

39

**** FLORIDA PUBLIC SERVICE COMMISSION ****

DIVISION OF TELECOMMUNICATIONS
BUREAU OF CERTIFICATION AND SERVICE EVALUATION

APPLICATION FORM
for
AUTHORITY TO PROVIDE
ALTERNATIVE LOCAL EXCHANGE SERVICE
WITHIN THE STATE OF FLORIDA

991092-TX

Instructions

- ◆ This form is used as an application for an original certificate and for approval of the assignment or transfer of an existing certificate. In the case of an assignment or transfer, the information provided shall be for the assignee or transferee (See Appendix A).
- ◆ Print or type all responses to each item requested in the application and appendices. If an item is not applicable, please explain why.
- ◆ Use a separate sheet for each answer which will not fit the allotted space.
- ◆ Once completed, submit the original and six (6) copies of this form along with a non-refundable application fee of **\$250.00** to:

Florida Public Service Commission
Division of Records and Reporting
2540 Shumard Oak Blvd.
Tallahassee, Florida 32399-0850
(850) 413-6770

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- ◆ If you have questions about completing the form, contact:

Florida Public Service Commission
Division of Telecommunications
Bureau of Certification and Service Evaluation
2540 Shumard Oak Blvd.
Tallahassee, Florida 32399-0850
(850) 413-6600

APPLICATION

DEPOSIT

DATE

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

D186

AUG 11 1999

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.

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

Approval of transfer of control: Example, a company purchases 51% of a certificated company. The Commission must approve the new controlling entity.

2. Name of company:

The Basico Group

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

4. Official mailing address (including street name & number, post office box, city, state, zip code):

814 POnce De Leon Blvd. Suite ~~207~~

Coral Gables, Florida 33134

5. Florida address (including street name & number, post office box, city, state, zip code):

Same as above.

6. Structure of organization:

- () Individual (XX) Corporation
() Foreign Corporation () Foreign Partnership
() General Partnership () Limited Partnership
() Other _____

7. **If individual**, provide:

Name: _____

Title: _____

Address: _____

City/State/Zip: _____

Telephone No.: _____ Fax No.: _____

Internet E-Mail Address: _____

Internet Website Address: _____

8. **If incorporated in Florida**, provide proof of authority to operate in Florida:

- (a) **The Florida Secretary of State corporate registration number:**

P98000081912

9. **If foreign corporation**, provide proof of authority to operate in Florida:

- (a) **The Florida Secretary of State corporate registration number:**

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

- (a) **The Florida Secretary of State fictitious name registration number:**

11. **If a limited liability partnership**, provide proof of registration to operate in Florida:

(a) **The Florida Secretary of State registration number:**

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

Name: _____

Title: _____

Address: _____

City/State/Zip: _____

Telephone No.: _____ **Fax No.:** _____

Internet E-Mail Address: _____

Internet Website Address: _____

13. **If a foreign limited partnership**, provide proof of compliance with the foreign limited partnership statute (Chapter 620.169, FS), if applicable.

(a) **The Florida registration number:** _____

14. Provide **F.E.I. Number**(if applicable): 65-0866543

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

(a) adjudged bankrupt, mentally incompetent, or found guilty of any felony or of any crime, or whether such actions may result from pending proceedings. Provide explanation.

No.

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

Not Applicable

16. Who will serve as liaison to the Commission with regard to the following?

(a) The application:

Daniel Garcia

Name: _____

Vice President

Title: _____

Address: 814 Ponce de Leon Blvd. Suite ~~207~~ _____

City/State/Zip: Coral Gables, Florida 33134 _____

Telephone No.: (305) 648-3740 **Fax No.:** (305) 648-3743 _____

Internet E-Mail Address: garciad@basico.net _____

Internet Website Address: www.basico.net _____

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

Name: Daniel Garcia _____

Vice President

Title: _____

Address: 814 Ponce de Leon Blvd. Suite ~~207~~ _____

City/State/Zip: Coral Gables, Florida 33134 _____

Telephone No.: (305) 648-3740 **Fax No.:** (305) 648-3743 _____

Internet E-Mail Address: garciad@basico.net _____

Internet Website Address: www.basico.net

(c) Complaints/Inquiries from customers:

Name: Hans von Shneir

Title: President

Address: 814 Ponce de Leon Blvd. Suite 207

City/State/Zip: Coral Gables, Florida 33134

Telephone No.: (305) 648-3740 **Fax No.:** (305) 648-3743

Internet E-Mail Address: hansvonshneir@basico.net

Internet Website Address: www.basico.net

17. List the states in which the applicant:

(a) has operated as an alternative local exchange company.

N/A

(b) has applications pending to be certificated as an alternative local exchange company.

N/A

(c) is certificated to operate as an alternative local exchange company.

N/A

- (d) has been denied authority to operate as an alternative local exchange company and the circumstances involved.

N/A

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

N/A

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

N/A

18. Submit the following:

A. Financial capability.

The application **should contain** the applicant's audited financial statements for the most recent 3 years. If the applicant does not have audited financial statements, it shall so be stated.

The 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.*


Further, the following (which includes supporting documentation) should be provided:

1. **written explanation** that the applicant has sufficient financial capability to provide the requested service in the geographic area proposed to be served.
 2. **written explanation** that the applicant has sufficient financial capability to maintain the requested service.
 3. **written explanation** that the applicant has sufficient financial capability to meet its lease or ownership obligations.
- B. **Managerial capability:** give resumes of employees/officers of the company that would indicate sufficient managerial experiences of each.
- C. **Technical capability:** give resumes of employees/officers of the company that would indicate sufficient technical experiences or indicate what company has been contracted to conduct technical maintenance.

