

COMMONWEALTH OF KENTUCKY
BEFORE THE PUBLIC SERVICE COMMISSION

In the Matter of:

PETITION OF BELLERUD COMMUNICATIONS,)
LLC FOR DESIGNATION AS AN ELIGIBLE) CASE NO. 2010-00069
TELECOMMUNICATIONS CARRIER IN THE)
COMMONWEALTH OF KENTUCKY)

FIRST DATA REQUEST OF COMMISSION STAFF
TO BELLERUD COMMUNICATIONS, LLC

Bellerud Communications, LLC ("Bellerud"), pursuant to 807 KAR 5:001, is to file with the Commission the original and 10 copies of the following information, with a copy to all parties of record. The information requested herein is due on or before September 30, 2010. Responses to requests for information shall be appropriately bound, tabbed and indexed. Each response shall include the name of the witness responsible for responding to the questions related to the information provided.

Each response shall be answered under oath or, for representatives of a public or private corporation or a partnership or association or a governmental agency, be accompanied by a signed certification of the preparer or person supervising the preparation of the response on behalf of the entity that the response is true and accurate to the best of that person's knowledge, information, and belief formed after a reasonable inquiry.

Bellerud shall make timely amendment to any prior response if it obtains information which indicates that the response was incorrect when made or, though correct when made, is now incorrect in any material respect. For any request to which Bellerud fails or refuses to

furnish all or part of the requested information, Bellerud shall provide a written explanation of the specific grounds for its failure to completely and precisely respond.

Careful attention should be given to copied material to ensure that it is legible. When the requested information has been previously provided in this proceeding in the requested format, reference may be made to the specific location of that information in responding to this request. When applicable, the requested information shall be separately provided for total company operations and jurisdictional operations.

1. Is Kentucky the only state in which Bellerud currently operates? If not, list the states.

2. List all states in which Bellerud has received Eligible Telecommunications Carrier (“ETC”) status. Also list all pending ETC petitions, with docket numbers and the state in which the designation is requested.

3. Has Bellerud filed for ETC status in any state and subsequently withdrawn the petition or been denied ETC status? If so, list the state, docket number, and Bellerud’s reason for seeking withdrawal of the petition for that state.

4. How many Kentucky residential and business customers does Bellerud presently serve? Provide the number of residential and business customers and state whether they are provided service through Unbundled Network Elements (“UNEs”) pursuant to 47 U.S.C. § 251 commingled with 47 U.S.C. § 271 elements, resale, or wholesale local platform pursuant to a commercial agreement.

5. Does Bellerud presently serve any Lifeline customers through resale in Kentucky?

6. If Bellerud receives ETC designation in Kentucky, approximately how long will it take for Bellerud to offer Lifeline service in the area in which it receives the ETC designation? Provide an explanation for any extenuating or special circumstances.

7. Do Bellerud customers have access to competitive directory assistance providers, as defined as by 47 C.F.R. § 54.101(a)(8)? If not, explain why.

8. Bellerud's tariff states that: "The following types of calls and services will be blocked by the Company where facilities permit: access to direct dialed long distance; collect calls; operator-assisted calls; third number billed directory assistance calls or any service that may be billed to Customer's telephone number." Explain the purpose for this tariff policy.

9. Does Bellerud understand that there may be an audit by the Commission of the use of universal service funds and that the eligible telecommunications service designation may be reviewed annually?

10. Has Bellerud been audited by other state utility commissions regarding its use of universal service funds? If so, list the state and the result of the audit.

11. Does Bellerud have any outstanding retail-consumer or wholesale provider complaints at any state commissions or at the Federal Communications Commission ("FCC")? Provide detailed documentation of any complaint filed with a state commission or at the FCC in the past three years.

12. Provide a description of Bellerud's corporate structure, with both names and titles. Also provide a list of Bellerud's owners or corporate officers and indicate if any are also owners, corporate officers or employees of any other telecommunications companies which are registered to provide telephone service in the state of Kentucky.

13. Provide demonstrative examples of a typical Bellerud residential and a typical business customer bill. What is the average residential bill in Kentucky?

14. Will Bellerud seek toll limitation service reimbursement from Universal Service Administrative Company ("USAC") if granted ETC status? If yes, provide a detailed list of the incremental costs it will claim, along with a detailed description to support the amounts to be claimed.

15. Will Bellerud seek Link-Up reimbursement from USAC if granted ETC status? If yes, list the amount per customer Bellerud would be claiming.

16. Will Bellerud seek Lifeline reimbursement from USAC if granted ETC status? If yes, list the amount per customer Bellerud would be claiming.

17. Will Bellerud seek Lifeline reimbursement from the Kentucky Universal Service Fund if granted ETC status? If yes, list the amount per customer Bellerud would be claiming.

18. Are all Bellerud's offerings bundled packages? Will Bellerud provide the \$13.50 Lifeline discount to any bundle a customer chooses?

19. Does Bellerud maintain separate books/general ledgers for each state in which it operates? Where are the books/general ledgers for Kentucky customers maintained? Provide the physical address, office phone number and name and title of employee responsible for maintaining those books/ledgers.

20. Provide the number of requests for service from potential customers in Kentucky that were unfulfilled by Bellerud in the previous calendar year.

21. Provide the address (URL) to the Bellerud website, if there is one.

22. What recurring and nonrecurring costs will a new Lifeline customer incur from becoming a Bellerud customer over the period of a year?

23. Provide any resale or commercial agreements you currently have in Kentucky with other telecommunications carriers. Include signed evidence of the agreements, along with invoices detailing both UNE and resale charges.

24. Provide a description of the process by which Bellerud orders a 47 U.S.C. § 251 loop and commingles it with 47 U.S.C. § 271 elements to provide service. Provide copies of orders or contracts that show the process.

