

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

In the Matter of the Application of)
New Florence Telephone, LLC,)
New London Telephone Company,)
Orchard Farm Telephone Company,)
and The Stoutland Telephone Company)
for an Order Authorizing the Modification)
of Certificate of Public Convenience)
and Necessity and Expanding Designation)
as Eligible Telecommunications Carrier.)

Case No. _____

**APPLICATION TO MODIFY CERTIFICATE OF PUBLIC CONVENIENCE
AND NECESSITY AND EXPAND DESIGNATION AS AN ELIGIBLE
TELECOMMUNICATIONS CARRIER AND REQUEST FOR WAIVER**

Comes now New Florence Telephone, LLC, New London Telephone Company, Orchard Farm Telephone Company, and The Stoutland Telephone Company, all dba “Rally Networks” (collectively, “the Companies”) pursuant to Sections 392.410, 392.611 and 392.248, RSMo., and Commission Rules 20 CSR 4240-2.060, -28.011, -31.015 and -31.016 and for their Application to Modify Certificate of Public Convenience and Necessity and Expand Designation as an Eligible Telecommunications Carrier, and Request for Waiver of Commission Rule 20 CSR 4240-4.017(1)(D), state to the Missouri Public Service Commission (“Commission”) as follows:

The Applicants

1. New Florence Telephone, LLC (“New Florence”) is a Missouri limited liability company, and the other Companies are Missouri corporations. The principal office and place of business of the Companies is located at 816 Oneida St., Seneca, MO 64865. Copies of Certificates of Good Standing from the Missouri Secretary of State’s Office are attached hereto as Exhibit 1. The Companies are under common ownership of New Florence Holdings, Inc.,

which is a subsidiary of Oregon Telephone Corporation, a holding company that owns thirteen companies across three states.

2. New Florence, New London Telephone Company (“New London”), Orchard Farm Telephone Company (“Orchard Farm”), and The Stoutland Telephone Company (“Stoutland”) all meet the definition of “Incumbent local exchange telecommunications company” (ILEC) as that term is defined in Section 386.020, RSMo. In addition, New Florence is an “interexchange telecommunications company” (IXC) and a registered provider of “Interconnected Voice over Internet Protocol” (IVoIP).¹ Stoutland is also a registered IVoIP provider.² All four companies do business in Missouri under the “Rally Networks” fictitious name.

3. In the following Missouri PSC cases, the Companies applied for and received Restatements of their Certificates of Public Convenience and Necessity (“CPCN”) from the Commission:

New Florence (fka New Florence Telephone Company), Case No. TA-88-54
New London, Case No. TA-88-37
Orchard Farm, Case No. TA-88-52
The Stoutland, Case No. TA-88-39

Copies of the Commission’s Orders are attached as Exhibit 2.

4. In relevant part, the Commission’s September 18, 1987, Order in TA-88-54 stated that, “New Florence Telephone Company be, and is, hereby authorized to provide telephone service to the public within those areas in the State of Missouri depicted by its exchange boundary maps . . . and within those areas that, as a result of lawfully approved revisions in exchange boundary maps, may be redefined in the future.” In Case No. TO-98-49, the

¹ See File Nos. XA-2017-0214 (IXC) and DA-2024-0287 (IVoIP).

² See File No. DA-2024-0288.

Companies applied for and received from the Commission designation as an Eligible Telecommunications Carrier (“ETC”) pursuant to Section 254 of the Telecommunications Act of 1996. In relevant part, the Commission’s December 4, 1997, Order Approving Stipulation and Designation of Eligible Telecommunications Carriers stated, “[E]ach of the Applicants is designated an eligible telecommunications carrier for purposes of federal universal service support pursuant to 47 U.S.C. §§214(e) and 254(e). Each applicant’s certificated Missouri service area shall be its service area for purposes of federal universal service support. Each applicant’s service area shall be equivalent to its ‘study area’ pursuant to 47 C.F.R. §54.207(b).” All four Companies receive federal high-cost support through the Alternative Connect America Cost Model (ACAM) I revised program related to their respective Missouri study areas. All four Companies receive Connect America Fund (CAF) Intercarrier Compensation (ICC) support.

5. None of the Companies have any pending action or final, unsatisfied judgments or decisions against it from any state or federal agency or court which involve customer service or rates, which action, judgment, or decision has occurred within three (3) years of the date of this Application.

