FLORIDA FUBLIC SERVICE COMMISSION Capital Circle Office Center * 2540 Shumard Oak Boulevard Tallahassee, Florida 32399-0850

REMORANDUM

August 1, 1996

TO: DIRECTOR, DIVISION OF RECORDS AND REPORTING (RATO)

PROM: DIVISION OF COMMUNICATIONS (STRONG, NOSES, DREW)

RE: DOCKET NO. COUNTY: - ESTABLISHMENT OF APPROPRIATE RESULATORY POLICY FOR INTERESCENSES COMMINIS WHICH ISSUE PREPAID

DEBIT CARDS.

AGENDA: ADGUST 13, 1996 - REGULAR AGENDA - INTERESTED PERSONS

MAY PARTICIPATE - PROPOSED ASSICY ACTION.

CRITICAL DATES: NOME

SPECIAL INSTRUCTIONS: I:\PSC\CHU\NP\S

CASE BACKGROUND

As the market for prepaid debit cards (FDCs) sold in Florida has grown so have the number of complaints against and inquiries into prepaid debit card companies. Since the beginning of 1996, the Division of Consumer Affairs (CAF) has received numerous complaints and inquiries regarding FDC providers. In Order Number PSC-96-0560-FOF-TI (the Order), the Florida Public Service Commission (the Commission) ordered staff to hold workshops for the purpose of developing policy regarding FDCs.

As a result of a workshop held June 3, 1996, staff has taken a number of steps to address the problems posed by uncertificated PDC providers. For example, staff compiled a list of companies who are certificated and tariffed to issue FDCs (See Attachment 1). As of June 1, 1996, 104 of 400 certificated IECs offered PDC services. Copies of the list of companies certificated and tariffed to issue PDCs have been distributed to CAF. Upon request, individuals and organizations are provided copies of this list. Representatives of certificated PDCs are using this list to help them find uncertificated PDC providers and file complaints against them. In addition, staff sent correspondence to each certificated interexchange company in the state of Florida requesting that they

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provide to Commission staff a list of interexchange company customers that resell interexchange services.

In the Order, the Commission specified the continued enforcement of existing rules both as to certification of carriers issuing PDCs as well as enforcement for unlawful behavior. The Commission also called for further exploration of the merits of developing an education program to aid public awareness of both the positive and negative aspects of prepaid debit cards. Finally, the Commission called for further investigation into the concept of a Service Assurance Fund (SAF), having found that there was an appearance that this mechanism may be the most appropriate means of protecting consumers when problems arise from non-working PDCs. Staff attempts to address these issues in the following recommendation.

ISSUE 1: What is the proper definition of a prepaid debit card provider?

<u>PRCOMMENTATION:</u> A prepaid debit card provider is any entity that does one or both of the following activities:

- (a) buys bulk time from an underlying interexchange company and repackages and resells the time as telephone prepaid cards.
- (b) specifies the initial volume of usage in the telephone prepaid card account, expressed in terms of minutes or units of time.

Such entities typically authorize placement of their name and their 800 customer service number on the prepaid card and typically rely on the facilities of an underlying IEC. Consumers purchase prepaid debit cards primarily for making long distance calls.. (Draw)

STAFF AWALYSIS:

Staff believes that PDC providers comprise a category of interexchange companies just like multi-location discount aggregators and resellers. As interexchange companies, PDC providers should comply with Commission rules regarding the provision of interexchange service. Any entity that does either one or both of the activities described in staff's recommendation statement meets the definition of a PDC provider.

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company making a progra consumer complaints. Berry error encoding the cards resulting in

until the resolution of the issued, that penalties are is The show cause method is not a pacalty against the company in question, but simply the requirement that the company demonstrate why it believes it is not in violation of the rules. It is not until the resolution of the show cause, and a final order is issued, that penalties are imposed or other ordered action takes place.

The purpose of the show cause is to achieve compliance, not to impose unnerranted penalties. When penalties are imposed it is for the purpose of creating an incentive for the company not to violate the rules repeatedly. Without this incentive, multiple violations probably would occur. Heny show cause dockets are resolved without penalties becoming necessary to achieve compliance.

Therefore, staff recommends that the Countssion continue to use the show cause process for achieving compliance with the rules. This is consistent with current procedure.

