

**BEFORE THE PUBLIC SERVICE COMMISSION
OF THE STATE OF MISSOURI**

In the Matter of the Notice of Name Change of)
Northeast Missouri Rural Telephone Company)
d/b/a NEMR Telecom to Northeast Missouri) **Case No. KN-2022-0359**
Rural Telephone Company d/b/a NEMR)

STAFF RECOMMENDATION

COMES NOW the Staff of the Missouri Public Service Commission (Staff), by and through counsel, and submits its Recommendation as follows:

1. On June 13, 2022, pursuant to 20 CSR 4240-28.011(2), Northwest Missouri Rural Telephone Company (“Company”) submitted a letter advising it had adopted “NEMR” as its fictitious name, and requested the Commission acknowledge its adoption of NEMR. Company indicated it would be using the fictitious name NEMR for its ILEC, IXC, CLEC and IVoIP services.

2. On June 16, 2022, Company supplemented its notice by stating it will continue to comply with all applicable laws and rules relating to ETC designation pursuant to 20 CSR 4240-31.015(2) and provided a copy of its customer newsletter that contained the NEMR designation. It further stated that it would be using its NEMR fictitious name for its video services as well.

3. On June 21, 2022, the Commission Ordered Staff to file its recommendation regarding Northwest Missouri Rural Telephone’s request by July 8, 2022.

4. 20 CSR 4240-28.011(2) states in relevant part:

(2) Any company with a certificate or registration that changes its name shall provide advance notice to the commission of the name change.

(A) Notice may be in the form of a letter signed by company official submitted into Electronic Filing and Information

System (EFIS) as a new case submission containing the following information:

1. The new name of the company and date the new name takes effect;
2. Documentation that the new name is registered with the Missouri Secretary of State; and
3. A statement the company has reviewed and, if necessary, updated the company's contacts in EFIS.

(B) If the company maintains a tariff, then the letter must be accompanied by either a tariff filing that replaces the existing tariff in its entirety or a one- (1-) page adoption notice of the existing tariff.

5. 20 CSR 4240-31.015(2) States in pertinent part:

(2) Notice requirement for ETC name changes. At least ten (10) days prior to the use of a new name, an ETC should file a written notice in EFIS that includes—

(A) A statement clearly setting out the old name and the new name;

(B) Evidence of registration of the new name with the Missouri Secretary of State;

(C) A statement that the company will continue to comply with all applicable laws and rules relating to ETC designation;

(D) A statement that the company's contacts in EFIS have been reviewed and are correct; and

(E) A copy of the notice informing customers of the name change.

6. In lieu of a Memorandum, Staff hereby states: the Company has filed all the requisite documentation, including the adoption notice and revised tariff title sheets (ILEC and IXC) reflecting the new name; customers have been notified of the name change; and that the Company has complied with all other aspects of the rules set forth in 20 CSR 4240-28.011(2) and 20 CSR 4240-31.015(2). No entities have intervened to oppose the name change. The Company is not delinquent in any required filings with the Commission.

WHEREFORE, Staff recommends the Commission recognize the name change of Northeast Missouri Rural Telephone Company d/b/a NEMR Telecom to Northeast Missouri Rural Telephone Company d/b/a NEMR and grant such other and further relief as the Commission finds appropriate under the circumstances.

Respectfully submitted,

/s/ J. Scott Stacey

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CERTIFICATE OF SERVICE

I hereby certify that copies of the foregoing have been transmitted by electronic mail to counsel of record this 8th day of July, 2022.

/s/ J. Scott Stacey