**** APPLICANT ACKNOWLEDGMENT STATEMENT ****

1. **REGULATORY ASSESSMENT FEE:** I understand that all telephone companies must pay a regulatory assessment fee in the amount of .15 of one percent of gross operating revenue derived from intrastate business. Regardless of the gross operating revenue of a company, a minimum annual assessment fee of \$50 is required.
2. **GROSS RECEIPTS TAX:** I understand that all telephone companies must pay a gross receipts tax of two and one-half percent on all intra and interstate business.
3. **SALES TAX:** I understand that a seven percent sales tax must be paid on intra and interstate revenues.
4. **APPLICATION FEE:** I understand that a non-refundable application fee of \$250.00 must be submitted with the application.

UTILITY OFFICIAL:

	<u>8/6/99</u>
Signature	Date
President	(305) 648-3740
Title	Telephone No.
Address: 814 Ponce de Leon Blvd. Suite 207	(305) 648-3743
Coral Gables, Florida 33134	Fax No.

ATTACHMENTS:

- A - CERTIFICATE SALE, TRANSFER, OR ASSIGNMENT STATEMENT
- B - INTRASTATE NETWORK
- C - AFFIDAVIT

CERTIFICATE SALE, TRANSFER, OR ASSIGNMENT STATEMENT

I, (Name) _____,

(Title) _____ of (Name of Company)

_____ and current holder of Florida Public Service Commission Certificate Number # _____

_____, have reviewed this application and join in the petitioner's request for
a:

() sale

() transfer

() assignment

of the above-mentioned certificate.

UTILITY OFFICIAL:

Signature

Date

Title

Telephone No.

Address: _____

Fax No.

INTRASTATE NETWORK (if available)

Chapter 25-24.825 (5), Florida Administrative Code, requires the company to make available to staff the alternative local exchange service areas only upon request.

1. POP: Addresses where located, and indicate if owned or leased.

1) _____	2) _____
_____	_____
3) _____	4) _____
_____	_____

2. SWITCHES: Address where located, by type of switch, and indicate if owned or leased.

1) _____	2) _____
_____	_____
3) _____	4) _____
_____	_____

3. TRANSMISSION FACILITIES: POP-to-POP facilities by type of facilities (microwave, fiber, copper, satellite, etc.) and indicate if owned or leased.

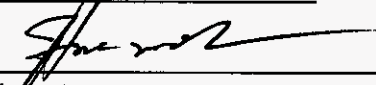
<u>POP-to-POP</u>	<u>OWNERSHIP</u>
1) _____	_____
2) _____	_____
3) _____	_____
4) _____	_____

AFFIDAVIT

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 alternative local exchange 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."

UTILITY OFFICIAL:

	8/6/99
Signature	Date
President	(305) 648-3740
Title	Telephone No.
Address: 814 Ponce de Leon Blvd. Suite 207	(305) 648-3743
Coral Gables, Florida 33134	Fax No.

The Basico Group, Inc.
(A Developmental Stage Enterprise)
SUMMARY OF SIGNIFICANT PROJECTION ASSUMPTIONS
AND ACCOUNTING POLICIES

NOTE A - NATURE AND LIMITATIONS OF PROJECTIONS

The accompanying projections assume that the Company (1) obtains a minimum of \$1,000,000 from investor financing, (2) obtains approval from the Public Service Commission (PSC) to purchase DSL service from BellSouth and resell them to residential subscribers, (3) markets its services to business and residential multi-tenant buildings and individual residential units, and procures contracts from them to provide DSL services, (4) attains the projected levels of revenues from those services, and (5) is successful in negotiating the projected prices of acquiring equipment and services to be resold. These financial projections present, to the best of management's knowledge and belief, the Company's expected cash receipts and disbursements for the first three years of operations if it obtains the investor financing, the PSC approval, the contracts and, attains the projected levels of revenues and expenses described above. Accordingly, the projections reflect its judgment as of August 9, 1999, the date of these projections, of the expected conditions, and its expected course of action given these five hypothetical assumptions.

The presentation is designed to assist the PSC in determining whether to grant the approval to purchase DSL service from BellSouth and resell them to residential subscribers and should not be considered to be a presentation of expected future results. Accordingly, these projections may not be useful for other purposes. The assumptions disclosed herein are those that management believes are significant to the projections. Furthermore, even if the Company obtains (1) the investor financing, (2) the approval from the PSC to purchase and resell DSL services, and (3) contract to provide services and attains the projected levels of revenues and pricing there will usually be differences between projected and actual results, because events and circumstances frequently do not occur as expected, and those differences may be material.

NOTE B - BASIS OF ACCOUNTING

The projections have been prepared on the cash basis of accounting. This method recognizes revenues when received and expenditures when paid.

NOTE C - NATURE OF OPERATIONS

The Company has been in its developmental stage. Operations are expected to commence within the next two weeks as the first proprietary network is deployed. The Company intends to provide high-speed "broadband" Internet connectivity to residences, small businesses, colleges and governmental users. This will be accomplished through the purchase and resell of BellSouth DLS services as well as proprietary installations of networks in shared tenant units (STUs).

The Basico Group, Inc.

(A Developmental Stage Enterprise)
SUMMARY OF SIGNIFICANT PROJECTION ASSUMPTIONS
AND ACCOUNTING POLICIES

NOTE D - INITIAL CAPITALIZATION

The Company has been formed as a corporation. Initial (pre-operating) capital requirements of approximately \$45,000 are assumed to be funded through owner and investor contributions.

NOTE D - REVENUES

The projections recognize revenues in the year in which they are expected to be received. Revenues are generated from sales and installation of equipment, monthly service fees, and maintenance contracts. The charges will be billed on a monthly basis and are projected to be collected within 30 days on the average. Revenues are projected to increase as a result of an increase in the number of subscribers per month and fee increases. The number of subscribers are projected to increase dramatically during the first three years. Monthly subscription fees are expected to increase by approximately 7.75% after the twelfth month and by 4.3% after the twenty-fourth month.

