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OFFICE OF THE PUBLIC COUNSEL

c/o The Florida Legislature
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February 21, 1997

Blanca S. Bayo, Director
Division of Records and Reporting
Florida Public Service Commission
2540 Shumard Oak Blvd.
Tallahassee, FL 32399-0850

Don Stange
N. O. ...

Re: Docket No. ~~97-0000~~-TL

Dear Ms. Bayo:

Enclosed for filing on behalf of the City of Haines City is the original and 15 copies of the Direct Testimonies for the following:

- James C. Brantley - 02016-97 - 02/21/97
- George H. Carefoot - 02017-97
- James J. DeGennaro - 02018-97
- Jim Nelson - 02019-97
- Ben Saag - 02020-97
- Walter W. Storms - 02021-97
- Elizabeth Ann Toney - 02022-97
- Richard Thomas Wheeler - 02023-97

Please indicate the time and date of receipt on the enclosed duplicate of this letter.

Sincerely,

Charles J. Beck
Charles J. Beck
Deputy Public Counsel

CJB:bsr

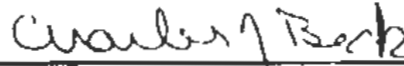
Enclosures

**CERTIFICATE OF SERVICE
DOCKET NO. 950699-TL**

I HEREBY CERTIFY that a copy of the Direct Testimonies for:

JAMES C. BRANTLEY
GEORGE H. CAREFOOT
JAMES J. DeGENNARO
JIM NELSON
BEN SAAG
WALTER W. STORMS
ELIZABETH ANN TONEY
RICHARD THOMAS WHEELER

has been furnished by U.S. Mail or hand-delivery to the following parties on this 21st day
of February, 1997.



Charles J. Beck

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City Attorney
P.O. Box 277
Haines City, FL 33845-0277

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In Re: Resolution by City)
Commission of Haines City)
Requesting Extended Area)
Service (EAS) from Haines)
City Exchange to all)
Exchanges within Polk)
County.)

Docket No. 950699-TL
Filed: February 21, 1997

DIRECT TESTIMONY OF
JAMES C. BRANTLEY

- ACK _____
- AFA _____
- APP _____
- CAF _____
- CMU _____
- CTR _____
- EAG _____
- LEG _____
- LIN _____
- OPC _____
- RCH _____
- SEC _____
- WAS _____
- OTH _____

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1 **Direct Testimony of**

2 **JAMES C. BRANTLEY**

3 **On Behalf of The City of Haines City**

4 **Before the Florida Public Service Commission**

5 **February 21, 1997**

6

7 **Q. Please state your name, business name, address and title.**

8

9 **A. James C. Brantley, 401 Avenue B, N.W., Winter Haven, Florida, 33880,**
10 **Executive Director, East Polk County Committee of 100, a committee that**
11 **includes representatives from all chambers of commerce in Eastern Polk**
12 **County.**

13

14 **Q. Please describe your educational background and your business**
15 **experience.**

16

17 **A. Graduate of Florida State University and the University of Oklahoma Economic**
18 **Development Institute. B.S. in Criminology and Corrections, Graduate**
19 **Certificate Public Administration. My experience includes thirty years in a**
20 **combination of public management, community and economic development.**
21 **Served as President and CEO of the Central Florida Development Council,**
22 **Inc. for thirteen years. This organization was responsible for the marketing and**
23 **attraction of new industry to the community, assisting existing business and I**
24 **industry with problems they were having in expanding. Assisted companies in**
25 **development of new export markets, and assisted foreign companies in locating**

1 their US Corporate Headquarters to the community.
2 Additionally, I am the President and CEO of The Brantley Partnership, an
3 international economic and tourism strategy development company. Our clients
4 are located throughout Florida, USA, and currently the U.K. Many of our clients
5 are looking to locate in the greater Haines City area. Our tourism division works
6 primarily with groups looking for locations for corporate meetings and retreats.
7

8 **Q. Please describe your role as a community leader in Haines City.**

9
10 **A. My role as a community leader in Haines City is in the area of promoting**
11 **economic growth which will bring jobs to an area that still has a high**
12 **unemployment rate due to the nature of our economic base. The area is very**
13 **dependent on Tourism and Citrus, of which both experience a cyclical nature.**
14

15 **Q. Why is it appropriate that the Florida Public Service Commission be**
16 **concerned with the provision countywide extended area service for Haines**
17 **City?**

18
19 **A. It is very appropriate that the Public Service Commission consider the provision**
20 **of extended area service as it would serve as an economic enhancement for the**
21 **entire Haines City Area. N.E. Polk County, according to GTE, has a greater**
22 **number of telephone connections than any other area in Polk County. Also, of**
23 **the sixteen new companies locating in Polk County during the past twenty four**
24 **months, eleven of them has been within the N.E. quadrant. Additionally, the**
25 **last two U.S. headquarters of foreign companies have located in Haines City**

1 area.

2

3 With the economic growth which has occurred and will continue, it is essential
4 for the Public Service Commission to consider this issue and to act favorably on
5 the request.

6

7 **Q. In what ways will the implementation of countywide extended area service
8 impact your business and community interest?**

9

10 **A. Business and industry which must conduct a great deal of its business
11 outside of the Haines City area would be able to do so in a more cost
12 effective and competitive fashion. Individuals hired from outside the area i.e.
13 Lakeland, Bartow, etc. would benefit by being able to conduct personal
14 business more cost effectively. A large number of residents living in the
15 area have medical needs outside the area. Many of these individuals are
16 retired and live on fixed incomes. The cost can become significant when
17 calling clinics and physicians in the Lakeland area where many of the clinic
18 and medical related facilities are located. This is also an issue when working
19 with new companies considering Haines City as a location.**

20

21 **Q. In what ways do you foresee the implementation of countywide extended
22 area service impacting the economy of Haines City?**

23

24 **A. The economic impact would be significant both from the elimination of this issue
25 in a company's decision to locate to Haines City as well as the employees that**

1 would be hired. A barrier would be removed for people making a decision
2 to purchase homes in the area.

3

4 **Q. Describe what you see as Haines City's growth potential with countywide**
5 **extended area service for local telephone usage.**

6

7 **A. When companies are considering a location many factors must be reviewed.**
8 **The bottom line for any company is the cost associated with doing business.**
9 **Significant cost in telephone service, as in gas or water, can be a deciding factor**
10 **in choosing a community over another.**

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