ANGUSTATIVE STATE ANALYTICS. We recognise that we are requesting changing a long standing Commission policy. However, we believe such a policy must be re-examined in light of the uncertificated PDC problem existing in Florids.

Several PDC asgasines have estimated the number of PDC providers to be approximately \$00. However, only 104 IXCs were certificated and tariffed to provide PDC service in Florida as of June 1, 1996. While we concede that not all of the approximately \$00 PDC providers sell their cards in Florida, we believe the large disparity between the number of setimated PDC providers versus the sealler number certificated and tariffed in Florida suggests there is a major problem with uncertificated PDC providers in Florida that has not adequately been resolved under existing Commission policies.

The Commission staff has upon finding an uncertificated IXC operating in Florids, warned such entities that they should seek certification and failure to do so could result in a show cause why they should not be fined. Typically, the FDC providers upon receiving such a warning apply for certification. As a result, no fines have ever been imposed upon a FDC provider selling their cards in Florida without a certificate. The only uncertificated FDC provider the staff has show caused for providing telecommunications services without a certificate is Telecuba, Inc., and this proceeding is pending. Telecuba, Inc. delayed in

Companies that provide a retail venue for PDCs should not be required to obtain an interexchange company certificate, however. Examples of such entities are Geyfers, Target, Eckerds, K-Mart, and Food Lion. These companies buy and sell the cards issued by the PDC provider but do not alter or rerate the phone service provided with the card. These companies will sometimes have their names appearing on the front of the card but do not present themselves as responsible for handling consumer complaints regarding the calls.

TREES 1: What method of enforcement action should the Commission use to achieve compliance with the rules and policies of the Commission in regard to debit cards?

Parkary Recommendation: Enforcement of the Commission's policies has been effectively done through the show cause process. This method has been effective in the past, and staff does not recommend making a change in this policy at this time. Staff does not believe FDC providers require a different method of achieving compliance with the rules than any other type of telecommunications company the Commission regulates. FDC service provided by certificated interexchange companies should be included in each company's tariff. Any discrepancies in the tariff can be handled by filing a recommendation to the Commission for resolution. (Moses)

Algorithms Decomposition The Commission should issue fines of not less than \$1,000 to uncertificated PDC providers whose cards are sold in Florida and who have not filed for certification who are in willful violation of the requirement that they be certificated. The effective date for this change in policy shall be Hovember 1, 1996. Additionally, as of Hovember 1, 1996, the staff will provide the names of any such uncertificated PDC providers to the Florida Department of Revenue. (Strong)

PRIMARY STAFF AMALYSIS:

For those companies that are apparently violating the Commission's policies, the show cause process is the proper method of achieving compliance. This method gives the Commission complete flexibility in evaluating the circumstances of each situation. The show cause process has been a longstanding policy of the Commission because it allows the company its due process, while reserving the ability of the Commission to assess fines or penalties it determines are appropriate considering the severity of the violations. For example, the Commission may elect to cancel a company's certificate if forgery has been involved, but may elect to assess a fine if some other violation has occurred such as the

Docket August However, staff believes the current policy provides incentives for PDC providers to remain uncertificated until staff becomes aware that the entity exists and is conducting business without an IRC certificate. If such entities rished penalties for operating without a certificate, we believe they would be more inclined to voluntarily seek certification before being instructed to do so by filing a application for certification after being requested to do so by staff. . 9 1996 960254-TI

The Office of the Attorney fining all FDC providers found certificate. The ONG is concertequiring certification may because enforce int policies. General (OMG)
d operating is
craed that the es an empty one £ vigorously supports in Florida without a 8 without stronger mission's rule

The adequacy of staff's policy toward uncertificated PDC providers was also questioned by the participants of the June 3, 1996 workshop. FDC providers told staff that the Commission should levy fines against FDC providers found operating without a certificate.

At the workshop FDC providers argued that unless fines were imposed upon renegade ormanies (renegade ormanies may be defined as FDC providers who avoid regulations and taxes), there existed an incentive to avoid regulatory costs by remaining uncertificated until pressured into doing so by the Commission. We agree. We agree.

