all means, Ms. von Hahmann, 5 Commissioner. 6 MS. VON HAHMANN: Jane von Hahmann again. I 7 apologize. In my zeal to get my personal and county position 8 across, I failed to do something that some constituents of mine 9 have requested I do, which is to read into the record a request 10 from the Federation of Manatee County Community Associations. And it reads, "Dear Commission members, The Federation of 11 12 Manatee County Community Associations, comprised of a 13 substantial number of home owners and telephone users in 14 Manatee County, wish to go on record supporting the position of 15 not changing the 941 area code number for this area. 16 If necessary, the federation supports the dividing of 17 the existing 941 area code at the Charlotte County-Lee County line and keeping the 941 area code for the Manatee, Sarasota, 18 19 Charlotte area." And it's signed, "Yours truly, Federation Manatee 20 21 County Community Association, Earnest S. Marshall, President." 22 And this is dated May 22nd, 2001. 23 CHAIRMAN JACOBS: Very well. MS. VON HAHMANN: Thank you. 24 25 CHAIRMAN JACOBS: Will you see that we get a copy of

1 | that?

MS. VON HAHMANN: I'm going give this to you. Thank you very much. Again, I apologize.

CHAIRMAN JACOBS: You can give it to the court reporter or Mr. -- he'll do just fine.

MR. POUCHER: Jim Minix.

JIM MINIX

appeared as a witness and, swearing to tell the truth, testified as follows:

DIRECT STATEMENT

MR. MINIX: My name is Jim Minix, M-i-n-i-x.

Chairman Jacobs, I think, it was just a little over a year ago that you and I were together at a hearing very similar to this. I represent Manatee County --

CHAIRMAN JACOBS: Right.

MR. MINIX: -- senior assistant county attorney. We went through the formal hearings. And fortunately, I think, the Public Service Commission, in its wisdom, determined that the 941 area code would remain with the coastal counties.

Now, just a little over a year later, we're faced with the same dilemma again. We welcome you here to Manatee County and, I think, you've seen a consensus. The consensus is we want to retain our 941 area code. The consensus also is we don't want an overlay, and we'd like to have Alternative 4 as our split.

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You saw already three of our county commissioners have come to speak on this issue. That's three out of seven, and that's a pretty good turnout; also, the mayor of the largest city of this area and several other people who may be speaking after me that are elected representatives.

So, I think, you all see how important this is to our community that we retain 941. The fact is you can see it's not a canned presentation, because we had one person who spoke for an overlay, so there was a minority view represented here today. But the fact is that the overwhelming majority of the people, as all elected representatives in this area have discerned, is to retain the 941.

One comment on overlay, and that is I have to pick up on something Chairman Garcia said last year at our last hearing. Chairman Garcia said, you know, he was responsible, in part, for the decision to put an overlay in Dade County some couple of years ago. And he said he hadn't heard so much from his grandmother about that overlay that he had to really think again about whether he was in favor of overlays after that.

Now, maybe three years later, Chairman Garcia's grandmother has finally become used to 10-digit dialing, but I don't think this area is ready to have 10-digit dialing for our elderly. I would just note if you looked at our local paper, and one of our papers, by the way, serves Charlotte, Sarasota and Manatee Counties. And in that paper they stated that

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1	Charlotte County is the second county in the nation in the
2	median elderly population. Sarasota is number six. Manatee
3	isn't in the top ten, but I'm sure we're in the top 20. So,
4	think about that when you're thinking about an overlay.
5	I know the industry loves an overlay, because it
6	makes it easier for them. But I would also point out that if
7	it split, the 941 with Charlotte, Manatee, and Sarasota in the
8	same area code, that that's good for at least seven years, at
9	that point, overlays would probably be a lot more acceptable
10	throughout the nation. We don't want to be a pioneer in
11	overlays. And, I think, I represent a consensus point of view
12	that we will then also represent in the formal hearings later
13	this summer.
14	Thank you.
15	CHAIRMAN JACOBS: Thank you, Mr. Minix.
16	Next witness.
17	MR. POUCHER: Jill Racer Lewis We're going to skip

MR. POUCHER: Jill Racer Lewis. We're going to skip over that one. We're going to David McDonald.

