



210 N. Park Ave.
P.O. Drawer 200
Winter Park, FL
32790-0200

Tel 407 740 8575
Fax 407 740 0613

Florida Public Service Commission
Division of Records and Reporting
2540 Shumard Oaks Boulevard
Gerald L. Gunter Bldg. Room 270
Tallahassee, FL 32399-0850
(904) 488-4733

November 7, 1996
Overnight

DEF 100
0399 NOV 12 1996
1155-1X

RE: Initial Alternative Local Exchange Carrier Application of East Florida Communications, Inc

Dear Mr. D'Haeseleer:

Enclosed for filing are the original and twelve copies of the above referenced application of East Florida Communications, Inc to provide Alternative Local Exchange Carrier Service in Florida.

Also enclosed is our check in the amount of \$250 for the filing fee. Questions pertaining to this application or tariff should be directed to my attention at (407) 740-8575.

Please acknowledge receipt of this filing by returning, file-stamped, the extra copy of this cover letter in the self-addressed, stamped envelope enclosed for this purpose.

Thank you for your assistance.

Sincerely,

Connie Wightman
Consultant to:
East Florida Communications, Inc

Enclosures

cc: Gordon Whitley
File: East FL - FL ALEC

NOV 12 1996
11987 NOV 12 1996
FPSC-RECORDS/REPORTING

FLORIDA PUBLIC SERVICE COMMISSION
Division of Communications, Certification & Compliance Section
2450 SHUMARD OAK BOULEVARD
TALLAHASSEE, FLORIDA 32399-0850
(904) 413-6600

APPLICATION FORM

for

**AUTHORITY TO PROVIDE ALTERNATIVE LOCAL EXCHANGE SERVICE
WITHIN THE STATE OF FLORIDA**

INSTRUCTIONS

1. This form is used for an original application for a certificate and for approval of sale, assignment, or transfer of an existing alternative local exchange certificate. In case of a sale, assignment or transfer, the information provided shall be for the purchaser, assignee or transferee.
2. Respond to each item requested in the application and appendices. If an item is not applicable, please explain why.
3. Use a separate sheet for each answer which will not fit the allotted space.
4. Any questions regarding completion, contact above.
5. Once completed, submit the original and six (6) copies of this form along with a non-refundable application fee of \$250 made payable to the Florida Public Service Commission at the above address.

RECEIVED BY STATE

11987 NOV 12 8

FPSC-RECORDS/REPORTING

**APPLICATION FORM FOR AUTHORITY TO PROVIDE
ALTERNATIVE LOCAL EXCHANGE SERVICE
WITHIN THE STATE OF FLORIDA**

1. This is an application for (check one):

(X) Original authority (new company)

() Approval of transfer (to another certificated company)

Example: a certificated company purchases an existing company and desires to retain the original certificate authority.

() Approval of assignment of existing certificate (to a noncertificated company)

Example: a non-certificated company purchases an existing company and desires to retain the certificate of authority rather than apply for a new certificate.

() Approval for transfer of control (to another certificated company)

Example: a company purchases 51% of a certificated company. The Commission must approve the new controlling entity.

2. Name of applicant:

East Florida Communications, Inc.

3. A. National Mailing Address including street name, number, post office box, city, state, zip code and phone number.

Street: 221 S. Ridgewood Avenue
PO Box
City: Daytona Beach
State: Florida
Zip: 32114
Phone: (904) 257-4118

B. Florida Mailing Address including street name, number, post office box, city, state, zip code and phone number.

Street: 221 S. Ridgewood Avenue
PO Box
City: Daytona Beach
State: Florida
Zip: 32114
Phone: (904) 257-4118

C. Physical Address of alternative local exchange service in Florida including street name, number, post office box, city, state, zip code and phone number.

Street: 221 S. Ridgewood Avenue
PO Box
City: Daytona Beach
State: Florida
Zip: 32114
Phone: (904) 257-4118

4. Structure of organization:

- | | |
|--|--|
| <input type="checkbox"/> Individual | <input checked="" type="checkbox"/> Corporation |
| <input type="checkbox"/> Foreign Corporation | <input type="checkbox"/> Foreign Partnership |
| <input type="checkbox"/> General Partnership | <input type="checkbox"/> Limited Partnership |
| <input type="checkbox"/> Joint Venture | <input type="checkbox"/> Other, Please explain _____ |

5. If incorporated, please provide proof from the Florida Secretary of State that the applicant has authority to operate in Florida.

Corporate charter number: L89649

6. Name under which the applicant will do business (d/b/a):

East Florida Communications, Inc.

7. If applicable, please provide proof of fictitious name: (d/b/a) registration.

Fictitious name registration number: not applicable

8. If applicant is an individual, partnership, or joint venture, please give name and address of each legal entity.

Not applicable

9. State whether any of the officers, directors, or any of the ten largest stockholders have previously been adjudged bankrupt, mentally incompetent, or found guilty of any felony or of any crime, or whether such actions may result from pending proceedings. If so, please explain.

