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1	BEFORE THE
2	STATE OF ALABAMA
3	PUBLIC SERVICE COMMISSION
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6	IN RE: LIBERTY-BELL TELECOM, LLC, D/B/A DISH NETWORK PHONE
7	and INTERNET
8	DOCKET NO: 31698
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11	* * * * * * * * * *
12	TESTIMONY AND PROCEEDINGS, taken
13	before the Honorable John Garner,
14	Administrative Law Judge, in the Carl L.
15	Evans Chief Administrative Law Judge Hearing
16	Complex, RSA Union Building, 100 North Union
17	Street, Suite 900, Montgomery, Alabama, on
18	Tuesday, September 13, 2011, commencing at
19	approximately 10:40 a.m. and reported by
20	Gwendolyn P. Timbie, Court Reporter and
21	Commissioner for the State of Alabama at
22	Large.
23	* * * * * * * * * *

1	APPEARANCES
2	ADMINISTRATIVE LAW JUDGE:
3	Mr. John Garner Administrative Law Judge
4	ALABAMA PUBLIC SERVICE COMMISSION Suite 850
5	
6	FOR THE PUBLIC SERVICE COMMISSION:
7	Mr. Bill Cook
8	ALABAMA PUBLIC SERVICE COMMISSION Suite 850
9	100 North Union Street Montgomery, Alabama 36130
10	FOR LIBERTY-BELL TELECOM:
11	Mr. James H. McLemore
12	CAPELL & HOWARD Attorneys at Law
13	150 South Perry Street Montgomery, Alabama 36104
14 15	ALSO PRESENT:
16	Mr. Nigel Alexander
17	* * * * * * * * * *
18	EXAMINATION INDEX
19	WITNESS PAGE
20	NIGEL ALEXANDER
21	BY MR. MCLEMORE 6 BY MR. COOK 23
22	* * * * * * * * * * *
23	

1 ALJ GARNER: For the record, 2 we're here this morning on 3 September the 13th, 2011, in the matter of Docket 31698, which 4 5 concerns the application of Liberty-Bell Telecom, LLC, d/b/a 6 7 DISH Network Phone and Internet, for approval of a certificate of 8 public convenience and necessity 9 to provide competitive local 10 11 exchange and interexchange telecommunication services in the 12 13 state of Alabama. 14 The application was filed 15 with the Commission on or about 16 August 8th of 2011. Interested parties were made aware of today's 17 18 proceeding pursuant to Commission notice, dated August 11th of 19 20 2011. 21 Let the record reflect 22 that the Commission did not receive any petitions to intervene 23

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4

1	in this matter.
2	For the record, let's go
3	ahead and take appearances at this
4	time. Who will be appearing on
5	behalf of the applicant?
6	MR. McLEMORE: Good Morning,
7	Your Honor. I'm James McLemore.
8	I practice law here in Montgomery
9	with Capell & Howard, 150 South
10	Perry Street. And the telephone
11	number is area code (334)241-8000.
12	I'll be representing the
13	applicant today. And the
14	representative testifying for the
15	applicant with me is Mr. Nigel
16	Alexander.
17	ALJ GARNER: Thank you, sir.
18	MR. ALEXANDER: Nigel
19	Alexander, president and CEO of
20	Liberty-Bell Telecom, LLC, 2460
21	West 26th Avenue, Suite 380C,
22	Denver, Colorado 80211. Telephone
23	(303)831-1977.

LIBERTY-BELL TELECOM, LLC, d/b/a DISH Network (31698)	LIBERTY-BELL	TELECOM,	LLC, d/b/a	DISH Network	(31698)
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EIDERT I DEEE	IELECOWI, LLC, U/D/a DISH Network (31090)
1	ALJ GARNER: Thank you, sir.
2	Further appearances?
3	MR. COOK: Bill Cook,
4	Telecommunications Division,
5	Commission staff.
6	ALJ GARNER: Is there anyone
7	else who needs to enter an
8	appearance?
9	(No response)
10	ALJ GARNER: Let the record
11	reflect that no one has come
12	forward.
13	Regarding preliminary
14	matters, any changes to the
15	application or anything else we
16	need to address before we proceed,
17	Mr. McLemore?
18	MR. McLEMORE: Your Honor, the
19	only change to the application
20	would be the addition of the
21	number of states in which the
22	applicant is authorized to provide
23	telecommunication services. And

