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COMMISSION
CLERK

Also Admitted in New York
and Maryland

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February 7, 2010

VIA OVERNIGHT DELIVERY

Florida Public Service Commission
Ann Cole, Commission Clerk
2540 Shumard Oak Blvd.
Gunter Bldg.
Tallahassee, Florida 32399-0850
(850) 413-6770

100076-TX

Check enclosed with this letter and forwarded
to Fiscal for deposit. Please forward
deposit information to Records.

Initials of person who forwarded check:

Re: TRIARCH MARKETING, INC.

To Whom It May Concern:

Enclosed please find one original and six (6) copies of TRIARCH MARKETING, INC.'s (TRIARCH) Application for Authority to Provide Local Exchange Telecommunications Service Within the State of Florida.

I also have enclosed a check in the amount of \$400.00 payable to the Florida Public Service Commission to cover the cost of filing these documents.

Please return a stamped copy of the extra copy of this letter in the enclosed preaddressed prepaid envelope.

If you have any questions regarding this matter, please do not hesitate to call me. Thank you for your attention to this matter.

- COM
- APA
- ECR
- GCL
- RAD** Price List forwarded to RAD
- SSC
- ADM
- OPC Enclosures
- CLK cc: James Dupont

Sincerely,

Lance J.M. Steinhart, Esq.
Attorney for TRIARCH MARKETING, INC.

DISTRIBUTION CENTER
10 FEB 11 AM 10:27

DOCUMENT NUMBER DATE

00929 FEB 11 @

FPSC-COMMISSION CLERK

FLORIDA PUBLIC SERVICE COMMISSION
DIVISION OF COMPETITIVE MARKETS AND ENFORCEMENT
APPLICATION FORM
for
AUTHORITY TO PROVIDE COMPETITIVE LOCAL EXCHANGE
TELECOMMUNICATIONS COMPANY SERVICE
WITHIN THE STATE OF FLORIDA

Instructions

- A. This form is used as an application for an original certificate and for approval of sale, assignment or transfer of an existing certificate. In the case of a sale, assignment or transfer, the information provided shall be for the purchaser, assignee or transferee (See Page 8).
- B. Print or type all responses to each item requested in the application. If an item is not applicable, please explain.
- C. Use a separate sheet for each answer which will not fit the allotted space.
- D. Once completed, submit the original and two (2) copies of this form along with a non-refundable application fee of **\$400.00** to:

Florida Public Service Commission
Division of the Commission Clerk and Administrative Services
2540 Shumard Oak Blvd.
Tallahassee, Florida 32399-0850
(850) 413-6770

- E. A filing fee of **\$400.00** is required for the sale, assignment or transfer of an existing certificate to another company (Chapter 25-24.815, F.A.C.).
- F. If you have questions about completing the form, contact:

Florida Public Service Commission
Division of Competitive Markets and Enforcement
2540 Shumard Oak Blvd.
Tallahassee, Florida 32399-0850
(850) 413-6600

FORM PSC/CMP-8 (01/06)
Required by Commission Rule Nos. 25-24.810,
and 25-24.815

Note: To complete this interactive form
using your computer, use the tab key
to navigate between data entry fields.

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

Original certificate (new company).

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

Approval of assignment of existing Certificate: Example, a certificated company purchases an existing company and desires to retain the existing certificate of authority and tariff.

2. Name of company: TRIARCH MARKETING, INC.

3. Name under which applicant will do business (fictitious name, etc.):

4. Official mailing address:

Street/Post Office Box: 508 Spencer Street
City: Rayville
State: Louisiana
Zip: 71269

5. Florida address:

Street/Post Office Box:
City:
State:
Zip:

6. Structure of organization:

Individual
 Foreign Corporation
 General Partnership
 Other,

Corporation
 Foreign Partnership
 Limited Partnership

7. **If individual**, provide:

Name:
Title:
Street/Post Office Box:
City:
State:
Zip:
Telephone No.:
Fax No.:
E-Mail Address:
Website Address:

8. **If incorporated in Florida**, provide proof of authority to operate in Florida. The Florida Secretary of State corporate registration number is:

9. **If foreign corporation**, provide proof of authority to operate in Florida. The Florida Secretary of State corporate registration number is: F1000000239

10. **If using fictitious name (d/b/a)**, provide proof of compliance with fictitious name statute (Chapter 865.09, FS) to operate in Florida. The Florida Secretary of State fictitious name registration number is:

11. **If a limited liability partnership**, please proof of registration to operate in Florida. The Florida Secretary of State registration number is:

12. **If a partnership**, provide name, title and address of all partners and a copy of the partnership agreement.

Name:
Title:
Street/Post Office Box:
City:
State:
Zip:
Telephone No.:
Fax No.:
E-Mail Address:
Website Address:

13. **If a foreign limited partnership**, provide proof of compliance with the foreign limited partnership statute (Chapter 620.169, FS), if applicable. The Florida registration number is:

14. Provide **F.E.I. Number**(if applicable): 72-1512294

15. Who will serve as liaison to the Commission in regard to the following?

(a) The application:

Name: Lance J.M. Steinhart
Title: Regulatory Counsel
Street name & number: 1720 Windward Concourse, Suite 115
Post office box:
City: Alpharetta
State: Georgia
Zip: 30005
Telephone No.: 770-232-9200
Fax No.: 770-232-9208
E-Mail Address: lsteinhart@telecomcounsel.com
Website Address:

(b) Official point of contact for the ongoing operations of the company:

Name: James Dupont
Title: President
Street name & number: 508 Spencer Street
Post office box:
City: Rayville
State: Louisiana
Zip: 71269
Telephone No.: (318) 728-0971
Fax No.: (866) 613-1500
E-Mail Address: www.triarch.net
Website Address: www.triarch.net

(c) Complaints/Inquiries from customers:

Name: James Dupont
Title: President
Street/Post Office Box: 508 Spencer Street
City: Rayville
State: Louisiana
Zip: 71269
Telephone No.: (318) 278-0971
Fax No.: (866) 613-1500
E-Mail Address: complaints@Triarch.net
Website Address: www.triarch.net

16. List the states in which the applicant:

(a) has operated as a Competitive Local Exchange Telecommunications Company.