Not applicable.

10. Please provide the title, address, telephone number, internet address and facsimile number of the person serving as ongoing liaison with the Commission, and if different, the liaison responsible for this application:

Application contact:

Name: Connie Wightman
Title: Consultant to East Florida Communications
P.O. Box: P.O. Drawer 200
City: Winter Park
State: Florida
Zip: 32790-0200
Phone: (407) 740-8575
Fax: (407) 740-0613
Internet Address:

Ongoing Liaison:

Name: Gordon Whitley
Title: President
P.O. Box:
Street: 221 N. Ridgewood Avenue
City: Daytona Beach
State: Florida
Zip: 32114
Phone: (904) 257-4118
Fax: (904) 253-0108
Internet Address:

11. Please list other states in which the applicant is currently providing or has applied to provide local exchange or alternative local exchange service.

None

12. Has the applicant been denied certification in any other state?

Yes() No(X)

If so, please list the state and reason for denial.

13. Have penalties been imposed against the applicant in any other state:

Yes() No(X)

If so, please list the state and reason for penalty.

14. Please indicate how a customer can file a service complaint with your company.

Customers may call the company at its toll-free customer service number: 1-800-881-4118. In addition, customers may contact the company in writing at 221 N. Ridgewood Avenue, Daytona Beach, FL 32114.

15. Please provide all available documentation demonstrating that the applicant has the following capabilities to provide alternative local exchange service in Florida.

A. Financial capability (Exhibit II)

Regarding the showing of financial capability, the following applies:

The application should contain the applicant's financial statements, including:

1. the balance sheet
2. income statement
3. statement of retained earnings for the most recent 3 years

If available, the financial statements should be audited financial statements.

If the applicant does not have audited financial statements, it shall be so stated. The unaudited financial statement should then be signed by the applicant's chief executive officer and chief financial officer. The signature should affirm that the financial statements are true and correct.

B. Managerial capability

See Exhibit II

C. Technical capability

See Exhibit III

AFFIDAVIT

By my signature below, I, the undersigned officer, attest to the accuracy of the information contained in this application and attached documents and that the applicant has the technical expertise, managerial ability, and financial capability to provide alternative local exchange service in the State of Florida. I have read the foregoing and declare that to the best of my knowledge and belief, the information is true and correct. I attest that I have the authority to sign on behalf of my company and agree to comply, now and in the future, with all applicable Commission rules and orders.

Further, I am aware that pursuant to Chapter 837.06, Florida Statutes, "Whoever knowingly makes a false statement in writing with the intent to mislead a public servant in the performance of his official duty shall be guilty of a misdemeanor of the second degree punishable as provided in s. 775.082 and s. 775.083.

Official: 
signature

Date: 10/22/96

Title: Gordon Whitley
President
Address: 221 S. Ridgewood Avenue
Daytona Beach, FL 32114
Phone: (904) 257-4118

EAST FLORIDA COMMUNICATIONS, INC.

EXHIBIT I

FINANCIAL CAPABILITY

Submitted concurrently with this application, financial statements covering the past three years are submitted in support of the Applicant's financial ability to provide the proposed service. Financial statements are submitted separately with a request for protection of the information as confidential.

EAST FLORIDA COMMUNICATIONS, INC.

EXHIBIT II

MANAGERIAL CAPABILITY

EAST FLORIDA COMMUNICATIONS, INC.

Profiles of Key Personnel

East Florida Communications, Inc. has been in the business of providing long distance telecommunications services for 12 years. The company was originally started under the name PSA, Inc. The company has a proven track record for providing high quality services and responsive customer service. The company intends to operate as a reseller of local telecommunications services and will rely on the underlying facilities based carrier(s) for the operation and maintenance of the local exchange facilities.

East Florida Communications, Inc. employs individuals with considerable telecommunications experience. These individuals include:

Gordon Whitley, President/Owner

Gordon Whitley has over 12 years of experience in the telecommunications industry. He is directly involved in the day to day operation of East Florida Communications' long distance services. Mr. Whitley's experience includes network switching using N.A.C.T., DE and Northern Telecom switches. In addition, Mr. Whitley is involved with network design, customer service, billing systems and new product development.

Mr. Whitley was employed by P.S.A., Inc. in 1984. His training included all aspects of the business with focus on customer relations, Business Telephone Equipment and customer order entry. In 1988 Mr. Whitley assumed the position of switch and network manager and was responsible for the conversions to digital feature group services along with the creation of digital terminating routes for the Network.

In 1990 Mr. Whitley purchased the interests in the corporation and expanded the company's servicing area. Most recently, Mr. Whitley oversaw the transition of E.F.C. services from a DE switch to a Northern Telecom DMS 250.

Mr. Whitley's experience provides the ideal big picture perspective for the offering of local services.