1	we'll get into that in the
2	testimony.
3	ALJ GARNER: Very good.
4	Did you have any
5	preliminary matters, Mr. Cook?
6	MR. COOK: No, sir.
7	ALJ GARNER: Hearing none, let
8	me go ahead and swear
9	Mr. Alexander in, and we'll get
10	you to make a presentation in
11	support of the application.
12	NIGEL ALEXANDER
13	The witness, having first been duly
14	sworn or affirmed to speak the truth, the
15	whole truth and nothing but the truth,
16	testified as follows:
17	ALJ GARNER: All right,
18	Mr. McLemore. I'll turn it over
19	to you to make the presentation of
20	your case.
21	MR. McLEMORE: Yes, sir.
22	
23	

1		DIRECT EXAMINATION
2	BY	MR. McLEMORE:
3	Q.	Mr. Alexander, would you state your full
4		name, business address, and title for
5		the record, please?
6	A.	Nigel Alexander, president and chief
7		executive officer of Liberty-Bell
8		Telecom, 2460 West 26th Avenue, Suite
9		380C, Denver, Colorado 80211.
10	Q.	And what is your position with the
11		applicant?
12	A.	President and CEO.
13	Q.	And the name of the applicant is what?
14	A.	Liberty-Bell Telecom, LLC, and we do
15		business as DISH Network Phone and
16		Internet.
17	Q.	Have you read and are you familiar with
18		the application that's been filed in
19		this matter?
20	A.	Yes.
21	Q.	I've mentioned to the Hearing Officer
22		that we'll be amending the application
23		with respect to the identification of

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1		the states where you're authorized to do
2		business.
3		But other than that, is the
4		application true and correct?
5	A.	It is. The only other change would be
6		that we've appointed counsel now, and we
7		hadn't at the time we did the
8		application.
9	Q.	Thank you.
10		And are you familiar with the two
11		tariffs that have been filed with the
12		application?
13	A.	Yes.
14	Q.	Are they true and correct?
15	A.	Yes.
16	Q.	Briefly describe to the Court your
17		background in telecommunications.
18	A.	I have 16 years of experience in the
19		telecommunications field. I was the
20		founder and president of Multi Link
21		Telecommunications, which was a provider
22		of enhanced messaging services, from
23		1995 to 2006, at which time Multi Link

1		acquired Liberty-Bell Telecom, which is
2		a Denver-based competitive local
3		exchange carrier. And we changed our
4		name to reflect Liberty-Bell.
5		From 2006 until now, I've been the
6		president of Liberty-Bell, during which
7		period we've acquired two other CLEC
8		companies in Colorado and expanded our
9		service area to 14 states.
10		Liberty-Bell was acquired in January
11		of 2011 by DISH Network, the third
12		largest pay TV provider in the United
13		States. I continue to be the president
14		of Liberty-Bell and to lead DISH
15		Network's entry into the competitive
16		telecom arena across the United States.
17	Q.	All right. And what is the purpose for
18		your testimony today in support of this
19		application?
20	A.	I'm here to describe and answer
21		questions about Liberty-Bell Telecom,
22		which does business as DISH Network
23		Phone and Internet, and to address

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1		financial, managerial, technical
2		abilities to provide the services for
3		which we're seeking authority.
4	Q.	And briefly describe to the Hearing
5		Officer what type of authority you seek
6		today.
7	A.	We would like to become a competitive
8		local exchange carrier, providing local
9		dial tone and long distance toll
10		service.
11	Q.	What state is your company organized?
12	A.	Colorado.
13	Q.	And are you qualified and registered to
14		do business in the state of Alabama?
15	A.	Yes. We have filed and been approved as
16		a foreign corporation.
17	Q.	And your registered name is what again?
18	A.	The name of the company is Liberty-Bell
19		Telecom, LLC.
20	Q.	Do you intend to operate in Alabama
21		under any trade names or fictitious
22		names?
23	Α.	We operate as DISH Network Phone and
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1 Internet.