NOTE E - EXPENSES

The projections recognize costs and expenses in the year in which they are expected to be paid.

Equipment and Gateway

The Company has entered into a purchase agreement with Paradyne and is negotiating with other companies to purchase equipment and gateway services. The projections assume that in years 2 and 3, per unit costs will decrease due to volume purchasing discounts.

Personnel

The Company projects that a significant investment will be made in personnel salaries and wages as well as training and other benefits such as health insurance and profit sharing.

Total staffing is expected to more than quadruple from the present staff of 6 to approximately 26 by the end of the third year.

Marketing & Promotion

The Company recognizes that there will be substantial competition from other companies looking to enter the DLS market. Accordingly, the Company will make a substantial investment in marketing during the first three years.

The Basico Group, Inc.

(A Developmental Stage Enterprise)
**SUMMARY OF SIGNIFICANT PROJECTION ASSUMPTIONS
AND ACCOUNTING POLICIES**

NOTE E – EXPENSES – CONTINUED

Other Expenses

All other expenses have been projected at their expected annual levels.

NOTE F - INCOME TAXES

Federal and State Income taxes have been projected at the rates in effect as of the date of these projections.

The Basico Group, Inc.
(A Developmental Stage Enterprise)

STATEMENT OF PROJECTED CASH RECEIPTS AND DISBURSEMENTS

First Three Years of Operations

INSERT EXCELL WORKSHEET

The Basico Group, Inc.
(A Developmental Stage Enterprise)
STATEMENT OF PROJECTED CASH RECEIPTS AND DISBURSEMENTS
For Each of the Three Years After Commencement of Operations

	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>
OPERATING REVENUES			
Sales of Modems	358,200	1,393,000	3,134,250
Installation Revenue	358,200	1,393,000	3,134,250
Service Revenue	232,200	1,223,200	3,559,750
Resell Revenue	50,000	190,000	490,000
Maintenance Revenue	338	1,575	4,388
Total Revenues	998,938	4,200,775	10,322,638
EQUIPMENT & GATEWAY			
Paradyne DSL Equipment	500,000	1,150,000	2,500,000
Network	40,000	120,000	175,000
Miscellaneous	<u>20,000</u>	<u>35,000</u>	<u>80,000</u>
Total Equipment & Gateway	560,000	1,305,000	2,755,000
OPERATING EXPENSES			
Automobile Expenses	10,000	13,000	17,000
Bank Fees	600	600	1,000
Community Relations	2,500	10,000	20,000
Insurance	10,000	13,000	15,000
Marketing & Promotion	500,000	800,000	1,500,000
Membership Dues	10,000	15,000	17,000
Office Equipment	20,000	50,000	50,000
Office Expenses	10,000	15,000	25,000
Office Rent	40,000	60,000	75,000
Personnel and Related Benefits	750,000	1,250,000	1,600,000
Professional Fees	25,000	45,000	65,000
Repairs & Maintenance	1,000	2,000	3,000
Taxes & Licenses	500	1,000	1,500
Telephone	15,000	20,000	25,000
Travel	20,000	35,000	50,000
Utilities	<u>3,500</u>	<u>4,000</u>	<u>5,000</u>
Total Operating Expenses	1,418,100	2,333,600	3,469,500
Increase (Decrease) in Cash - Before Income Taxes	(979,163)	562,175	4,098,138
INCOME TAXES	0	556,817	2,421,040
BEGINNING CASH	1,000,000	20,838	26,196
CASH AVAILABLE FOR EXPANSION AND/OR RETURN ON INVESTMENT	20,838	26,196	1,703,293

The Basico Group, Inc.			
Projected Personnel Needs			
	<u>Year 1</u>	<u>Year 2</u>	<u>Year 3</u>
Management			
Number of Personnel	3	4	4
Gross Salaries/Wages	\$ 225,000	\$ 400,000	\$ 500,000
Office			
Number of Personnel	4	6	6
Gross Salaries/Wages	\$ 200,000	\$ 300,000	\$ 300,000
Installers/Technicians			
Number of Personnel	6.5	11	16
Gross Salaries/Wages	\$ 325,000	\$ 550,000	\$ 800,000
	-----	-----	-----
Total	\$ 750,000	\$ 1,250,000	\$ 1,600,000


The Basico Group, Inc.

Statement of Operations - Unaudited
 January through July 1999

	<u>Jan - Jul '99</u>
Ordinary Income/Expense	
Income	
Consulting Income	40,455.15
Total Income	<u>40,455.15</u>
Expense	
Automobile Expense	3,057.58
Bank Service Charges	76.15
Computer/Internet Service	70.00
Consulting	2,900.00
Dues and Subscriptions	655.98
Education	1,638.88
Licenses and Permits	325.00
Marketing & Public Relations	305.44
Miscellaneous	106.80
Office expense	1,598.53
Payroll Expenses	1,107.00
Penalties & Fines	18.00
Postage and Delivery	20.11
Professional Fees	150.00
Rent	2,716.63
Rental - Furniture & Equipment	1,414.15
Repairs	197.38
Telephone	180.10
Travel & Ent	3,936.66
Voided Checks	0.00
Web Hosting	113.70
Total Expense	<u>20,588.09</u>
Net Ordinary Income	<u>19,867.06</u>
Net Income	<u>19,867.06</u>

The Basico Group, Inc.
Statement of Operations - Unaudited
January through December 1998

	<u>Jan - Dec '98</u>
Ordinary Income/Expense	
Expense	
Automobile Expense	3.30
Bank Service Charges	17.25
Consulting	950.00
Licenses and Permits	70.00
Office expense	11.03
Professional Fees	164.00
Travel & Ent	
Meals	112.24
Total Travel & Ent	<u>112.24</u>
Total Expense	<u>1,327.82</u>
Net Ordinary Income	<u>-1,327.82</u>
Net Loss	<u><u>-1,327.82</u></u>


The Basico Group, Inc.

