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March 15, 2017

Morris Woodruff
Secretary
Missouri Public Service Commission
200 Madison Street
Jefferson City, Missouri 65102-0360

**Re: Notice of Adoption of Direct Communications Long Distance, Inc.
Intrastate Interexchange Tariffs by New Florence Telephone Company (d/b/a
MISSOURICOM) and Cancellation of Direct's Certificate of Service Authority**

Dear Judge Woodruff:

On February 3, 2017, New Florence Telephone Company (NFTC) was granted a certificate of service authority to provide interexchange and non-switched local exchange telecommunications service in exchanges statewide in the state of Missouri. *See* File No. XA-2017-0214. As part of a corporate restructuring, NFTC now plans to provide all interexchange services currently provisioned by its wholly-owned subsidiary Direct Communications Long Distance, Inc. (Direct). NFTC will offer these services under NFTC's "Missouricom" fictitious name.

Although NFTC's corporate restructuring is not subject to Missouri Public Service Commission ("Commission") regulation, the Commission does regulate name changes and the cancellation of certificate of service authority. *See* 4 CSR 240-28.030(9) and (10). Therefore, NFTC seeks acknowledgement that NFTC d/b/a Missouricom will adopt Direct's interexchange service tariffs, followed by cancellation of Direct's Certificate of Service Authority.

1. Adoption of Direct's Tariff. NFTC respectfully requests that the Commission acknowledge its adoption of the intrastate, interexchange tariff of its wholly-owned subsidiary, Direct Communications Long Distance, Inc. and approve the NFTC d/b/a Missouricom adoption tariffs.

A copy of the notice to be sent to customers to inform them of the name change is attached as Attachment A. As required by 4 CSR 240-28.030(9)(D)2, copies of the adoption

notice and revised tariff title sheets that were filed concurrently with this notice reflecting the new name are included as Attachment B. A copy of NFTC's MISSOURICOM fictitious name registration is included as Attachment C.

2. Cancellation of Direct's Certificate of Service Authority. Once the Commission's acknowledgement of the Missouriicom fictitious name for NFTC's interexchange services and the tariff adoption are complete, NFTC requests that the Commission cancel the certificate of service authority currently held by Direct Communications Long Distance, Inc.

NFTC hereby states that it has reviewed its contacts in the Commission's electronic filing and information system (EFIS) and determined they are current and do not need to be updated. Both entities are in good standing with the Missouri Secretary of State, and they are also in compliance with the Commission's Annual Report requirements. Both companies are current with their Missouri USF and Commission assessments.

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

Sincerely,

/s/ Brian McCartney

Brian T. McCartney

Enclosures

cc: Garrin Bott
John Van Eschen
Cully Dale
Kim Happy