2	Q.	All right. And on your bills, is your
3		registered corporate name going to be
4		listed as well?

5 Yes. The largest identifying mark on Α. the bills is the DISH Network logo. And 6 7 at the bottom of every bill and every communication with customers of all 8 types is the phrase "Telecom services 9 are provided by Liberty-Bell Telecom, 10 LLC, a subsidiary of DISH Network." 11 Identify those states in which the 12 0. 13 company is presently authorized to provide telecommunication services. 14 We are authorized in Colorado, New 15 Α. 16 Mexico, Utah, Minnesota, Washington, 17 Oregon, South Dakota, North Dakota, 18 Wyoming, Arizona, Nebraska, Montana, 19 Idaho, and Iowa. 20 And as I understand it, in addition to Q.

21 those states, you presently have

- 22 applications pending in additional
- 23 states; is that correct?

1	A.	Yes, we do. We have applications
2		pending in Florida, Indiana, Missouri,
3		North Carolina, Oklahoma, South
4		Carolina, and Michigan. And we're in
5		the process of applying in all of the 49
6		states, excluding Alaska and Hawaii.
7	Q.	And in which states is your company
8		actually operating?
9	A.	We're operating in all the states where
10		we've been approved. Colorado, New
11		Mexico, Utah, Minnesota, Washington,
12		Oregon, South Dakota, North Dakota,
13		Wyoming, Arizona, Nebraska, Montana,
14		Idaho, and Iowa.
15	Q.	And has your company ever been denied an
16		application for certification?
17	A.	No.
18	Q.	Has your company's certification ever
19		been revoked?
20	A.	No.
21	Q.	Has the company or any principals or
22		officers with the company ever been
23		indicted for a crime or charged with a

1		serious regulatory breach?
2	Α.	No.
3	Q.	Have you or any of the company officers
4		or principals been convicted of a
5		felony?
6	Α.	No.
7	Q.	Is your company currently under
8		investigation for a regulatory breach?
9	A.	No. We did reach a settlement with the
10		Federal Communications Commission for
11		some oversights during the acquisition
12		of Liberty-Bell by Multi Link.
13	Q.	All right. And I want to ask you to
14		tell the Hearing Officer a little bit
15		about that. But you had some previous
16		regulatory proceedings involving an
17		infraction that's been resolved; is that
18		correct?
19	Α.	That's correct.
20	Q.	And describe to the Hearing Officer what
21		that was about.
22	A.	So when my company, Multi Link, acquired
23		Liberty-Bell in 2006, we had an

unregulated entity taking over a
 regulated entity, and we failed to seek
 and receive FCC approval for that
 transaction.

And then later on, when we acquired 5 two competitive local exchange carriers 6 in Colorado, we had different legal 7 counsel. And we did seek FCC approval 8 on the domestic wire line bureau, but we 9 were not advised that we needed to seek 10 11 a separate approval from the international wire line bureau. 12

So consequently there were three
infractions of Section 214 dealing with
changes of control.

16 In May of 2010, we were advised of these breaches. We voluntarily made a 17 disclosure to the Federal Communications 18 Commission and received -- through a 19 20 process of a consent decree, we paid a 21 small fine to the FCC. And those 22 matters were dealt with completely and fully in December of 2010. We have 23

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LIBERTY-BELL TELECOM, LLC, d/b/a DISH Network (31698)		
1		never had any regulatory issues in
2		dealing with our in-user customers of
3		any
4	Q.	And there are no pending regulatory
5		investigations currently; is that
6		right?
7	A.	Not in any state or the FCC.
8	Q.	And, again, if you would, describe
9		briefly the services that the company
10		intends to offer in Alabama.
11	A.	Local exchange service, long distance
12		toll service. We will also offer
13		unregulated broadband Internet service
14		and bundle these with DISH Network's
15		satellite television services.
16	Q.	Is the company presently doing business
17		in Alabama?
18	A.	No.
19	Q.	Does the company own or operate any
20		facilities in Alabama?
21	A.	No.
22	Q.	Does it intend to have any facilities in
23		Alabama?