6. None of the Companies have any delinquent or overdue annual reports or assessment fees.

7. The name, title, address and telephone number of the person(s) to whom correspondence, communications, and orders and decisions of the Commission are to be sent, in addition to the undersigned counsel, are as follows:

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Wendy Ottman, Vice President
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FCC Petition for Waiver of Study Area Boudaries

8. On July 31, 2025, New Florence filed a Petition for Waiver of the Federal Communications Commission (FCC) rules freezing study area boundaries with the FCC. A copy of the Petition is attached as Exhibit 3. The Petition requests a waiver of the definition of “study area” contained in the Appendix-Glossary of 47 CFR Part 36 to allow the merger of the Companies’ four separate study areas into one consolidated area, with the remaining company/study area being New Florence. The Petition also addresses the recalculated rate bands for certain interstate switched access services and recalculated CAF-ICC support. The Companies anticipate that the FCC Petition will be out for Public Notice on or before November 1, 2025. The FCC Petition will be automatically granted in 60 days after Public Notice if there are no oppositions filed. The Companies will keep the Commission and its Staff updated on the FCC Proceeding by: (1) filing a copy of the FCC Public Notice in this case; and (2) filing an update within ten (10) business days after the expiration of the 60-day FCC Notice period has expired indicating an estimated or specific date that the transaction should be considered effective.

The Proposed Reorganization

9. Subject to approval of the Petition by the FCC - effective January 1, 2026 or as of the effective date of the FCC Order, whichever date is later, New London, Orchard Farm, and

Stoutland propose to merge all of their assets (including customer accounts) and liabilities relating to their telecommunications and broadband operations with and into New Florence. After this merger, New Florence will be the entity solely responsible for providing telecommunications and broadband services to the other Companies' customers (and the other Companies will cease providing those services). After the merger and FCC approval, New Florence will have the same service and study areas as all four companies; provide the same telecommunications and broadband services; and make the same filings with the Commission, as well as maintain and update its contacts in EFIS.

10. The merger will have no substantive impact on the Companies' customers. The employees responsible for providing these services will remain the same, as will the rates, terms and conditions for the services. Customers will continue to see the name "Rally Networks" on their bills. As part of the merger, New Florence will adopt: (1) the other Companies' intrastate tariffs for telecommunications on file with the Commission (*see* Attachment A); and (2) the other Companies' rates, terms and conditions for broadband services.

11. Transactions involving the merger of a telecommunications company with an existing certificate of service authority do not require Commission approval.³ The proposed merger will have no impact on the ultimate ownership of the telecommunications and broadband operations. Inasmuch as the Companies are all wholly-owned subsidiaries of New Florence Holdings, Inc., New Florence's ultimate ownership will remain the same.

³ Commission Rule 4 CSR 4240-28.011(4).

Modification of Certificate of Public Convenience and Necessity

12. As noted above, New Florence obtained a CPCN from the Commission in Case No. TA-88-54. This CPCN was issued in September 1987, and it pre-dates subsequent statutory changes implementing Certificates of Service Authority (*See*, Section 392.410, RSMo.).

13. New Florence seeks a “modification” of its existing CPCN so that New Florence’s CPCN will include the same, state-issued CPCNs as New London, Orchard Farm, and Stoutland and to ensure that New Florence is a “successor in interest” to New London, Orchard Farm, and Stoutland and continues to serve those areas as an Incumbent Local Exchange Telecommunications Company (“ILEC”). Section 386.020(22), RSMo., defines “Incumbent Local Exchange Telecommunications Company” as:

“a local exchange telecommunications company authorized to provide basic local telecommunications service in a specific geographic area as of December 31, 1995, or a successor in interest to such a company.”

14. As the surviving entity of the merger of New London, Orchard Farm, and Stoutland into New Florence, the New Florence CPCN should be modified and re-stated to include the three exchanges currently served by New London, Orchard Farm, and Stoutland.

15. In further support of this request, an officer of New Florence has executed an Affidavit required of Applicants for Certificates of Service, and it is attached hereto as Exhibit 4.

Termination of the other Companies’ CPCNs

16. Once the Commission modifies and restates the CPCN of New Florence, New Florence requests that the Commission terminate the other Companies’ CCNs as the other Companies will no longer provide telephone service to the public.

Expansion of New Florence ETC Designation

17. New Florence requests that the Commission specifically expand the ETC Designation of New Florence to include the three Missouri exchanges currently served by the Companies (the exchanges of New London, Orchard Farm, and Stoutland). As noted previously, all of the Companies have been designated as ETCs by the Commission in Case No. TO-98-49. As ETCs, the Companies have received funding from the federal Universal Service Fund (USF) through the A-CAM I support program. The Companies also participate in the federal and state Lifeline programs and the Missouri Universal Service Fund Disability program. The Companies are current with their Commission-related filings, assessments and fees, and have made the necessary filings with the Commission enabling the Commission to annually certify the Companies as ETCs. A copy of the Commission's September 18, 2025, letter certifying the Companies (among others) as ETCs is attached as Exhibit 5.

18. The Companies all share the same key management personnel, which shall remain the same. New Florence will continue to offer the essential telecommunications services that the Companies currently offers to their customers, and these services will be provided at the same rates, terms and conditions.