DAVID McDONALD

appeared as a witness and, swearing to tell the truth, testified as follows:

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DIRECT STATEMENT

MR. McDONALD: Good afternoon. My name is David McDonald, that's M-c, capital D-o-n-a-l-d. I'm the executive director of Port Manatee, which is operated by the Manatee

County Port Authority. I would like to speak on behalf of international trade and commerce and international business as it relates to our community and to our seaport.

Port Manatee is, out of the 14 deepwater seaports in our state, the fifth largest. We move about five million tons of cargo a year through that port from destinations all around the world, anything from fertilizer to China, cruise industry, which has numerous reservations and reservation operations that travels and cruises throughout the Caribbean, perishable goods that come from central America and from Europe, construction goods that come from south America and really all regions of the world that are imported and exported through Port Manatee. So, I speak on behalf of some better than 5,000 people whose jobs are represented as they work in and out of the seaports on a daily basis, and we support maintaining the 941 area code and the Option Number 4, the Alternative Number 4, that has been presented before us today.

And one of the things that is a concern to us, as we deal with businesses from all over the world, is that they be able to contact our business operations here within Manatee County and Port Manatee that we do an awful lot of advertising worldwide. It takes time to get out to those particular operations and to inadvertently make so many changes or potential changes to our area code in a short number of years can be devastating to business and business opportunities as

they try to reach both port authority and the various international companies that we represent.

So, Mr. Chairman, we're respectfully throwing our hat in with the Alternative Number 4 and maintaining or retaining the 941 area code.

CHAIRMAN JACOBS: Thank you, Mr. McDonald. Any questions, Commissioners?

COMMISSIONER PALECKI: I'd just like to follow-up on a question Commissioner Deason asked earlier. If we go with Option Number 4, we're going to have to give three counties a new area code. Can you give me any reasons that the Manatee, Sarasota, Charlotte County area should retain the existing area code over the other three counties to the south?

MR. McDONALD: Yes, sir. I think, we have maybe one of the strongest reasons for that. Any foreign business calling us is going to have to dial an area code, obviously, a country code and an area code. To change the 941 area code to those companies that know now how to reach us or maybe have found out how to reach us and give another area code, we feel, would be disadvantageous and could possibly thwart new business opportunities or people being able to get in contact. And so, that's our main reason for requesting that you retain the 941 area code in the Manatee, Sarasota, and Charlotte areas.

COMMISSIONER PALECKI: Thank you.

MR. McDONALD: Thank you.

1 CHAIRMAN JACOBS: Thank you very much. 2 MR. McDONALD: Thank you very much. 3 MR. POUCHER: Mitch Mallett: is that correct? Karen 4 Jim Dolke? Okay. Even though we are all from Liocano? 5 Tallahassee, we are not perfect. Did we miss anybody? SPEAKER: What's the last name you called? 6 7 MR. POUCHER: Jim D-o-1-k-e. 8 SPEAKER: Jim Doyle. 9 MR. POUCHER: Doyle. 10 SPEAKER: Maybe that's it. I can be him. 11 MR. POUCHER: Let's try Jim Doyle; sorry. 12 MR. DOYLE: It's that Catholic school penmanship. 13 JIM DOYLE appeared as a witness and, swearing to tell the truth. 14 15 testified as follows: 16 DIRECT STATEMENT 17 MR. DOYLE: My name is Jim Doyle. I'm the vice 18 president of marketing for Schroeder Manatee Ranch, which is a 19 very large stakeholder and over 20,000 acres in Manatee County. 20 We also strategically sit on the Manatee County and Sarasota 21 County line and represent not only our land issues but now some 22 3,000 households newly formed over the last seven years and 23 currently roughly two million square feet of new business 24 office and retail with another six million in the pipeline. 25 And, I think, it's a very big issue, and I speak for

all of those constituencies on the issue. I apologize. I missed the first part of your meeting, but a statistical fact that, I think, varies for our three-county area from the opposing three-county area as outlined in Option 4 is a fact that the federal government has published that over the period 1995 to 2000 the Manatee-Sarasota MSA marketing area was the fastest-growing job market in the nation. An incredible number of jobs have been created here on a percentage of increase, not on a gross percentage, but as a percentage of increase. It's the fastest-growing job market in the country over that five-year period. I don't think you will find that in the other three zip code areas.