15

1	Α.	No.
2	Q.	Will the company have a point of
3		presence or employees in Alabama?
4	Α.	No.
5	Q.	Who does the company plan to use as its
6		underlying carrier?
7	A.	Its underlining carrier is going to be
8		AT&T and CenturyLink.
9	Q.	Describe for us the telecommunications
10		experience of the individuals that are
11		generally responsible for the day-to-day
12		management of the company.
13	A.	I've already described my own
14		experience. Our chief operating officer
15		has over 20 years in the
16		telecommunications business. We have a
17		staff in our Denver office of 40
18		people. And DISH Network maintains call
19		centers in multiple locations, with over
20		15,000 employees, some of whom will be
21		cross-trained to deal with
22		telecommunications issues.
23		We also have a specialized call

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LIBE	RTY-E	BELL TELECOM, LLC, d/b/a DISH Network (31698)
1		center in Iowa with approximately 40
2		people currently handling customer
3		service inquiries.
4	Q.	Does your company plan to have any
5		marketing activities in Alabama?
6	A.	Yes. We will advertise our services
7		both to existing customers of DISH
8		Network and to others through all normal
9		marketing and communications.
10	Q.	Will that marketing activity be
11		conducted by your company, or will you
12		contract with another company to do
13		that?
14	A.	We do both. We have direct marketing
15		and call centers which are fully owned
16		by the company and controlled by the
17		company. We also have a network of
18		retail agents who sell DISH Network
19		satellite services who will be invited
20		to participate in telecom products.
21		In all cases, we have very, very
22		strict policies and agreements with
23		these retailers dealing with how they do
1		

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1		business and the consequences of failing
2		to abide by regulations and policies.
3	Q.	And with respect to your or marketing
4		efforts to enroll customers, do you
5		have did you bring today a script for
б		marketers to use when they're speaking
7		with perspective subscribers?
8	A.	We do. We have two layers of scripts
9		which deal with how subscribers once
10		they've agreed to purchase services, are
11		taken through very specific wording
12		confirming their agreement to purchase,
13		and a third-party verification service
14		in which they specify the services
15		they've agreed to purchase and the
16		prices they've agreed to pay.
17	Q.	And you've provided me a copy of those
18		scripts?
19	Α.	I have.
20		MR. McLEMORE: And, Mr. Cook,
21		I'd be glad to make those
22		available to you.
23		MR. COOK: Please.

LIBE	RTY-E	BELL TELECOM, LLC, d/b/a DISH Network (31698)
1	Q.	Does the company intend to bill for its
2		services on a monthly basis? And if so,
3		how?
4	A.	The company maintains a sophisticated
5		billing system which has been in place
6		for nine years now, which we render
7		monthly invoices to customers both on
8		paper and by electronic means, at the
9		customer's option. We bill monthly
10		service charges in advance and toll
11		services and per use services in
12		arrears.
13	Q.	But unless the customer directs
14		otherwise, you send them a paper bill,
15		correct?
16	A.	Yes, sir.
17	Q.	And you do your own billing? You don't
18		hire that out to a third party?
19	A.	No. We do all of our own billing.
20	Q.	And we covered it before. But does your
21		company's name, Liberty-Bell, appear on
22		the bill?
23	A.	It does.

LIBEI	RTY-E	BELL TELECOM, LLC, d/b/a DISH Network (31698)
1	Q.	Is there a toll-free number that will
2		also appear on the bill by which the
3		customer can contact your company?
4	A.	There is.
5	Q.	What is that number?
6	A.	It's (855)347-3474.
7	Q.	And in the event that a customer wanted
8		to contact the company about a complaint
9		or other grievance, is that the
10		telephone number they should call?
11	A.	Yes.
12	Q.	Does the company have a website?
13	A.	The company has two websites.
14		Www.libertybelltelecom.com. And then we
15		have a new website reflecting our new
16		parentage with Dish,
17		http://bundles.dish.com.
18	Q.	Let's go back. With respect to a
19		customer that has a complaint and calls
20		that telephone number or otherwise
21		contacts the number, how are complaints
22		handled?
23	A.	So relatively simple complaints are

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1		dealt with at the call center level.
2		All call center agents are empowered to
3		provide credits or reach other
4		accommodations with customers.
5		If they are unable to reach a
6		satisfactory conclusion with a customer,
7		the complaint is elevated to a Tier II
8		group in Denver and ultimately to our
9		chief operating officer if a complaint
10		is not resolved satisfactorily.
11	Q.	Let me ask you. With respect to persons
12		with the company, who should the
13		Commission contact at your company about
14		matters involving whatever the
15		Commission is interested in? And you've
16		got someone listed in your application,
17		and we want to confirm whether that
18		would be the same person.
19	A.	Well, Misti McCants is our accounting
20		manager. She would handle routine
21		reporting with the Commission. If the
22		Commission had something more serious
23		and consequential, they would speak with

