

ALABAMA PUBLIC SERVICE COMMISSION
DOCKET 30934
Registration of Third-Party Providers for Telecommunications Billing



A. Registration request is for a (Select one):

Billing Aggregator _____ Third-Party Provider X

For Third-Party Providers, name of associated Billing Aggregator (if applicable)

PAYMENT ONE

B. GENERAL INFORMATION

1. Name of Third-Party Provider or Billing Aggregator requesting Commission approval to include charges for products/services on Alabama Telephone Utility consumer bills:

GREEN INITIATIVES, LLC 866-868-9314

2. Mailing address:

1560 SAWGRASS CORPORATE PARKWAY
SUNRISE, FL 33324

3. Third-Party Provider or Billing Aggregator name (whichever is applicable) that will appear on consumer bill and the associated toll free number that consumers will be instructed to call for questions regarding the transaction.

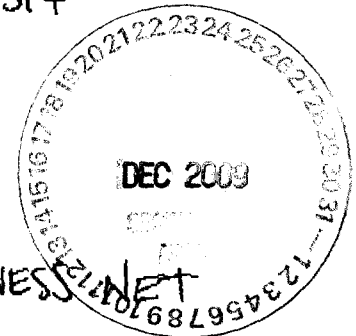
GREEN INITIATIVES, LLC 866-868-9314

4. Point of Contact for Commission Inquiries

a. Contact Name: PASHA SOLLINGER

b. Contact Phone Number¹ 832-308-6704

c. Contact Email Address² PASHA@PINDAGREENBUSINESS.NET



5. Alternate Point of Contact for Commission Inquiries

a. Alternate Contact Name: PERI ZAKIN

b. Alternate Contact Phone Number¹ 305-407-8182

c. Alternate Contact Email Address² PERI@MALABARLLC.COM

¹ Must be a direct line not a call center phone number.

² Must be an individual email address not a general customer service or webmaster address.

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C. THIRD PARTY PROVIDER PRODUCTS/SERVICES INFO

Provide the following data for each product and/or service that may be included on Alabama telephone utility consumer bills. Attach additional pages as necessary. Contact Commission Telecommunications Division if list exceeds 20 entries.

Item No. (Numbered list beginning with 1)

Description of product or service

1. ONLINE DIRECTORY AND SEARCH ENGINE MARKETING

How is product/service marketed to consumer?³

TELEMARKETING

How does consumer subscribe to the product or service?⁴

VERBAL CONSENT

³ e.g., Telemarketing, Internet, Direct Mail, other (identify). Provide a transcript of the telemarketing message to the potential customer; a URL to the website where the product/service is marketed; a copy of the direct mailing marketing the product/service; or, copies of any other means used to market to the potential customer.

⁴ e.g., electronic form, printed form, verbal consent, other (identify). Provide a transcript of the telemarketing message used to confirm the potential customer's confirmation that they wish to subscribe to the offering; a URL to the website where the customer completes a subscription form; a copy of the direct mailing subscription form; or any other means used to acquire the potential customer's subscription for the product/service.

Green Initiatives Sales Script

Hi, my name is _____ and I am calling on behalf of **Green Initiatives**. May I please speak to _____ {Owner/Manager Name}? (Must be person of authority)

(If not in: "Can I speak to a person responsible for your business?" If specific person above is not available and another person is available, ask, "May I have your name please? May I have your title?") (Must be person of authority)

Your business currently has a basic listing in our online directory, **FINDAGREENBUSINESS.NET**. This listing is absolutely complimentary and will remain so for at least one year.

I'm calling to reconfirm that the information we have for your business is current and accurate and to let you know about a risk free upgrade option for your listing.

Would you be the person to speak with? *(If customer questions confirmation, direct customer to the website of **www.findagreenbusiness.net**)*

I have your business name listed as {Business Name}, correct?

And you stated your title is *(Verify {Title} if not present)*, correct?

And are you still located at {Business Address}?

I have your main telephone number as {Verify Number}, Correct?

Do you have a {Toll Free Number} for your business?

How about a {Fax Number}?

Do you have an email address for the business?

And is your local telephone service still with {Provider}? *(If YES, continue with sale. If NOT, politely thank them for their time.)*

What are your hours of operation? *(Capture {Hours of Operations})*

What types of payment do you accept? *(Capture {Types of Payment})*

Find A Green Business is the leading National Directory of small businesses that offers business owners a way to inform their customers, and potential customers, the steps you are taking to include sustainable practices in your business. National surveys

prove that a vast majority of Americans today will pick a Green Business over another when given a choice.

As a bonus today, I have a very short survey that will determine if your business is qualified to be a member of the **Green Business Coalition**, a national chamber of commerce dedicated to educating businesses and consumers about the economic advantages of shopping Green. A simple Yes or No to each of the three survey questions is required. Shall I begin?

Do you plan to or have you taken steps to conserve energy?

Do you plan to or have you taken initiatives to reduce waste?

Does your business provide a safe environment for employees and customers?