Balance Sheet - Unaudited
 As of July 31, 1999

	<u>Jul 31, '99</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash in Bank - First Union	2,672.38
Total Checking/Savings	<u>2,672.38</u>
Other Current Assets	
Due to/from Shareholder	6,127.86
Total Other Current Assets	<u>6,127.86</u>
Total Current Assets	8,800.24
Fixed Assets	
DSL Equipment	9,839.00
Total Fixed Assets	<u>9,839.00</u>
TOTAL ASSETS	<u><u>18,639.24</u></u>
LIABILITIES & EQUITY	
Equity	
Capital Stock	100.00
Retained Earnings - Beginning	-1,327.82
Net Income	19,867.06
Total Equity	<u>18,639.24</u>
TOTAL LIABILITIES & EQUITY	<u><u>18,639.24</u></u>

The Basico Group, Inc.
Balance Sheet - Unaudited
As of December 31, 1998

	<u>Dec 31, '98</u>
ASSETS	
Current Assets	
Checking/Savings	
Cash In Bank - First Union	4.35
Total Checking/Savings	<u>4.35</u>
Other Current Assets	
Due to/from Shareholder	-1,332.17
Total Other Current Assets	<u>-1,332.17</u>
Total Current Assets	<u>-1,327.82</u>
TOTAL ASSETS	<u><u>-1,327.82</u></u>
LIABILITIES & DEFICIENCY IN ASSETS	
Deficiency in Assets	
Net Loss	-1,327.82
Total Deficiency in Assets	<u>-1,327.82</u>
TOTAL LIABILITIES & DEFICIENCY IN ASSETS	<u><u>-1,327.82</u></u>

Managerial and Technical Capabilities

Enclosed are the resumes of the management team of The Basico Group, Inc. "Basico". As far as technical capabilities, Mr. John Alvarez is in charge of the Basico network with the complete technical support of the Paradyne Corporation.

The Basico Group is currently evaluating Lucent Technologies' equipment. Once Basico signs a contract for the equipment and services, Lucent Technologies will provide technical assistance in the form of a contract.

JOHN R. ROEDER

11371 SW 122nd St. * Miami, FL 33176 * Res. : 305 . 253 . 9566

Fax: 305 . 255 . 6458 * Email: johsan@gateway.net

OBJECTIVE

Marketing and Sales leadership position in a well capitalized, emerging telecommunications firm with an aggressive, focussed growth strategy.

PROFESSIONAL EXPERIENCE:

New Millennium Communications Corporation

May 1998 – November 1998

Director, Market Development Headquarters, Miami, FL

Managed development of marketing plan, segmentation strategy and channel, program and competitive assessments for this emerging CLEC. Advised Executive Committee and Board members on opportunities presented by potential partners and handled associated relationship management duties.

Completed initial marketing plan for bundled local, long distance and Internet offer for Miami Hispanic market.

Performed market / opportunity assessments for prepaid offers - card, local, cellular, and LD, including associated promotional and partnership initiatives.

Initiated planning and design process for distribution channels and nationwide offer deployment

AT&T / Bell System

Inclusive Employment Dates: December 1977 – May 1998

Managing Director, Consumer Marketing & Sales AT&T International, Coral Gables, FL

April 1993 – May 1998

Directed consumer marketing & sales activities with \$12 million budget for AT&T services and calling card products in **Caribbean & Latin America Region**; during first 10 months in position, territory included countries in **Middle East & Africa**. Expanded team and manage 25 marketing / sales staff from 15 countries, performing sales & sales operations, market / segment management, marketing research, data tracking and analysis, promotions, and partnership negotiations.

Selected to assemble / lead 12-member, multi-functional task force and developed AT&T's first Hispanic market strategy.

Developed segment-specific strategies and tactics; established 6 market segments to facilitate transition from product- to market-managed structure.

Directed design / implementation of nearly 350 promotional programs to residential end users, including effective partnerships with retailers, offering discount incentives on telecom-related products based on customer call volume.

Consistently met or exceeded customer metrics and \$200- to \$300-million annual revenue goals in the Region; generated over 52,000 calling card customers throughout the Region within 34 months.

Supported negotiations & directed launch of 5 new or enhanced network service offerings in 9 countries; expanded service access in each market by average of 25%.

**Deputy Managing Director, Caribbean
AT&T International, Coral Gables, FL**

June 1991 - April 1993

Managed strategic relationship with Cable & Wireless PLC affiliated telephone administrations in 15 countries and C & W's Region headquarters in support of both consumer and business marketing & sales efforts, service / network management, financial management and accountability for \$243-million revenue stream. Supervised 4-member team.

Led negotiation and implementation of 6 business & consumer network offers in 10 countries with combined, incremental annual revenues of \$3.5 million.

Directed design, sale and implementation of alternate access arrangement for 14 Jamaican hotels, resulting in \$2.2 million in incremental revenue as well World Class Team Award recognition from International Operations.

Exceeded two-year revenue goals in each country by average of 20% and network quality targets by 3%.

Conducted financial negotiations, which led to cost savings of \$4.3 million in 11 countries and recovery of \$6.1 million in back settlements.

**Manager, Latin America & Africa Region Operations
AT&T International, Coral Gables, FL**

March 1990 - June 1991

Directed Region's business marketing, administrative & executive support: supervising six staff in marketing development, exhibits / events programming, HR, and IT management activities; managed budgets totaling \$19.5 million. Managed operations of Latin America / Caribbean Customer Advisory Council comprised of companies from 13 industries.

