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PROFESSIONAL CORPORATION

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January 7, 2020

The Honorable Morris Woodruff  
Missouri Public Service Commission  
200 Madison Street  
Jefferson City, MO 65102-0360

**Re: Case No. IN-2021-0181  
Notice of Adoption of "NEMR Telecom" Fictitious Name by  
Northeast Missouri Rural Telephone Company**

Dear Judge Woodruff:

Per request by Missouri PSC Staff, Northeast Missouri Rural Telephone Company hereby supplements its request for an order recognizing its adoption of the "NEMR Telecom" fictitious name as follows pursuant to 20 CSR 4240-31.015(2).

- (A) Northeast Missouri Rural Telephone Company adopted the NEMR Telecom fictitious name;
- (B) Evidence that Northeast Missouri Telephone Company registered the NEMR Telecom fictitious name with the Missouri Secretary of State was provided with the original letter filed in this case on December 29, 2020;
- (C) Northeast Missouri Rural Telephone Company (doing business as NEMR Telecom) will continue to comply with all applicable laws and rules relating to ETC designation;
- (D) The company's contacts have been reviewed and are correct; and
- (E) A copy of notice informing customers of the name change is attached.

If you have any questions, please do not hesitate to contact me.

Sincerely,

BRYDON SWEARENGEN & ENGLAND P.C.

By:



Brian T. McCartney

cc: Kari Salsman  
Whitney Payne  
Michele Gillespie  
Attachment

## Attachment A – Customer Notice

### **A New Era - A New Image**

*Welcome to NEMR Telecom!* Your local telecommunication's cooperative is sporting a new logo look and a new marketing name. As Northeast Missouri Rural Telephone evolves from its "black desk telephone" image that was the foundation of its first 50 years of service to its members to our new era of broadband communications via the internet, it was time to once again develop a new image to more accurately represent NEMR now and into the future.

You will see the "NEMR Telecom" name and logo make its way onto our letterhead, our billing, our trucks, and our ads and marketing campaigns from now on. We hope you like the "new look" and come to recognize the value it represents with your local telecom cooperative!