LIBE	RTY-F	BELL TELECOM, LLC, d/b/a DISH Network (31698)22
1		me or the chief executive.
2	Q.	Now, if they wanted to contact Misti
3		McCants, what is her telephone number?
4	A.	(303)831-1977.
5	Q.	And you say they could also contact
6		you. And what number should they use to
7		contact you?
8	A.	(303)831-1977.
9	Q.	That same number?
10	A.	Yes.
11	Q.	Where will the company's books and
12		records be kept?
13	A.	At our head office in Denver, Colorado.
14	Q.	Will you maintain accurate and
15		up-to-date tariffs on file with the
16		Commission?
17	A.	Yes.
18	Q.	Will your company abide by all the rules
19		and regulations of the Federal
20		Communications Commission and the laws
21		of the United States?
22	A.	Yes.
23	Q.	Will the company abide by all the rules

LIBE	LIBERTY-BELL TELECOM, LLC, d/b/a DISH Network (31698)		
1		and regulations of the State of Alabama	
2		and Alabama Public Service Commission?	
3	A.	Yes.	
4	Q.	Will the company abide by federal and	
5		state slamming and cramming laws?	
6	A.	Yes.	
7	Q.	Have any formal complaints been levied	
8		against the company with respect to	
9		slamming or cramming?	
10	A.	No.	
11	Q.	If such complaints were made and if it	
12		had occurred, would the company	
13		immediately stop the action and engage	
14		appropriate discipline of the relevant	
15		personnel?	
16	A.	Yes.	
17	Q.	Are you aware that the company must file	
18		with the Public Service Commission the	
19		interconnection agreement associated	
20		with your company?	
21	Α.	Yes.	
22	Q.	Are you aware that your company must	
23		file annually a supervision and	

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LIBEI	RTY-I	BELL TELECOM, LLC, d/b/a DISH Network (31698)
1		inspection report and pay applicable
2		fees, and will your company comply with
3		that requirement?
4	A.	Yes.
5	Q.	Are you aware that the company must file
6		annually a financial report, and will
7		you comply with that requirement?
8	A.	Yes, sir.
9		MR. McLEMORE: That's all I
10		have.
11		ALJ GARNER: Mr. Cook?
12		CROSS-EXAMINATION
13	BY	MR. COOK:
14	Q.	Mr. Alexander, my compliments to your
15		attorney. I just have a few questions
16		that were I would like to clear up.
17		You said that you were going your
18		target customer was going to be current
19		Dish companies, people that subscribe to
20		DISH Network satellite?
21	A.	And others.
22	Q.	And others.
23	A.	So we'll offer our services to existing
1		