Successfully formed in-country marketing and sales organization, and developed / implemented initial product and marketing plans within six months for AT&T & COMSAT joint venture in Venezuela.

Implemented 13 exhibits in 9 countries; developed new procedures / processes for selecting future exhibits, vendor management, and staff training.

**Manager, Commercial Market Assessment & Support
AT&T International Services, Morristown, NJ**

September 1989 - March 1990

Performed comprehensive assessments, including industry, market, customer needs and revenue analyses, as well as strategic planning, for new data service and new market segment; also provided international tactical sales support to commercial market sales branches located in Southern & Western Regions of U.S.

Developed International Services' first strategic plan for commercial markets; new data service product assessment efforts led to Division's first business co-marketing partnership with value added reseller, Mission Corporation.

**Global Sales Support Manager
AT&T International Marketing, Morristown, NJ**

January 1988 - September 1989

Developed new global business sales effectiveness model and associated processes to enhance synergy between domestic and offshore sales & marketing operations / support. Co-chaired International Training Committee charged with developing training requirements and curricula for foreign-based personnel.

Co-developed and co-managed International Specialist program for 150 U.S.-based sales staff, including selection criteria, skills / knowledge transfer, sales and seminar support: received Globe of Excellence Award.

Restructured AT&T's International 800 toll-free service provisioning process: eliminated redundant functions; reduced work-process flows, hours and resource allocations as much as 35%; and substantially improved customer satisfaction.

Designed Business Sales Division global account planning process for national & major accounts. Led production of first customer newsletter for European Region.

Devised and managed tariff, product introduction, sales-lead notification process; determined system parameters to manage electronic sales referral-system deployment; and produced Overseas Sales Support handbook for 42 in-country offices.

Exhibits Staff Manager, Business Markets
AT&T Communications, Bridgewater, NJ

November 1986 - January 1987

Developed and directed new exhibit / trade show support processes, including tracking systems, research, staff training and administration; managed \$10-million budget and provided legal, auditing and production support. Supervised seven staff.

Managed team of finance, accounting, systems development staff to design, implement, and maintain AT&T's first computerized exhibit sales lead and budget / expense tracking system which maintained process for managing \$40 million in new business revenues resulting from 60 trade shows.

Developed staff training and enabled seven exhibit managers to conduct the program to 3000+ exhibit staff.

Managed exhibit research program: resulting analysis led to implementing new, highly effective processes for exhibit selection, agency / vendor evaluation, staff selection, and promotional programs.

Exhibits Manager, Business Markets
AT&T Communications, Basking Ridge, NJ

March 1985 - November 1986

Managed 22 trade shows, trained & supervised over 100 sales associates, generating over 1500 sales leads and \$3.3 million in revenues; orchestrated AT&T's participation in annual American Society of Training & Development's show which earned new exhibitor first place honors.

Product Marketing Manager, Business Services
AT&T Communications, Bedminster, NJ

July 1983 - March 1985

Performed market assessment, wrote marketing plan and managed national launch of new data communications offer. **ACCUNET Packet Service**: coordinated 23-member, multi-functional Product Marketing Team during planning stages and field sales efforts during product introduction; designed sales support programs, including sales procedures / methods / briefing package, customer brochures, training, exhibits & promotions.

Manager, Business Services
AT&T Corporate Office, Morristown, NJ

March 1983 - July 1983

Assisted in developing Business Center methods / procedures for negotiating, ordering and provisioning equipment and services; prepared contracts between AT&T and new unregulated subsidiary, American Bell; coordinated / conducted director-level information sharing sessions prior to divestiture to ensure customer retention.

Executive Assistant, Business Sales
Mountain Bell, Cheyenne, WY

January 1982 - March 1983

Supported Branch Manager in sales operations: developed sales objectives; managed sales tracking process for 5 managers & 55 sales & support staff; administered sales compensation, certification, incentive awards programs; managed \$3-million budget.

Account Executive, Business Sales
Mountain Bell, Riverton & Cheyenne, WY

December 1977 - January 1982

Met or exceeded all annual networking and product / equipment sales targets in diverse industry segments, including banking / finance, petroleum, mining, retail, professional services, and government.

EDUCATION:**WESLEY COLLEGE**, Dover, DE
A. A. in Liberal Arts / Sciences**RIDER UNIVERSITY**, Lawrenceville, NJ
B. S. in Commerce / Marketing

RESUME
R. C. Smith, Jr.
May, 1999

Executive Summary: **AT&T, 22+ Years**

Extensive hands-on experience in the development and subsequent negotiated application of domestic and international telecommunications marketing projects. Comprehensive multidiscipline knowledge to effectively achieve aggressive business objectives with scarce resources. Product/project management of various high profile products. Experienced and effective negotiation skills in obtaining beneficial contracts, accounting rates and traffic agreements with telephone companies. Recently led development of product lines for entrepreneurial start-up Competitive Local Exchange Company (CLEC). Career long focused interface with high level strategic partners and business and residential consumers.

Demonstrated Skills:

Leadership, Negotiations, Product Development and Marketing, Life-cycle Product Management, Direct Sales, Financial Planning, Pricing, Distribution Channels, Strategic Planning and Development, Public Relations, Advertising, Regulatory Affairs, Budget Control, Project Management, Competitive Assessment, Risk Management, PC Literate.