Chapter 364.285, F.S., provides the authority for the comply with or to have willfully violated any lawful rule or order of the commission or any provision of this chapter a penalty for each offense of not more than \$25,000°. We therefore recommend that any PDC provider found to have refused to comply or willingly violated the requirement to be certificated to sell its cards in Florida be subject to a fine not less than \$1,000 effective Movember 1, 1996.

A certificated INC must pay a minimum of \$50 per year in regulatory assessment fees. The State of Florida is out of pocket such regulatory assessment fees when a FDC provider avoids being certificated until requested to do so by staff. We believe imposing fines in excess of \$1,000 on uncertificated FDC providers may be warranted in some instances. Mosever, in all instances, uncertificated FDC providers whose cards are sold in Florida and have willfully not filed for a certificate as of November 1, 1996 should be subject to fines of not less than \$1,000. Such fines

in protecting customer industry. First, the (debit card providers is along with the debit card We intend to provide ample notice of this policy before it becomes effective. Before November 1, 1996, the staff intends to inform the industry of its decision to fine uncertificated PDC providers selling their services in Florida through (1.) informing the industry trade associations of its decision so that these associations can inform their sembership, and (2.) through attempting to notify FDC providers by publishing articles on this subject for publication in trade magasines, and (3.) by speaking at a major upcoming trade association conference in September, 1996. providers may be providing telecommunications services without paying state taxes. Therefore, as of hyumber 1, 1996, the name of any PDC provider selling its cards in Florida without a certificate or not having filed for a certificate shall be forwarded to the Department of Revenue. We recognise there may be uncertainty within the industry regarding which embities meed to become certificated. Additionally, some FDC providers may be currently unaware they may be subject to a fine for operating without a certificate. **customers** regulatory assessment fees which otherwise would have been paid had PDC providers sought certification before selling FDCs in Florida. **August** 'n ļ Ö TRUCKE -peneate The name of the certificated entity prepaid debit card and its mailing a clear on the card or the individual Unless the card is given every as part of a promotion (for example, buy a cordiese telephone and get a free prepaid debit card, or rent a car and get a free prepaid debit card, or rent a car and get a free prepaid debit card must be printed on the card or the individual enclosure What action from abuses 1996 printed on the card or the containing the prepaid debit card. Che Card. 960254-71 The Commission should take an educational approach nustomers from abuses in the prepaid debit card t, the Commission should require that all prepaid idears include the following consumer information action should the Commission buses in the prepaid dabit card F G Man other ٠ Florida 2 address must be made enclosure containing industry? RENDEALER protect

debit cards is the deactivation of the card before the consumer has sade the allotted number of minutes. The problem stems from the relationship between the underlying carrier, the debit card issuer, and the sales agents. Some established local exchange companies providers. Docket Staff also recommends that the Co Staff also 7. . 5 w ļ ĕ End users shall only be charged for "conversation time" or time when 3-way communication is possible. End users shall not be charged for ring time and uncompleted calls. Billing for a call shall end when either the calling or called party hange up. At the time of sale a FDC's customers must have information which allows them to know or compute the price per minute of intrastate calls for the FDC. (i.e., either the price per minute or the price of the card and the number of minutes provided on the card.) A prepaid debit card must have a clearly defined procedure for refunding the consumer's money or releasing a new prepaid debit card should a prepaid debit card become unusable. This information must be available from the card provider either through its toll-free 1-800 customer service number or have its refund and reissue policy printed on the card. 1996 containing sample with If the Each card must include a toll-free Customer Serv number. The toll-free number shall, at a minimum, manned by a live operator for 8 hours a day, 5 day, e1cher If a prepaid debit card has an expiration date, that date must be clearly indicated on the card. If an expiration date is not disclosed, the card will be considered active as long as time remains on the card. 960254-TI the card is as allocated ther on the ntaining the aple with no (DEGE) (31 03 erdere e that indicates assigned to it. the Commission strongly suggest syment in advance from debit card chere indicates FFF be clear i (Lego) 8 information enclosure with no Service days a

and interexchange companies such as ATET, MCI Telecommunications Corp., GTE and Ameritech issue their own prepaid debit cards. Some prepaid debit card issuers, however, purchase time from underlying carriers, such as ATET or MCI, and resell long distance service in the form of a debit card. The relationship becomes more confusing when an interexchange service reseller sells service to another reseller who sells the service in the form of a prepaid debit card. In order to sell the cards, some issuers sell the cards at very low per minute rates. At times these issuers will not pay the underlying carriers for the use of the underlying carriers' networks. The underlying carrier is left with unpaid usage of its network and sees no other option but to disconnect long distance service, hence leaving the prepaid card customer with a deactivated card.