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 customers who will potentially buy all three services from us. Q. Now, in a hypothetical situation, if a person has subscribed to DISH Network satellite and if the signal is coming in from, of course, the satellite, but and it's on a Bell or AT&T line, is your company seeking to get their line? Do you understand what I'm saying? A. No. Q. If a customer has DISH Network A. Yes. Q and it's coming in with under an AT&T line, is your company going to try to get the whole No. No. The customer would continue to get its broadcast television through the satellite and its phone and/or Internet So you wouldn't be in trying to knock 	1		DISH Network customers and to new
 three services from us. Q. Now, in a hypothetical situation, if a person has subscribed to DISH Network satellite and if the signal is coming in from, of course, the satellite, but and it's on a Bell or AT&T line, is your company seeking to get their line? Do you understand what I'm saying? A. No. Q. If a customer has DISH Network A. Yes. Q and it's coming in with under an AT&T line, is your company going to try to get the whole No. No. The customer would continue to get its broadcast television through the satellite and its phone and/or Internet services through the hard wire lines. 			
 Q. Now, in a hypothetical situation, if a person has subscribed to DISH Network satellite and if the signal is coming in from, of course, the satellite, but and it's on a Bell or AT&T line, is your company seeking to get their line? Do you understand what I'm saying? A. No. Q. If a customer has DISH Network A. Yes. Q and it's coming in with under an AT&T line, is your company going to try to get the whole No. No. The customer would continue to get its broadcast television through the satellite and its phone and/or Internet services through the hard wire lines. 			
 person has subscribed to DISH Network satellite and if the signal is coming in from, of course, the satellite, but and it's on a Bell or AT&T line, is your company seeking to get their line? Do you understand what I'm saying? A. No. Q. If a customer has DISH Network A. Yes. Q and it's coming in with under an AT&T line, is your company going to try to get the whole No. No. The customer would continue to get its broadcast television through the satellite and its phone and/or Internet services through the hard wire lines. 	3		three services from us.
 satellite and if the signal is coming in from, of course, the satellite, but and it's on a Bell or AT&T line, is your company seeking to get their line? Do you understand what I'm saying? A. No. Q. If a customer has DISH Network A. Yes. Q and it's coming in with under an AT&T line, is your company going to try to get the whole No. No. The customer would continue to get its broadcast television through the satellite and its phone and/or Internet services through the hard wire lines. 	4	Q.	Now, in a hypothetical situation, if a
 from, of course, the satellite, but and it's on a Bell or AT&T line, is your company seeking to get their line? Do you understand what I'm saying? A. No. Q. If a customer has DISH Network A. Yes. Q and it's coming in with under an AT&T line, is your company going to try to get the whole A. No. No. The customer would continue to get its broadcast television through the satellite and its phone and/or Internet services through the hard wire lines. 	5		person has subscribed to DISH Network
 and it's on a Bell or AT&T line, is your company seeking to get their line? Do you understand what I'm saying? A. No. Q. If a customer has DISH Network A. Yes. Q and it's coming in with under an AT&T line, is your company going to try to get the whole A. No. No. The customer would continue to get its broadcast television through the satellite and its phone and/or Internet services through the hard wire lines. 	6		satellite and if the signal is coming in
 9 your company seeking to get their line? 10 Do you understand what I'm saying? 11 A. No. 12 Q. If a customer has DISH Network 13 A. Yes. 14 Q and it's coming in with under an 15 AT&T line, is your company going to try 16 to get the whole 17 A. No. No. The customer would continue to 18 get its broadcast television through the 19 satellite and its phone and/or Internet 20 services through the hard wire lines. 	7		from, of course, the satellite, but
10 Do you understand what I'm saying? 11 A. No. 12 Q. If a customer has DISH Network 13 A. Yes. 14 Q and it's coming in with under an 15 AT&T line, is your company going to try 16 to get the whole 17 A. No. No. The customer would continue to 18 get its broadcast television through the 19 satellite and its phone and/or Internet 20 services through the hard wire lines.	8		and it's on a Bell or AT&T line, is
11 A. No. 12 Q. If a customer has DISH Network 13 A. Yes. 14 Q and it's coming in with under an 15 AT&T line, is your company going to try 16 to get the whole 17 A. No. No. The customer would continue to 18 get its broadcast television through the 19 satellite and its phone and/or Internet 20 services through the hard wire lines.	9		your company seeking to get their line?
 12 Q. If a customer has DISH Network 13 A. Yes. 14 Q and it's coming in with under an 15 AT&T line, is your company going to try 16 to get the whole 17 A. No. No. The customer would continue to 18 get its broadcast television through the 19 satellite and its phone and/or Internet 20 services through the hard wire lines. 	10		Do you understand what I'm saying?
 13 A. Yes. 14 Q and it's coming in with under an 15 AT&T line, is your company going to try 16 to get the whole 17 A. No. No. The customer would continue to 18 get its broadcast television through the 19 satellite and its phone and/or Internet 20 services through the hard wire lines. 	11	Α.	No.
14 Q and it's coming in with under an AT&T line, is your company going to try to get the whole 17 A. No. No. The customer would continue to get its broadcast television through the satellite and its phone and/or Internet services through the hard wire lines.	12	Q.	If a customer has DISH Network
 AT&T line, is your company going to try to get the whole A. No. No. The customer would continue to get its broadcast television through the satellite and its phone and/or Internet services through the hard wire lines. 	13	Α.	Yes.
16 to get the whole 17 A. No. No. The customer would continue to 18 get its broadcast television through the 19 satellite and its phone and/or Internet 20 services through the hard wire lines.	14	Q.	and it's coming in with under an
 17 A. No. No. The customer would continue to 18 get its broadcast television through the 19 satellite and its phone and/or Internet 20 services through the hard wire lines. 	15		AT&T line, is your company going to try
18 get its broadcast television through the 19 satellite and its phone and/or Internet 20 services through the hard wire lines.	16		to get the whole
19 satellite and its phone and/or Internet 20 services through the hard wire lines.	17	A.	No. No. The customer would continue to
20 services through the hard wire lines.	18		get its broadcast television through the
	19		satellite and its phone and/or Internet
21 Q. So you wouldn't be in trying to knock	20		services through the hard wire lines.
	21	Q.	So you wouldn't be in trying to knock
22 out AT&T or	22		out AT&T or
23 A. No.	23	A.	No.