25. As a condition of receiving local service, are Bellerud residential customers required to subscribe to Bellerud long-distance services?

26. Describe Bellerud's local usage plans pursuant to 47 C.F.R. § 54.101(a)(2). If phone service is offered in a bundled package, describe and enumerate the wireline local component (charge for local phone service) on which universal service compensation would be based.

27. Does Bellerud understand that any resold Lifeline or Link-Up service purchased through another carrier cannot be claimed by Bellerud for reimbursement from USAC?

28. Provide the name of the person (with business title) and/or entity (with business address) that will be filing the Form 497 with USAC if Bellerud obtains ETC status.

29. Does Bellerud provide service to its customers via a prepaid service? If so, what percentage of its customers receive their service via a prepaid service?

30. Provide Bellerud's purpose for requesting ETC status in Kentucky. What does the company hope to achieve? Why not just purchase resale Lifeline access lines

from your underlying carrier if the purpose of ETC designation is solely to provide Lifeline and Link-Up?

31. Have any owners, officers, or managers of Bellerud been involved in any bankruptcy proceedings? If so, provide details as to the name of the person, the date on which the petition was filed, the case number and the name of the federal court district where the petition was filed.

32. Have any owners, officers, or managers of Bellerud been charged or convicted of a felony criminal offense during the last 10 years (either state or federal)? If so, provide details as to the name of the person, the dates of each charge and the name of the state or the federal court district where the charges or convictions occurred.

33. Identify any civil litigation in which a Bellerud owner, officer, or manager has been deposed or has been a plaintiff, a defendant, or a witness within the last 10 years.

34. Are customers who reconnect service with the company required to pay the past-due bill and a reconnection fee prior to receiving service? Are Lifeline customers allowed to pay past-due amounts over time? If so, describe the terms of such payments. Are Lifeline customers charged a reconnection fee?

35. Does Bellerud use agents or other retailers to market and sell its service in Kentucky? Provide a list (include the full name and business address of the agent or retailer).

36. Describe the process that Bellerud intends to use to sign up customers for Lifeline. Will Bellerud verify the customer's eligibility in the designated programs?

37. Will Bellerud be willing to advertise Lifeline and Link-Up availability in other languages besides English? If yes, name the other languages.

38. Does Bellerud have any telecommunications facilities used to provide local exchange service? If so, give a description and location.

39. Will Bellerud use any subcontractors (operations, call centers, etc.) to provide the required services? If so, provide the name of each company and physical address.

40. On page 7 of the application, Bellerud states that "[t]he FCC has concluded that even pure resellers may qualify as an ETC and properly use universal service support for the purposes for which it was intended by offering reduced price Lifeline Service." Why did Bellerud include this comment in its application? Does Bellerud propose not to meet the facilities-based requirements under 47 U.S.C. § 214(e)(1)(a)?

41. On page 9 of the application, Bellerud states that, as of December 31, 2006, fewer than 20 percent of consumers eligible for Lifeline services in Kentucky were being provided such services. Does Bellerud have any more recent statistics? If yes, provide the name of the source of those statistics and the date of the publication of those statistics.

42. On page 9 of the application, Bellerud states that it is willing to accept Carrier of Last Resort obligations throughout the universal service areas in which Bellerud is designated an ETC by the Commission. Provide details of how Bellerud would accomplish Carrier of Last Resort obligations.

43. On page 9 of the application, Bellerud states that it will provide equal access to interexchange service. Does Bellerud offer pre-subscription to other interexchange carriers?

44. Bellerud is not currently registered as a long-distance carrier in Kentucky. Does Bellerud intend to provide long-distance service and does Bellerud intend to file a tariff?

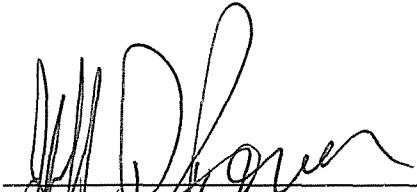
45. Bellerud's tariff states: "The following types of calls and services will be blocked by the Company where facilities permit: access to direct dialed long distance; collect calls; operator-assisted calls; third number billed directory assistance calls or any service that may be billed to Customer's telephone number." On page 6 of the application, Bellerud states that it provides long-distance service to its customers. Explain the discrepancy.

46. Does Bellerud understand that Kentucky allows consumers to qualify for Lifeline only under certain income guidelines?

47. Kentucky currently requires that all ETCs perform an audit of all customers receiving Lifeline benefits. Each customer must provide proof of eligibility. Does Bellerud agree to audit all Lifeline customers each year rather than conduct a yearly audit of only a sample of customers?

48. On March 15, 2010, Bellerud notified the Commission that it is transferring control of the company to Bellerud Acquisition Group, LLC, which is 100 percent owned by Associated Telecommunications Management Services, LLC ("ATMS"). Provide a corporate structure of ATMS to show all subsidiaries of ATMS and the officers and all ownership of ATMS.

49. Bellerud stated in the March 15, 2010 notice that the transaction would allow Bellerud to expand its telecommunications infrastructure. What telecommunications infrastructure does Bellerud currently own and what are its proposed plans to expand?



Jeff Derouen
Executive Director
Public Service Commission
P.O. Box 615
Frankfort, Kentucky 40602

DATED: AUG 18 2010

cc: Parties of Record

Honorable Douglas F Brent
Attorney at Law
Stoll Keenon Ogden, PLLC
2000 PNC Plaza
500 W Jefferson Street
Louisville, KY 40202-2828

Justin Nymark
Bellerud Communications, LLC
6905 N Wickman Road, Suite 403
Melbourne, FL 32940