Experiences/Work History:

Supra Telecom - Senior Vice President, Marketing Miami, FL 9/1998 - Present

- developing product lines for start-up Competitive Local Exchange Company (CLEC)
- leading product development, pricing, packaging, promotion and distribution
- staffing and directing team with the bundling of non-traditional local service offerings with domestic and international long distance and Internet products
- represented strategic marketing and competitive issues before the FCC and the Florida PSC for regulatory reform

AT&T - Managing Director-Caribbean Coral Gables, FL 1993 to 7/98

- managed \$350 million revenue stream to 15 countries
- negotiated 28 financial agreements with 26 telephone companies saving \$50+ million
- recovered \$8 million in bad debt contracts
- successfully negotiated two new operating agreements in historically monopoly markets

Director of Marketing Coral Gables, FL 1990-1992

- resolved intractable issues to implement new service offering stimulating \$20 million
- managed and administered all marketing in the Caribbean; annual revenue \$115 million
- introduced 35 new service offerings; consumer and business.

Product/Project Management Morristown, NJ 1984-1989

- strategically implemented first AT&T product concurrent with AT&T divestiture
- life-cycled managed four high profile services with annual revenues of \$1.2 billion, \$140 million, \$125 million, and \$26 million. Directed the complete marketing mix and led a team in their managing of other international service offerings
- negotiated and implemented new product roll out with 10 countries in 15 months, and one year later introduced another flagship product in 15 countries in 18 months
- implemented first business and consumer services into new AT&T market (Hawaii).

Sales Management

New York, NY

1980-1983

- account executive for 20 Wall Street brokerage customers
- developed two accounts into national sales organizations
- oversaw organization for subsequent installation, billing, and total customer satisfaction
- top sales person in 1981.

Share Owner Relations Manager

Basking Ridge, NJ

1976-1979

- letter writing, telemarketing, and debt and equity ownership transfers
- developed skill exam for job candidates
- initiated time reporting system.

Recognition:

- compensated as top performer since 1981
- completed the FIU Executive Management Program, May 1996
- twice selected for special rotational assignments as Vice President's executive assistant
- selected for three cost reduction task forces
- received three Quarterly Director's Awards
- received Regional Excellence Award
- chosen to manage all irate share owners
- served as committeeman for city Recycling Commission
- competed statewide for AT&T chess team.

Education:

- graduated University of Delaware, 1975.
- BS in Marketing-3.8 GPA out of 4.0
- President of dormitory, Vice President of chess club
- Seton Hall MBA program, 1977
- self-financed college education.

Contacts:

(305)238-0858 (H)
smitty1437@yahoo.com

References:

Supplied upon request. Detailed resume available.

Daniel Garcia
441 Valencia Ave. Apt # 202
Coral Gables, FL 33134
(305) 443-9020
e-mail:paodan@msn.com

Professional experience

The Basico Group, Inc.

Coral Gables, Florida - 1999 to Today

Director of Product Development

Responsible for all aspects of xDSL product management: marketing strategies, network design and implementation, and provisioning of services. Establish partnerships with CPE vendors, carriers, and marketing partners such as Real State companies.

Supra Telecommunications & Information Systems, Inc.

Miami, Florida - 1997 to 1999

Marketing Product Manager

Determine product priorities by qualifying sales potential of new products, develop product definitions and policies through detailed written product descriptions, work with applicable organizations to launch products, monitor product sales and performance result, and take corrective action when necessary to drive revenues this highly competitive local telecommunication marketplace.

- Qualify sales potential of new products and services identifies requirements needed to introduce new product and services and develop product definitions and policies to drive the company's revenue initiatives.
- Establish product proposals for local, long distance, data services, Internet and xDSL services . Research and develop criteria for marketing, evaluating strategic opportunities within key vertical market segments to design, implement and roll out new voice, data and internet search packages which leverage the company's unique network infrastructure.
- Generate and manage all aspects of special events and promotions for Supra Telecom, including the development of channel marketing plans, pricing and competitive analysis and act as a liaison between the local sales teams and corporate marketing.
- Analyzed BellSouth's Operational Support Systems, and jointly designed a complete matrix that outlines the processes, stemming

from customer acquisition, ordering and provisioning, and straight through the actual billing and collection processes.

International Communications Management, Inc.

Chicago, Illinois - 1996 to 1997

Sales Manager

Responsible for development and maintenance of the company's sales initiatives in its targeted Latin American market. Planned and implemented vertical market strategy for customer acquisition in the highly competitive business telecommunication marketplace. Organized and maintained affiliations various organizations to publicly enhance the company's corporate identity.

- Developed the company's corporate standards for customer acquisition, and implemented sales process for ICM's client development department. Maintained and managed ongoing relationships with commercial accounts within the given region.
- Responsible for meeting or exceeding monthly quotas by establishing contractual sales agreements with Latin American companies, and maintaining existing accounts.
- Monitored and facilitated the company with information concerning customer profile, purchasing patterns, and demographics.

Embry-Riddle Aeronautical University-IT Department

Daytona Beach, Florida - 1993 to 1996

Information Manager for the Mathematics Department

Maintained and managed all information service channels and their functionality in accordance with the specifications of the university's Math Department. Developed and implemented standards for information process flow within the department.

- Served as the web-page designer and administrator of the Math Department. Responsible for purchasing, research, installation, training, and support for the university's computer labs in conjunction with the Math department.
- Directly responsible for the administration of Supplier QA for procured software programs and products into the Math department. Perform initial appraisals/surveys of potential supplier software products, processes and systems to determine capabilities for performing to department specifications.

Profile / Selected Accomplishments

- Multi-lingual in Spanish and Portuguese.
- Recipient of graduate scholarship at Embry-Riddle University.
- Participated and completed training various technology seminars, including xDSL, ATM, Dedicated Access, Voice Messaging, ETC. Attended numerous training sessions sponsored by BellSouth, BellCore, Lucent Technologies, Siemens, Ascend, and Paradyne.
- Member of Supra Telecom ISO 900 Implementation Team.
- Part of the team that wrote grant proposal for the amount of \$300 million, currently pending before the US Department of Agriculture.
- Reviewed and modified interconnection agreements between Supra Telecom and the regional Bell Operating Companies.