There are documented cases of customers suffering the consequences of an issuer failing to pay its long distance bill. One incident involved Caribbean Telephone and Telegraph Inc. (CTT). After failing to recoup money from its distributors, CTT was unable to pay its underlying carrier, NCI. NCI disconnected service and thousands of customers were left with deactivated cards. In 1995, Telecuba, Inc. of Mismi purchased interexchange service from another Nismi reseller, World Access Communications Corp (World). Due to a billing dispute between the two resellers, World disconnected Telecuba's service. The disconnection left 30,000 debit cards issued by Telecuba useless.

Staff is recommending that the Commission take an educational approach toward rectifying the problem of consumers holding prepaid debit cards that are deactivated prior to use of the card's allotted minutes. The Commission should require PDC issuers to provide consumers with the information enumerated in staff's primary recommendation statement. The requirements staff spells out should provide consumers with pertinent information regarding the value of the card and where a consumer can turn in order to receive a refund or report a prematurely deactivated card.

Staff at one time considered recommending that the Commission require prepaid debit credit providers to set up a Service Assurance Fund (SAF) with each INC contributing to such a fund. Staff has abandoned this approach at this time, although we might ask the FCC to consider an SAF.

Staff also considered recommending that the Commission require prepaid debit card providers to set up an escrow account with each of their underlying carriers. Upon further analysis staff believes that such a requirement may pose a barrier to smaller, upstart PDCs. Requiring that PDCs place the revenues they collect in

escrow so that those funds can be held solely to pay the underlying carrier is an ideal scenario, however, such an arrangement will reduce the PDC providers cash flow and hence become an economic barrier to competition. Larger, established long distance companies that are financially sound would have an advantage. Staff does recommend that the Commission strongly suggest in the Order from this recommendation that interexchange carriers providing underlying carrier service to PDC providers receive some compensation in advance before providing service. Staff believes that if underlying carriers require some compensation in advance from PDC providers, this would reduce the incentive to disconnect service. Staff is aware, however, that the Commission cannot mandate such an arrangement.

ISSUE 4: Should this docket be closed?

PROCESSIONATION: No. This docket should remain open to provide for rule making. If no person whose substantial interests are affected files a protest within 21 days of the issuance date of the order from this recommendation, the order shall become final.

STATE ANALYSIS: This docket should remain open to provide for rule making for Issues 1 and 3 of this recommendation. If no person whose substantial interests are affected files a protest within 21 days of the issuance date of the order from this recommendation, the order shall become final.

Pocket No. 40054TZ

Commissioners:

SUSAN F. CLARK, CHAIRMAN J. TERRY DEASON JULIA L. JOHNSON DIANE K. KIESLING JOE GARCIA State of Florida



Attachment 1 Page 1 of 3

DIVISION OF COMMUNICATIONS WALTER D'HAESELEER DIRECTOR (904) 413-6600

Public Bervice Commission

June 26, 1996

TO: Bev DeMello, Director, Division of Communications
FROM: Jim Strong, Regulatory Analyst, Division of Communications

This is the list of DKCs who are cortificated and tariffed for debit card services as of June 1, 1996 with the Florida Public Service Commission. The list will be updated in November, 1996.

- 1. Access Network Services, Inc.
- 2. Access World Communications, Inc.
- 3. Advantage Communications Group, Inc.
- 4. American Express Telecom
- 5. American International Telephone, Inc.
- 6. American Telecommunications Haterprise, Inc.
- 7. American Telephone Network, Inc.
- 8. Amerinet International, Inc.
- 9. Amer I Net Services, Corp.
- 10. Amtel Communications, Inc. (d/b/a ACT Amtel, Inc.)
- 11. ATCALL, Inc.
- 12. Atlas Audiotex
- 13. Automated Communications, Inc. (d/b/a AC America, Inc.)
- 14. BLT Technologies Inc.
- 15. Cable & Wireless
- 16. Call For Less, Inc.
- 17. Caribbean Telephone & Telegraph, Inc. (d/b/a the Long Distance Company)
- 18. Cash Card Systems
- 19. Cellular World, Inc.
- 20. Century Telecommunications, Inc.
- 21. Cleartel Communications, Inc.
- 22. COMDATA Network, Inc. (d/b/a Comdata Telecommunications Services)
- 23. EZ Call
- 24. Communications Geteway Network, Inc.
- 25. Computer Telephone Corp.