19. There have been no matters brought in the last ten (10) years by any state, federal or law enforcement agency involving fraud, deceit, perjury, stealing or omission, or misstatement of fact against the Companies or any affiliated company under common management or ownership. New Florence has not obtained any waivers of ETC-related requirements from the FCC.

20. New Florence will comply with the ETC requirements established by the Commission in 4 CSR 4240-31.015.

21. New Florence will continue to offer the Lifeline services that the Other Companies currently offer. In addition, New Florence will continue to participate in the Missouri USF Disabled Program.

22. New Florence will adopt the other Companies' tariff rates, terms and conditions for the supported services and those rates will be reasonably comparable to rates offered in urban areas. New Florence will offer the supported services in the same exchanges where the other Companies currently offers those services. (Those exchanges are listed in the Affidavit attached as Exhibit 4.)

23. New Florence will advertise the supported services in the same matter as the other Companies currently advertise those services.

24. New Florence will have the ability to remain functional in emergency situations in the same manner that the other Companies currently do.

25. New Florence will satisfy all applicable customer protection and service quality standards.

26. New Florence commits to notify the Commission of any changes to its contact information.

27. New Florence will comply with all reporting and assessment obligations of the Commission.

28. New Florence will comply with the contribution obligations to the federal and Missouri USF.

29. New Florence will continue to do business under the "Rally Networks" name. All four Companies are currently using the "Rally Networks" name, so no customer notice is required.

Relinquishment of New London, Orchard Farm, and Stoutland ETC Designations

30. Upon expansion of the New Florence ETC designation, the other Companies request that they be permitted to relinquish their ETC designations, and that the Commission’s order expressly terminate the other Companies’ ETC designations, as all of the other Companies’ customers, including those receiving Lifeline and Missouri Disabled support, will continue to be served (without interruption) by New Florence.⁴

REQUEST FOR WAIVER

31. Rule 20 CSR 4240-4.017(1) provides that “(a)ny person that intends to file a case shall file a notice with the secretary of the commission a minimum of sixty (60) days prior to filing such case.” A notice was not filed 60 days prior to the filing of this Application, and Applicant seeks a waiver of the 60-day notice requirement.

32. Rule 20 CSR 4240-4.017(1) provides that a waiver may be granted for good cause. Good cause exists in this case. Company declares (as verified below) that it has had no communication with the office of the Commission (as defined by Commission Rule 20 CSR 4240-4.015(10) within the prior 150 days regarding any substantive issue likely to be in this case, other than those pleadings filed of record. Accordingly, for good cause shown, Company moves for a waiver of the 60-day notice requirement of Rule 20 CSR 4240-4.017(1) and acceptance of this Application.

WHEREFORE, the Companies respectfully request that the Commission enter an Order to be effective January 1, 2026 or as of the effective date of the FCC Order Granting the Companies’ Petition for Study Area Waiver – whichever happens later:

⁴ See e.g. *In the Matter of the Application of Chariton Valley Telephone Corporation and Chariton Valley Broadband, LLC, for an Order Authorizing the Transfer (or Grant) of Certificate of Public Convenience and Necessity and Designation as ETC*, File No. TA-2024-0148, *Order Granting Certificates*, Dec. 21. 2023.

- (1) modifying New Florence’s Certificate of Public Convenience and Necessity to include the exchanges served by New London, Orchard Farm, and Stoutland to provide basic local telecommunications in the exchanges listed in the Affidavit attached as Exhibit 4;
- (2) acknowledging that New Florence is a “successor in interest” to New London, Orchard Farm, and Stoutland and, therefore, New Florence is an ILEC as defined by Section 386.020(22), RSMo. in the exchanges of New London, Orchard Farm, and Stoutland;
- (3) terminating the Certificates of Public Convenience and Necessity of New London, Orchard Farm, and Stoutland;
- (4) expanding New Florence’s ETC designation to the exchanges of New London, Orchard Farm, and Stoutland for purposes of receiving federal universal service fund high cost and Lifeline support and applicable state Lifeline and disabled support;
- (5) terminating the ETC designations of New London, Orchard Farm, and Stoutland;
- (6) terminating the IVoIP registration of Stoutland that was granted in File No. DA-2024-0288.
- (7) authorizing New Florence to adopt the intrastate tariffs of New London, Orchard Farm, and Stoutland on file with the Commission contemporaneous with the modification of New Florence’s CPCN and expanded designation as an ETC;
- (8) approving the tariff adoption notices filed by New Florence to adopt the tariffs referenced above; and
- (9) Such other relief as necessary and appropriate in the circumstances.

Respectfully submitted,

/s/ Brian McCartney
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CERTIFICATE OF SERVICE

I hereby certify that a true and correct copy of the above and foregoing document was delivered by electronic mail this 26th day of September, 2025, to:

Missouri Public Service Commission
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/s/ Brian McCartney