Education

Embry-Riddle University
MBA Business

Daytona Beach, FL
August 1999

Embry-Riddle University
BS Aerospace

Daytona Beach, FL
1996

Hans von Shneir
3095 NE 190TH STREET, #301.AVENTURA, FL 33180 (305) 931-3783

Background

Extensive hands-on experience in the development and subsequent negotiation conditions in the telecommunication marketplace. Comprehensive multidiscipline knowledge to effectively implement objectives within this highly competitive arena. Direct sales experience and products/service rollout management of various high profile products and services. Experience and effective negotiation skills in obtaining sales initiatives with telecommunication products/service offerings. Ability to adapt and react and adapt to various cultural and management styles and processes to achieve sales and revenues objectives.

Professional experience

Supra Telecommunications & Information Systems, Inc.
Miami, Florida - 1998 to Present

Sales Coordinator & Competitive Research Analyst

Responsible for developing outside sales and customer acquisition programs for the company's business telecommunication services. Established criteria for niche business market to be targeted for company's service offerings. Developed means for acquiring competitive intelligence and maintained numerous competitive matrixes, and cost analysis methods to be utilized as leverage against competitors.

- Organized and coordinated trade shows events and provided demonstration of the company's customized business products and service offerings to potential customers.
 - Drafted various contractual agreement forms and documents to be utilized as corporate standards. Developed commission structure and sales compensation package for outside sales representatives. Created and formalized contractual agreement with reseller/agent partnership programs.
 - Negotiated terms and contractual agreements with customers, utilizing customized service levels and pricing variables as key differentiates in leveraging competitive advantages.
 - Analyzed BellSouth's Operational Support Systems, and jointly designed a complete matrix that outlines the processes, stemming from customer acquisition, ordering and provisioning, and straight through the actual billing and collection processes.
-

WorldCom Technologies, Inc.

Fort Lauderdale, Florida 1997 to 1998

Regional Sales Representative

Responsible for development and maintenance of the company's sales initiatives in its targeted metropolitan market. Planned and implemented vertical market strategy for customer acquisition in the highly competitive business telecommunication marketplace. Organized and maintained affiliations with various organizations to publicly enhance the company's corporate identity.

- Focused primarily on new business sales to large, retail and commercial accounts with particular emphasis on targeted buildings, that was part of the on-net program of WorldCom's network.
- Met or exceed monthly revenue quotas by selling complete product line; maintained customers/prospects database; provided sales management with reporting as needed; telemarketing calls, cold calls; and developed new sales proposal strategies.
- Responsible for regional participation in industry events and associations; leverage strategic programs/promotions to building owners/management companies and build strategic relationship with consultants and communication equipment vendors.
- Planned and developing strategies for prospect pre-qualifications, created strategic alliances for sales lead generation. Revised and maintained collateral material to be utilized in proposal preparation and corporate sales presentations.
- Planned and designed cost analysis matrixes to be utilized as sales tools in presentations to customer premise and at corporate demonstrations. Consulted, recommended, and customized and telecommunication solutions in consistency with customer's functional application.

International Interlink Communications, Inc.

Miami, Florida 1996 to 1997

Agent Manager

Establishes contractual relationships with Agents who represent the company's Pre-paid calling product line to commercial accounts within a given city. Traveled nationwide meeting with Agents to provide

assistance in understanding company and its Pre-paid services, as well as providing assistance to those Agents in closing business on behalf of the their respective companies.

- Responsible for meeting or exceeding monthly quotas by establishing contacts with companies to broker International Interlink's Pre-paid calling cards to commercial accounts, and assisting in the sales of those accounts.
- Train approved Agents on International Interlink's Pre-paid services, including sales generation, solidifying contractual agreements with commercial accounts, and establishing pricing and commission structures for Agent's distributors.
- Supply necessary sales tools to assist agent in closing business. Assist in insuring end user customer's complete satisfaction with International Interlink's Pre-paid service. Recruited additional agents with given market and manage/measure their productivity.
- Provided sales management reporting as needed. Attended company provided and sponsored professional standard of conduct manual used to insure professional standard of conduct of agents under contract.

Profile / Selected Accomplishments

- Multi-lingual competencies in German and Spanish.
- Participated and completed training various technology seminars, including DSL, ATM, Voice Messaging, ETC. Attended numerous training sessions sponsored by BellSouth Communications, Bellcore, Lucent Technologies, Siemens, Ascend, and Paradyne.
- Member of Supra Telecom ISO 900 Implementation Team.
- Reviewed and modified interconnection agreements between Supra Telecom and the regional Bell Operating Companies.

Education

**Syracuse University
Maxwell School of Citizenship
and Public Affairs**

BA International Relations

**Syracuse, New York
1991-1995**

REFERENCES

Available upon request

John Alvarez
2654 S.W. 27th Court
Miami, Florida 33133
Home # 305.444.0109

Twenty years experience with various systems ranging from mainframes to pc systems/workstations and related peripherals. LAN/WAN Administrator experience with Microsoft Windows NT v4.0, file servers, workstations, Windows 95/98, Novell LAN and Mainframe connectivity. Also, experience in Telephony from PBX's to ISDN and related equipment. Computer hardware installation, troubleshooting, repairing, assembling, local area networking, wide area networking and telecommunications. Also, experience in many software applications: Windows based environment as well as various Microsoft office programs. Certified Network Administrator in 1987 (Novell Netware v3.1).

Work Experience

Supra Telecom Information Systems
Miami, Florida

Position: Lan Administrator 7-98 to 5-99

Responsibility included administrating and maintaining Miami, Fl. and Tallahassee, Fl. office day to day operations. Configuration and installation of new file servers/workstations and related equipment. Also train end users and help desk support. Telecommunication Lucent PBX Administrator - duties included installation, upgrade(s) and troubleshoot telephony link within the two corporate offices.