- 26. Connect America Communications, Inc.
- 27. Connec Tel Corporation
- 28. Conquest Operator Services Corp.
- 29. Detacomm International Company (d/b/a DCI Card, SOL Global Communications, World Place Communications, De Mar Communications)
- 30. Detalink Communications, Inc. (d/b/a Detalink International, Inc.)
- 31. Data & Electronic Services, Inc. (d/b/a DES Long Distance)
- 32. Deltacom, Inc. (d/b/a DeltaCom Long Distance Service, Incorporated)
- 33. Eastern Telecom, Inc. (d/b/a Interment)
- 34. BQuality, INC.
- 35. Frontier Communications International Inc.
- 36. GTE Card Services Incorporated (d/b/a GTE Long Distance)
- 37. GTI Telecom, Inc.
- 38. Georgia Public Telephone Company, Inc.
- 39. Gulf Communications Services, Inc.
- 40. Gulf Long Distance, Inc.
- 41. IDB WorldCom Services, Inc. (4/b/s IDB WorldCom)
- 42. Ideadial Corporation
- 43. Intellicall Operator Services, Inc.
- 44. Interlink Communications of Plorida, Inc.
- 45. International Telecommunications Corporation
- 46. International Telecommunications Enchange Corporation
- 47. International Telemanagement Group, Inc.
- 48. International Teinet, Inc.
- 49. International Telecommunications Corporation
- 50. International Telecommunications Exchange Corporation
- 51. International Telast, Inc.
- 52. LCI International Telecom Corp.
- 53. LCI Telemanagement Corp.
- 54. Latin American Enterprises, Inc.
- 55. Long Distance of Michigan, Inc.
- 56. MCI Telecommunications Corporation
- 57. National Telecommunications Mgmt., Inc.
- 58. NeTel, Inc.
- 59. New Century Telecommunications, Inc.
- 60. North American Telephone-TPA, Inc.
- 61. Overlook Communications International Corporation
- 62. PTT Telecommunications, Inc.
- 63. Phone One, Inc.
- 64. Preferred Carrier Services, Inc.
- 65. Primus Telecom, Inc.

- 66. Public Communications Association Limited, Inc. (d/b/a Public Phone)
- 67. QCC, Inc. (d/b/a Qcc, Inc. of Kansos)
- 68. Quest Telecommunications, Inc.
- 69. QWest Communications (d/b/a QWest Communications: The Power of Communications, Inc.)
- 70. Robert Cofail & Associates American Immetes Communications, Inc.
- 71. Sharers Communications Group, Inc.
- 72. SmarTalk Tele Service, Inc.
- 73. SmartTel Communications, Inc.
- 74. SPRINT Communications Company LP, (d/b/a SPRINT)
- 75. Startec, Inc. d/b/a Maryland Startec, Inc.
- 76. Telecommunications Service Center
- 77. Teledebit Corporation
- 78. Tele-Pro Communications, Inc.
- 79. Teltrust Communication Service, Inc.
- 80. The XTEL Corporation (Hervall) (d/b/a Phone Line USA)
- 81. TotalTel USA Communications, Inc.
- 82. Transcomunication, Incorporation
- 83. Transglobal Communications Enterprises
- 84. Trescom USA, Inc.
- 85. USA Calling, Inc.
- 86. USA Telephone Corporation
- 87. USX Consultants
- 88. US Long Distance
- 89. US South Communications, Inc. (d/b/a USSouth & d/b/a INCOMM)
- 90. Ursus Telecom Corporation
- 91. Vartec Telecom, Inc. (d/b/a VarTec Telecom & d/b/a US Republic Communications)
- 92. Vista-United Telecom (Reseller of telecommunications services promotional items)
- 93. Voyager Networks, Inc.
- 94. West Coast Telecommunications, Inc. d/b/s World Call Telecommunications
- 95. Western Union Communications, Inc.
- 96. Westinghouse Electric Corporation d/b/a Westinghouse Communications
- 97. Working Assets Funding Service, Inc. d/b/a Working Assets Long Distrace
- 98. WorldCom, Inc. d/b/a LDDS WorldCom #4
- 99. WorldCom Network Services, Inc. d/b/a WilTel Network Services
- 100. World Link Communicantions, Incorporated
- 101. WorldTel Interactive Incorporation
- 102. World Telecom Group, Inc.
- 103. World Telecommunications Services, Inc.
- 104. XIEX Telecommunications, Inc.