The real impact or a major impact, I would wager to say, is the impact of changing an area code on businesses, so I believe that there's a hardship case for those many new jobs and businesses that have been created. I think, it's very safe to say that based on the projections for this three-county area, that job growth will continue here. I'm not sure that you'll find that same job growth component in the other three counties, which tend to be driven over their last five years by less job growth than in these three counties.

So, on behalf of many of those stakeholders and a very large portion of where that growth will occur over the next five or ten years in a coverage plan, I think, they'd present a very strong case for keeping the three counties in

1 941 with really a less impact on those business and those new 2 residents. 3 Thank you. MR. POUCHER: Mr. Doyle was our last witness. Did I 4 5 miss anyone? Yes. 6 SPEAKER: H-e-d-r-i-c-k. Hedrick. I filled one out. 7 MR. POUCHER: Mr. Hedrick? 8 CHAIRMAN JACOBS: Thank you. You were sworn, Mr. Hedrick, correct? 9 10 MR. HEDRICK: Yes. CHAIRMAN JACOBS: Very well. Thank you. 11 12 MONT HEDRICK 13 appeared as a witness and, swearing to tell the truth, 14 testified as follows: 15 DIRECT STATEMENT 16 MR. HEDRICK: Thank you, Mr. Chairman, Commissioners. 17 My name is Mont Hedrick; it's M-o-n-t, the last name is 18 H-e-d-r-i-c-k. I am the Florida director of sales for an 19 Internet firm based here in Manatee County called Banner Manor. 20 And the reason I wanted to speak today to just make what I feel 21 are a few common sense points. 22 One, regardless of the action taken, in seven to 23 eight years, we're going to have to face it again. None of the 24 alternatives eliminate that, so we'll be facing overlay as a 25 question in eight years or seven years, whether we go with

Alternative 4 or if we go with the overlay immediately.

The second thing is that with the split, and we do support Alternative 4, with the split, at least half or maybe a little more geographically of the region remains stable. The other region -- and we have been through the area code change, it's not an easy change, but it is a relatively time defined quickly done change. In an overlay situation there's constant turmoil. Number one, you automatically inconvenience everyone in the entire area.

Secondly, when a company, like ours, which will be expanding as we add to our telephone lines, communication equipment, et cetera, when we have to have either two different area codes on all of our business literature, because we had to get our new lines out of the overlay number or change everything to the new overlay area code, it creates a constant turmoil that is more individualized but it is still a constant turmoil, nonetheless.

My third point would be seven years down the road, technology may have found a way to be immersed over a service-specific with overlays, there may be other alternatives. And since we're going to be facing the same overlay question at about the same time anyway, I would like to argue for keeping stability as much as we could in the three counties in Manatee, Sarasota and Lee and staying with 941 here and hope that in the seven years there will be some additional

alternatives available to us when we have to face the overlay problem again. Thank you.

COMMISSIONER PALECKI: Mr. Hedrick?

MR. HEDRICK: Yes, sir.

COMMISSIONER PALECKI: If we do go with Alternative Number 4 and the three counties to the north retain the existing area code, obviously, the most difficult part of our job will be complaining to the three parties to the south why they are not deserving of keeping the existing area code. What advice can you give us on how to explain to them why the three counties to the north are more deserving?

MR. HEDRICK: Well, to a certain extent, you can house it in the framework of level of economic development. We have the major international airport, we have the major international port, we have a much higher level of economic development through these.

When the 813 area code was changed, people south of Tampa all got to change their area code. The next leg changing 941 where, again, the most southernly or less-developed counties are the ones that would be asked to make the change that way. That would be one of the ways I would offer, as an alternative before they start throwing shoes at me, probably, but I'm sure there are other reasons, but I would say because the level of economic development is much greater in these three counties.