John Gassert, Service Manager

John Gassert is the Service Manager for East Florida Communications, Inc. His experience includes 24 years of employment by NYNEX (New York Telephone). His titles and responsibilities included:

Manager of Switch Services - Responsible for 36 central offices and their operation.

Special Services Supervisor - Coordinated installer/repairmen for the purpose of installation and repair of special design circuits.

Control Foreman - Administrated installation orders.

Staff Assistant - Performed operational reviews.

Installation Control Foreman - Loaded and dispatched 75 PBX installer/repairmen to install and repair manual PBX to 101ESS PBX.

Mr. Gassert's 24 years with NYNEX provide East Florida Communications, Inc. with substantial operational knowledge of the local service industry.

Linda Farley, Office Manager

Linda Farley is responsible for Customer Service, Billing and office operations for East Florida Communications, Inc. Ms. Farley has an extensive background in the field of accounting and account management. She has very successfully adapted her skills to the telecommunications industry.

Ms. Farley is responsible for the creation of several custom enhancements to the East Florida Communications, Inc. Billing and Customer Service systems. Ms. Farley's attention to detail in regards to the billing process ensures customers of an accurate invoice.

Profiles of Key Personnel, continued

Thomas J. Moore, Senior Service Advisor

Tom Moore has 20 years experience in the communications field. He received early training from the United States Air Force where he was responsible for installation and maintenance of many forms of military communications equipment and services. Mr. Moore then went to work for the County of Volusia in the State of Florida and his responsibilities included installation and maintenance of many forms of key systems, large PBX equipment and computer networks. Mr. Moore also acted as a liaison for the County government to the serving local exchange company.

For East Florida Communications, Inc. Mr. Moore continues to specialize in key system and PBX maintenance and installation. He has recently received certification on Voice Messaging Equipment.

Mr. Moore's experience provides an ideal understanding of the industry, specifically customer provided equipment.

EAST FLORIDA COMMUNICATIONS, INC.

EXHIBIT III

TECHNICAL CAPABILITY

TECHNICAL CAPABILITY

East Florida Communications has provided telecommunications services to customers in Florida for over 12 years. The company has earned a reputation for providing quality service at competitive prices and is responsive to its customers' needs. The company's technical capabilities as a reseller are evidenced by its strong track record in Florida.

The company intends to provide local services as a reseller of other carriers' facilities. As a reseller, East Florida Communications will rely on its facilities-based underlying carriers for the operation and maintenance of the local exchange network. The company will use only reputable underlying carriers to ensure that high quality service is provided to customers. East Florida's resale experience in the long distance market will enable it to competently manage the technical aspects of its resold local network. In its expansion into the local exchange market, the company will be able to take advantage of many of its existing operations including billing arrangements, customer service and network management.

The profiles of key personnel provided in Exhibit II of this application provide further evidence of the company's technical capability to provide local services.



210 N. Park Ave.
P.O. Drawer 200
Winter Park, FL
32790-0200

Tel: 407-740-8575
Fax: 407-740-0613

Florida Public Service Commission
Division of Records and Reporting
2540 Shumard Oaks Boulevard
Gerald L. Gunter Bldg. Room 270
Tallahassee, FL 32399-0850
(904) 488-4733

RE: Initial Alternative Local Exchange Carrier Application of East Florida Communications, Inc.

November 7, 1996
Overnight

96 1357-TX

DEFERRED

D399 11/07/96 Nov 12 '96

Dear Mr. D'Haeseleer:

Enclosed for filing are the original and twelve copies of the above referenced application of East Florida Communications, Inc to provide Alternative Local Exchange Carrier Service in Florida.

Also enclosed is our check in the amount of \$250 for the filing fee. Questions pertaining to this application or tariff should be directed to my attention at (407) 740-8575.

Please acknowledge receipt of this filing by returning, file-stamped, the extra copy of this cover letter in the self-addressed, stamped envelope enclosed for this purpose.

Thank you for your assistance.

Sincerely,

FOR SECURITY PURPOSES, THE BORDER OF THIS DOCUMENT CONTAINS MICROPRINTING



P.O. Drawer 200
Winter Park, FL
32790-0200

210 N. Park Avenue
Winter Park, FL 32789
(407) 740-8575



250 PARK AVENUE
WINTER PARK, FLORIDA 32789

63 319/631

15109

NUMBER
15109

PAY: TWO HUNDRED FIFTY DOLLARS

DATE

AMOUNT

11/07/96

*****\$250.00

TECHNOLOGIES MANAGEMENT, INC.

TO THE
ORDER
OF
FLORIDA PUBLIC SERVICE COMM.
RECORDS & REPORTING
2540 SHUMARD OAK BLVD.
TALLAHASSEE FL 32399-0850

THE REVERSE SIDE OF THIS DOCUMENT INCLUDES AN ARTIFICIAL WATERMARK - HOLD AT AN ANGLE TO VIEW