District Law D

Attachment 2 Page 1 of 1

PSC sets standards for phone debit cards

By Shalley Builty

The same of the sa

Callers pay in advance

Consumers buy debit cards, then call a tell-free number, punch in the card number and place their call. The account is drawn down as they talk. When the time alletted on the card is used up, they can throw it away and here a new one.

Southern Boll is considering leaving debit cards. MCI, Sprin and ATET already offer them The eards have grown in popularity in recent menths; 7-Elever convenience stores began selling them lest menth.

The PSC regulates Southern Bell and in-state services except for long-distance calls provided by long-distance carriers.

Proposid debit cards are wideby used outside the United States, and are almost the only means of operating a pay phone in France and Japan. The cards generated \$4 billion meridavide in 1983

There is liever a Regulator When You Need One

ere in the world are the regulators? Everyday, industry companies are realizing the cost of regulatory compliance— they are paying their tance.
What is going on in the regulator paying their taxes. They wonder erens when they see com that have complied with the regulatory and tax laws go out of business. These law-abiding companies are writing large ch in payment of their ten and regulatory bills and are wond how they can continue to co with companies that are selling cards at low rates which do not reflect the cost of compliance.

Recently I read about a Plorida
company that did not uphold the state's regulatory
requirements. It sold cards to a large statebox of people
and subsequently went out of business. The reaction of
the Florida Public Service Commission (FFUC) was to
require those companies that are in regulatory
compliance—paying their taxes and are doing all things
required by the commission—to post a bond. After a
public hearing in March, the FFUC decided not to
impose bonding requirements on the "complying"
companies, but only after industry representatives
testified that they would pay the cost of cards on other
failed companies.

The question is, why isn't the FPUC and every other commission in the United Seaso looking out for the public by requiring these renegade companies to comply with regulations? It is assemishing that there are actually companies that have decided to compate on the grounds that they will not pay regulatory fees, will not pay tenes, will not register to do business, and will not pay the fees necessary to become registered with the PCC and the states.

Keep in mind that the purpose of the state and federal regulatory bodies is to pretect the public. They do that by requiring telecommunications companies that are operating in their respective jurisdictions to milmit certain financial, business and management data for scretiny. In all cases, the telecommunications company voluntarily comes forward to participate in the registration process. Once scrutinized, the public utilities

by Juny W. Handricks

commission may agree that the company can operate as a telecom commany in its jurisdiction.

There are cases where companies that have not been registered in a state, upon making application, are confronted with a hastile attitude as to prior business. If the company had done business in the state prior to the application, then there are petential penalties that are to be imposed on the company even as it steps forward, willing to subject itself to scrutiny and regulation.

This is antithetical to proper regulation. These companies should be congratulated. not

condemned. Some may not have known that they were required to be in compliance. The point is, it is not the company that is seeking to be in compliance that should be wested as the black shoop. It is the company that remains outside the fold, selling cards to the public without regard to any rules or regulations, that should be treated in a heatile manner not only by the regulatory agencies, but by the entire industry.

ut is that happening? No! Why? Because we are a that does not like to "seven!" on someone else the got to change. If we are to be considered a selfbustry and profitable companies are paying eds of the defaulting companies, then basic iness practice dictates that the money making nies take the renegades to task by asking for ry enforcement proceedings. This could well be stant issue facing the telecard industry at present time. If the renegades are not dealt with, the es will be approaching the industry from the at that the good guys are indeed the bad guys. ddhicaelly, they will impose unreasonable regulations a those "good guy" companies, further increasing their g cests. Wake up people! It is the current lack or noment against non-complying companies that hu-fit about the the regulatory agencies' loss of by in the eyes of the public. Let's get this th-go after the renegade companies and quit plying their deficiencies to those that are trying to do a right thing.

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