1 COMMISSIONER PALECKI: Because we will be going south 2 tomorrow, and I'm sure we're going to be hearing from those 3 counties, and they're going to be wanting to keep the same area 4 code. 5 MR. HEDRICK: Yeah. I understand. 6 COMMISSIONER PALECKI: Thank you very much. 7 MR. HEDRICK: Thank you. 8 CHAIRMAN JACOBS: Excuse me, Mr. Kedrick -- I'm 9 sorry, Hedrick. I want to be real clear just in the last part 10 of your comments when you named the three counties, you named 11 Lee. It should be Charlotte. 12 MR. HEDRICK: Did I misspeak? 13 CHAIRMAN JACOBS: I just want to make sure that it's 14 Manatee. Sarasota. and Charlotte. 15 MR. HEDRICK: Manatee, Sarasota and Charlotte. That's the alternative four. 16 17 MR. MINIX: Could I just respond to Commissioner 18 Palecki's question which was the best question, I think, and 19 that is why us as opposed to Lee, Collier and Monroe, and 20 there's also two other answers to that and, I think, one of them follows the Public Service Commission philosophy of the 21 22 largest population of the region retains the current area code. 23 That seems to be what you've been doing. 24 Maybe there's exceptions to that, but I know there 25 was a battle a couple of years ago between the Tallahassee FLORIDA PUBLIC SERVICE COMMISSION

region and the Jacksonville region. And if anyone had the political clout, you would have thought Tallahassee did to retain 904, but I notice now when they call our government we have to dial 850, so it may be population; and, I believe, although the two areas are fairly close in population, I think, we're still ahead in population. Certainly, if we get the split, it stays less for us than it would be for them. So, that indicates to me there must be more telephone lines up here or must be more telephone lines in our area.

The second reason and, I think, it's a good one, and if it follows the tradition of what happened last time, Chairman Jacobs, and that is who's more interested in keeping their current area code? We're very interested in keeping ours as represented by all the elected officials and others that were here.

I recall last time when we were down in Lee County, I didn't notice the same kind of interest by the people down there in keeping their area code. So, that might be something to take advantage of. I hope that it doesn't necessarily mean this time will follow last time, but I do know that last time that this happened, and we've only been 18 months since the last time we had to go through this, we were more interested and guess what? Polk County and the outlying rural counties who hardly participated at all in this ended up having the new area code. All three of our counties are formal parties in the

1 administrative action that's going to take place this summer. 2 That indicates to me a great deal of official and unofficial 3 interest in obtaining this code. MR. POUCHER: Could you state your name again for the 4 5 record? 6 MR. MINIX: Yes, Jim Minix, senior county attorney 7 for Manatee County. 8 COMMISSIONER PALECKI: Thank you. CHAIRMAN JACOBS: Thank you. 9 10 That takes care of all of the customers who signed up 11 in advance. Is there anyone who has come in and would like to 12 testify? You're not precluded. Feel free to come forward. 13 Let the record reflect that no one has indicated a desire to speak. And so with that, that takes care of today's 14 15 I want to thank all of those who spoke. Your hearing. comments were very good and will absolutely be of assistance to 16 17 us as we deliberate on this issue. 18 As was noted earlier, we are conducting other 19 hearings. Everyone here is free to come to any hearing you'd 20 like. We'll be in Sarasota this evening. Tomorrow we have 21 three locations; one in Englewood, one at Port Charlotte and, I 22 believe, another in Naples and on Friday we'll be in Fort 23 Myers. If there's nothing else to come before us today, we 24 thank you for coming and this hearing is adjourned. 25 (Hearing concluded at 1:04 p.m.)

1	STATE OF FLORIDA)
2	: CERTIFICATE OF REPORTER
3	COUNTY OF LEON)
4	
5	I, KORETTA E. STANFORD, RPR, Official Commission
6	Reporter, do hereby certify that the Service Hearing in docket 000604-TL was heard by the Public Service Commission at the time and place herein stated.
7	·
8	IT IS FURTHER CERTIFIED that I stenographically reported the said proceedings; that the same has been transcribed under my direct supervision; and that this
9	transcript constitutes a true transcription of my notes of said proceedings.
10	
11	I FURTHER CERTIFY that I am not a relative, employee, attorney or counsel of any of the parties, nor am I a relative or employee of any of the parties' attorneys or counsel connected with the action, nor am I financially interested in
12	connected with the action, nor am I financially interested in the action.
13	
14	DATED THIS Thursday, June 14, 2001.
15	Loretta E. Stanford
16	KORÉTTA E. STANFORD, RPR FPSC Official Commissioner Reporter
17	(850) 413-6734
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