Yes, see (c) below.

(b) has applications pending to be certificated as a Competitive Local Exchange Telecommunications Company.

None.

(c) is certificated to operate as a Competitive Local Exchange Telecommunications Company.

Louisiana

(d) has been denied authority to operate as a Competitive Local Exchange Telecommunications Company and the circumstances involved.

None

(e) has had regulatory penalties imposed for violations of telecommunications statutes and the circumstances involved.

None

(f) has been involved in civil court proceedings with an interexchange carrier, local exchange company or other telecommunications entity, and the circumstances involved.

None

17. Indicate if any of the officers, directors, or any of the ten largest stockholders have previously been:

(a) adjudged bankrupt, mentally incompetent (and not had his or her competency restored), or found guilty of any felony or of any crime, or whether such actions may result from pending proceedings. If so, provide explanation.

None

(b) granted or denied a competitive local exchange certificate in the State of Florida (this includes active and canceled competitive local exchange certificates). If yes, provide explanation and list the certificate holder and certificate number.

None

(c) an officer, director, partner or stockholder in any other Florida certificated or registered telephone company. If yes, give name of company and relationship. If no longer associated with company, give reason why not.

None

18. Submit the following:

(a) Managerial capability: resumes of employees/officers of the company that would indicate sufficient managerial experiences of each.

(b) Technical capability: resumes of employees/officers of the company that would indicate sufficient technical experiences or indicate what company has been contracted to conduct technical maintenance.

(c) Financial Capability: applicant's audited financial statements for the most recent three (3) years. If the applicant does not have audited financial statements, it shall so be stated. Unaudited financial statements should be signed by the applicant's chief executive officer and chief financial officer affirming that the financial statements are true and correct and should include:

1. the balance sheet,
2. income statement, and
3. statement of retained earnings.

Note: This documentation may include, but is not limited to, financial statements, a projected profit and loss statement, credit references, credit bureau reports, and descriptions of business relationships with financial institutions.

THIS PAGE MUST BE COMPLETED AND SIGNED

REGULATORY ASSESSMENT FEE: I understand that all telephone companies must pay a regulatory assessment fee. Regardless of the gross operating revenue of a company, a minimum annual assessment fee, as defined by the Commission, is required.

RECEIPT AND UNDERSTANDING OF RULES: I acknowledge receipt and understanding of the Florida Public Service Commission's rules and orders relating to the provisioning of competitive local exchange telecommunications company (CLEC) service in Florida.

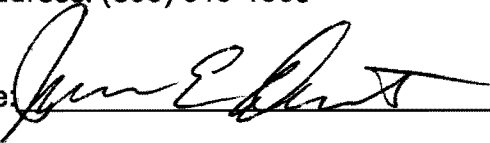
APPLICANT ACKNOWLEDGEMENT: By my signature below, I, the undersigned officer, attest to the accuracy of the information contained in this application and attached documents and that the applicant has the technical expertise, managerial ability, and financial capability to provide competitive local exchange telecommunications company 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.**"

Company Owner or Officer

Print Name: James Dupont
Title: President
Telephone No.: (318) 728-0971
E-Mail Address: (866) 613-1500

Signature: _____



Date: _____

1/21/10

LIST OF ATTACHMENTS

FINANCIAL INFORMATION

MANAGEMENT INFORMATION

STATEMENT OF FINANCIAL CAPABILITY

FINANCIAL INFORMATION

MANAGEMENT INFORMATION

James Dupont Bio

James is a creative person that enjoys solving complex business problems. He is a past president of the local Kiwanis Club and is a member of First Baptist Church. He has been married to Patti for 25 years, has three sons, a daughter, and new granddaughter. He made his first business transaction in his father's jewelry store when he was thirteen. James graduated from Texas Institute of Jewelry Technology in Jewelry Technology, and Gemology. After graduating from school, he joined his father in the family jewelry business. While working in his father's business, he started another business "The Jewelers Friend", which created custom design jewelry for seventy jewelers in seven states. After managing his family business and TJF for 10 years, he realized he was more interested in technology than jewelry. He formed Triarch Marketing and shortly after started marketing telephone service. James loves learning about technology and enjoys writing small computer applications that automate daily repetitive business task. These applications make business solutions possible that otherwise would be impossible. He is fascinated with business even when it gets messy. When making hard business decisions, he asks a lot of questions, wallows in data, throws every idea at it, and makes a gut decision. When not working, James enjoys traveling and attending his children's sporting events.

STATEMENT OF FINANCIAL CAPABILITY
Triarch Marketing, Inc

Applicant has sufficient financial capability to provide the requested service in the State of Florida and has sufficient financial capability to maintain the requested service and to meet its lease or ownership obligations. In support of Applicant's stated financial capability, a copy of its Balance Sheet and Profit & Loss Statement as of December 31, 2009 is attached to its application. Applicant intends to fund the provision of service through internally generated cash flow. Applicant also has the ability to borrow funds, if required, based upon its financial capabilities, to provide service in the State of Florida.