Group Technological Communications
Elkins, West Virginia

Position: System Engineer 8-95 to 5-98

Direct the design, development and implementation of new systems and new applications. Advise and coordinate the resolution of hardware/software on the purchase of new equipment. Also, this position consisted of installation, troubleshooting and service of computer and telephony equipment. Administrator of office LAN and PBX. Field service involved in troubleshooting and repairing communication equipment, mainframe/pc equipment, printers (high speed line printers, laser jets and dot matrix) and peripherals.

Aria Corporation\Mountain Luv Records, Inc.
Elkins, West Virginia

Position: Director of Information Systems 7-92 to 7-95

Involved in directing and designing, development and implementation of new systems and new applications, analyze business operations and manage accounting system. Also, responsible for maintaining and upgrading the Novell LAN System for the recording studio and the corporate office.

Computer Problems Unlimited, Inc.
Elkins, West Virginia

Position: Field Service Engineer 9-89 to 6-92

Support areas included mainframe support and personal computer support. Installation, troubleshooting and repairing computers systems, peripherals and printers (line printers, laserjet and dot matrix). Other duties where design, install and maintain local area networking, wide area networks on miniframes/mainframes, telecommunication equipment and personnel computers systems. Also involved with training end users.

Work Experience

Siemens Communications Corp.

Boca Raton, Florida

Position: Regional Field Engineer

6-87 to 7-89

Responsible for final installation, testing, and programming of the Siemens Digital Switching Systems (ISDN) installed in various C&P central offices through out the Bell Atlantic Company, North East, U.S.A. (10,000 to 150,000 Lines)

North Miami Beach City Hall

North Miami Beach, Florida

Position: System Technician

2-86 to 5-87

Duties were to administer, maintain the system mainframe and connectivity within the City Hall and Police Department. Also was involved with various technical repairs - pc's, monitors, printers, modems, etc. Daily system backups, updates and resolve any hardware or software problems.

Modular Computer Systems, Inc.

Pompano Beach, Florida

Position: Quality Control Inspector

2-79 to 3-83

Responsible for sub-assemble boards, power supplies, cables, and racks and mainframes systems final overall testing and inspection.

Instructor

PSI Institute of Miami - Technical School, North Campus

Miami, Florida

Position: Computer Instructor

6-88 to 7-91

Responsibilities included teaching students various levels of word processing programs, data base programs and beginner level of mainframe and P.C. troubleshooting.

Education

Bauder College

Electronics Engineering

Associate Degree

Fort Lauderdale, Florida

Graduate: 1987

Barry University

Computer Science

Bachelors Degree

Miami Shores, Florida

Graduate: 1985

LESLIE A. FRANCIS

PERMANENT ADDRESS

4540 SW 68 Court Circle
Apt. #1
Miami, FL 33155
(305) 668-5073

LOCAL ADDRESS

4540 SW 68 Court Circle
Apt. #1
Miami, FL 33155
(305) 668-5073
sdt77@aol.com

OBJECTIVE

Seeking a challenging position in a professional service organization.

EDUCATION

University of Miami

Bachelor of Business Administration in Finance

Coral Gables, FL

May 1999

Overall GPA: 3.5 Finance GPA: 3.8

Graduate Assistantship- University of Miami Graduate School; Alpha Lambda Delta Freshman Honor Society; AT&T Global Scholarship; Henry King Stanford Scholarship; Dean's List; Golden Key National Honor Society; Gamma Sigma Alpha- National Academic Greek Honor Society; Sigma Delta Tau sorority- Pledge Class Treasurer; Committee on Student Organizations- Freshman Representative

EXPERIENCE

Alumni Giving Program- University of Miami

Data Entry

Coral Gables, Florida

9/98-3/99

- Inputted information about alumni donations
- Updated alumni's records in the database

Sheltering Arms Children's Society

Bookkeeper's Assistant, Accounting Dept.

New York, New York

7/98-8/98

- Assisted in the preparation of bank reconciliation for yearly audit
- Updated database records and organized invoices

Office of Info. Technology- University of Miami

Student Assistant

Coral Gables, Florida

2/98-5/98

- Updated invoice records for various clients
 - Prepared purchase orders for the upcoming fiscal year
 - Scanned documents into the database
-

Kelly Services Temporary Agency
Temporary

New York, New York
12/97-1/98, 12/98-1/99

- Worked as a temporary for their various clients, including JP Morgan & Company and State Farm Insurance Company
- Responsible for data entry, reception and word processing

COMPUTER SKILLS

Windows NT, Windows 97, Microsoft Office, Internet Applications

991092-TX

APPLICATION

DEPOSIT

DATE

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

D186

AUG 11 1999

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.

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

Approval of transfer of control: Example, a company purchases 51% of a certificated company. The Commission must approve the new controlling entity.

2. Name of company:

The Basico Group

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

4. Official mailing address (including street name & number, post office box, city, state, zip code):

814 Ponce De Leon Blvd. Suite 207

Coral Gables, Florida 33134

5. Florida address (including street name & number, post office box, city, state, zip):

THE BASICO GROUP, INC.

0305

63-643/670
BRANCH 09066

DATE Aug 9th, 1999

PAY TO THE ORDER OF Florida Public Service Commission \$ 250.⁰⁰

Two hundred and fifty w/ 00/100 DOLLARS

FIRST UNION
First Union National Bank
Coral Gables, Florida
R/T 067006432

DOCUMENT NUMBER-DATE

09546 AUG 11 99

FOR CFC Certification Application

[Signature]

⑈000305⑈

POST RECORDS DEPARTMENT