Great, your business qualifies for membership in the Green Business Coalition, an independent organization dedicated to helping your business adopt environmentally sustainable practices. Businesses with Priority Listings in Find A Green Business receive their service and membership kit absolutely free – this is normally a minimum of \$600.00 per year depending on the number of employees you have, but as I said, Priority Listing businesses in Find A Green Business receive those benefits absolutely free as well as the valuable membership kit which includes your membership certificate, stickers for you place of business, a customizable press release and instructions to inform local media of your green practices, and most importantly, a computer disk with Green Business Coalition member logos and permission to use these valuable trademarks on your advertising media.

In today's world, if you do not have an environmental policy, you could be missing out on potentially hundreds or thousands of customers who shop green. Green business is successful business!

We know that your business would greatly benefit from a Priority Listing, which includes a full-page online directory profile – what we call your Green Site. Right now we are offering a special promotion which allows you to enjoy the benefits of a Priority Listing, including your valuable membership in the Green Business Coalition, the customizable Green Site where you can inform your customers, and potential customers of all aspects of your business – like specials and discounts, hours of operation, directions to your location, and of course remind them of your commitment to green business practices, for the low payment of \$49.99 per month, which, although there is no affiliation, will conveniently appear on your local telephone bill on the Payment One bill page as being billed on behalf of Green Initiatives, LLC. And best of all, we will not begin billing until your 14th day of service, so you can use this service for two full weeks before we process your first bill. In addition we will provide you with easy to use editing instructions, or our media team can make the changes for you,

absolutely free. Another benefit is that Green Business Coalition members receive highest listing in Find A Green Business. As long as you remain a Coalition member, your company is actually featured above hundreds of other businesses like yours. This is probably one of the strongest benefits. When people are looking for businesses with a commitment to green practices in your area, and you know they are, {business name} will be one of the most prominently featured establishments in Find A Green Business.

Would you like to take advantage of our outstanding offer today? (Must say 'YES')

Ok Great.... Let's get started

Are you over the age of 18 and duly authorized by the telephone account owner to make changes and incur charges on this telephone account? (Customer must say "yes")

In approximately 5 days, you will receive our letter in the mail, which includes instructions on how to access your Green Site and update your listing message. In four to six weeks you will receive your Green Business Coalition membership kit directly from that organization. If you have any questions, you may reach us by calling our toll-free number. There are no contracts and absolutely nothing to send back, and you can cancel at anytime and your basic listing will still remain active for one year as our gift. If after using this service, you feel it is not a benefit to your company and wish to cancel you can call us at 1-866-868-9314 or email support@findagreenbusiness.net or by post to 1560 Sawgrass Corporate Parkway, 4th Floor, Sunrise, FL 33323. OK?

To make sure all the information I have is accurate; please hold so I may transfer you to our independent verification company. OK?

=> Transfer to Verification.

Verifier:

My name is _____ and this call is for quality control and accuracy. I will be recording this to ensure that all the information I have is correct and for verification purposes. If any of the information is not correct, please stop me and correct it. Do you understand? (**Customer must say "YES"**)

Today's date is _____.

Please state your main telephone number, starting with the area code.

Please state your full name and job title _____

The official name of the business is _____, correct?

The address is _____, correct? And is this also your Mailing Address where the Post Office delivers your mail, correct? (**If not, ask for mailing address**)

Mr./Mrs. _____, are you over the age of 18 and duly authorized to make changes and incur charges for the telephone number _____? (**Customer must say "YES"**)

As an account security code, please state the month and the day of your birthday but not the year.

Thank you. In approximately 5-10 days you will receive your packet of information from **The Green Initiatives, LLC**. Your service includes a business web hosting service, which will include a description of your business, your fax and 800 numbers, which payment types that you accept and even directions to your business. You can easily edit your new web site and you may contact us to make any changes you feel are necessary, or provide us with additional information that we can add to your website. In addition we will begin your package and upgrade you to a Priority Listing within 2-3 business days. You will be billed the standard monthly fee of only \$49.99 per month on the 14th day of service for our web hosting design package. Once billed, you will receive your complimentary membership in the Green Business Coalition and your membership kit directly from that independent organization. Although **Green Initiatives** is not affiliated with your local phone company the charges will be billed on behalf of **Green Initiatives, LLC** and appear on your local telephone bill on the **Payment One** bill page. Please remember, there are no contracts, and you can cancel at any time by simply calling customer service at 1-866-868-9314.

Do you understand and accept this service? (**Customer must say "YES"**)*

Directory Listing and web hosting charges are considered Enhanced Telecommunications Services. You have the right to dispute Enhanced Telecommunications Service charges billed on your telephone bill. As a telephone service subscriber, you are not legally responsible for Enhanced Telecommunications Service charges incurred by minors or vulnerable adults without your consent. Neither a long distance company nor the local phone company may disconnect your local telephone service or long distance service because you refuse to pay an Enhanced Telecommunications Service charge. Enhanced Telecommunications Service Providers may employ other agencies to collect delinquent charge, even if your local phone company has previously adjusted them from your telephone bill.