1	Q.	whoever has got the phone service?
2	A.	No.
3	Q.	Now, you said you were going to try to
4		get existing customers. What
5	A.	So DISH Network has an existing customer
6		base
7	Q.	Right.
8	A.	of 14 million subscribers around the
9		country.
10	Q.	I'm one of them.
11	A.	So we'll offer them we'll offer them
12		phone and Internet services in addition
13		on a bundled basis.
14	Q.	On a bundled basis?
15	A.	On a bundled basis. Yes. So they would
16		receive discounts for their phone and
17		Internet services for the fact that they
18		were a TV subscriber.
19	Q.	Do you have a marketing or sales staff
20		located in Alabama?
21	A.	No, sir.
22	Q.	Any of your marketing staff, will any of
23		them be contract or independent agents?

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1 A. Yes.

2	Q.	Will you have full control over those
3		independent agents and contract

- 4 employees?
- A. Yes. DISH Network has extremely tight
 contracts with its agents and other
 employees. And any mishandling of
 customer information or any failure to
- 9 adopt strict sales policies is dealt10 with harshly.
- 11 Q. You have complete control over it?
- 12 A. I do.
- 13 Q. Have you made initial contact with AT&T14 and CenturyTel about your
- 15 interconnection to reach that
- 16 agreement?
- 17 A. We have made contact with CenturyLink.
- 18 CenturyLink recently acquired Quest,
- 19 where we've been operating for many
- 20 years. And we've made contact with

21 CenturyLink. We've not yet made contact22 with AT&T.

23 Q. So you do not anticipate having any

LIBERTY-BELL TELECOM, LLC, d/b/a DISH Network (31698) problems with getting an agreement? 1 2 It's a very open-ended question. I'm Α. 3 sure it will be an interesting negotiation. DISH Network is a major 4 player. So it will be an interesting 5 6 conversation. ALJ GARNER: You will have 7 certain recourse if you can't 8 9 voluntarily get an agreement. Q. You may have answered this. But will 10 11 your company's name appear on the bill --12 13 Yes. Α. -- customer's bill? 14 Ο. 15 A. Yes. 16 Are you aware that this Commission must Q. be notified if there are any changes in 17 18 key contact personnel, company ownership via merger, transfers, acquisitions, 19 20 and/or mailing address? 21 A. Yes. 22 Q. And if anybody at the Commission has any questions, the lady you mentioned as for 23

1		reporting requirements any other
2		questions, we would go to you?
3	A.	That would be the starting point.
4	Q.	The starting point. You will direct us
5		where we need to go?
6	A.	Yeah.
7		MR. COOK: I have no further
8		questions, Your Honor.
9		ALJ GARNER: All right. I
10		would if you have a standard
11		agreement that you execute as far
12		as any independent sales agents
13		that you utilize, we'd like to get
14		a copy of that for the record.
15		MR. ALEXANDER: We don't have
16		that agreement as yet, Your Honor.
17		DISH Network in its satellite
18		business has that agreement with
19		its agents. We have not yet
20		developed it for the telecom
21		agents.
22		ALJ GARNER: Will it be the
23		same template that or something

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1	similar that you'd be utilizing?
2	MR. ALEXANDER: In broad
3	terms, I would imagine we would
4	use the same base agreement and
5	add a section dealing with telecom
6	services and the procedures for
7	selling telecom services.
8	ALJ GARNER: If you will, just
9	provide us with a copy of that DISH
10	Network agreement.
11	MR. ALEXANDER: No problem.
12	ALJ GARNER: That would be
13	helpful. And we'll understand
14	that you would just augment that a
15	bit for your telecom services, but
16	you'll use similar standards as
17	you'll be required to, I'm sure,
18	corporate policy.
19	MR. ALEXANDER: Yes, sir.
20	ALJ GARNER: And is there an
21	extensive training provided for any
22	retail agents or independent sales
23	agents

1	MR. ALEXANDER: There is.
2	ALJ GARNER: to market your
3	services?
4	To say that your
5	financial condition was healthy
6	would probably be an
7	understatement. It is dated
8	December 31, 2010. Just for good
9	measure, let me ask you if you are
10	still in the same or similar
11	financial condition or better at
12	this point in time as to what your
13	financials reflected at the end of
14	December 31, 2010.
15	MR. ALEXANDER: On January the
16	lst, pursuant to the acquisition,
17	DISH Network invested a further
18	\$12 million in capital into the
19	company. And we benefit from all
20	of the financial resources of our
21	parent, which has about 13 billion
22	in revenue and three billion in
23	net cash flow.

1	ALJ GARNER: Significant
2	resources.
3	MR. ALEXANDER: Yes, sir.
4	ALJ GARNER: I sort of figured
5	that was the answer to the
6	question, but I had to ask it.
7	And you indicated that
8	your issues with the FCC had been
9	resolved and that you had no
10	pending issues. I take it you
11	also had no intervening issues
12	after you resolved your prior, I
13	guess, transactional issues, I'll
14	call it, in December of 2010?
15	MR. ALEXANDER: None. None
16	before, none after.
17	ALJ GARNER: And none ever
18	involving customers?
19	MR. ALEXANDER: The only one
20	in our history. None ever
21	involving customers.
22	ALJ GARNER: Anything further,
23	Mr. Cook?

LIBERTY-BELL	L TELECOM, LLC, d/b/a DISH Network (31698)	33
1	MR. COOK: No, sir.	
2	ALJ GARNER: The tariff is in	
3	good shape?	
4	MR. COOK: The tariff is	
5	fine.	
6	ALJ GARNER: All right. And I	
7	believe you indicated you would	
8	provide us with the telemarketing	
9	script.	
10	MR. McLEMORE: Yes, sir.	
11	ALJ GARNER: If you'll provide	
12	us with I think there's	
13	multiple scripts.	
14	MR. ALEXANDER: Just for	
15	clarification. It's not a	
16	telemarketing script; it's the	
17	script which takes place after a	
18	customer has agreed to purchase.	
19	It's the verification script.	
20	ALJ GARNER: Verification	
21	script.	
22	MR. ALEXANDER: There is no	
23	telemarketing script. We don't have	

1	telemarketer services.
2	ALJ GARNER: So the call
3	centers are strictly for
4	verification and follow-up?
5	MR. ALEXANDER: They make a
6	sale, but they're inbound calls.
7	Customers call us. The complexity
8	of the bundle service with
9	satellite TV, phone, and Internet
10	doesn't allow the use of a
11	predetermined script. It's a
12	fairly free-flowing conversation.
13	ALJ GARNER: Too many options.
14	MR. ALEXANDER: Yeah.
15	ALJ GARNER: I understand.
16	And that answers any question we
17	would have about the process. If
18	you'll just get us the just
19	that sample agreement, with the
20	understanding that it would be
21	augmented to cover your
22	telecommunication services and
23	then the scripts that we

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1	discussed. That's all I have as	
2	far as you providing information	
3	posthearing.	
4	Anything you want to clarify,	
5	Mr. McLemore?	
6	MR. McLEMORE: No, sir.	
7	That's it.	
8	ALJ GARNER: All right. Thank	
9	you, Mr. Alexander. That will	
10	conclude the hearing.	
11	(Proceedings concluded at	
12	11:06 a.m.)	
13	* * * * * * * * * *	
14		
15		
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23		

1 REPORTER'S CERTIFICATE 2 STATE OF ALABAMA 3 MONTGOMERY COUNTY I, Gwendolyn P. Timbie, Certified 4 5 Court Reporter and Commissioner for the State of Alabama at Large, hereby certify 6 that on Tuesday, September 13, 2011, I 7 reported the TESTIMONY AND PROCEEDINGS in 8 the matter of the foregoing cause, and that 9 pages 3 through 35 contain a true and 10 accurate transcription of said proceedings. 11 12 I further certify that I am neither kin nor of counsel to the parties to said 13 cause, nor in any manner interested in the 14 15 results thereof. 16 This 21st day of September, 2011. 17 18 19 /s/Gwendolyn P. Timbie GWENDOLYN P. TIMBIE, Court Reporter and Commissioner for the 20 State of Alabama at Large 21 CCR 172, Expires 09/30/11 22 MY COMMISSION EXPIRES: 3/10/2013 23

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