

Lance J.M. Steinhart, P.C.

Attorney At Law

1720 Windward Concourse

Suite 115

Alpharetta, Georgia 30005

Also Admitted in New York
and Maryland

Telephone: (770) 232-9200

Facsimile: (770) 232-9208

Email: lsteinhart@telecomcounsel.com

February 23, 2010

VIA OVERNIGHT DELIVERY

Ms. Jean D. Jewell
Idaho Public Utilities Commission
Secretary
472 West Washington Street
Boise, Idaho 83702

TRI-T-10-01

RECEIVED
2010 FEB 24 PM 2:23
IDAHO PUBLIC
UTILITIES COMMISSION

Re: TRIARCH MARKETING, INC.

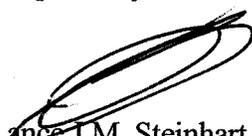
Dear Ms. Jewell:

Enclosed please find for filing an unbound, unstapled and duplexed original and three (3) stapled and duplexed copies of TRIARCH MARKETING, INC.'s Application for a Certificate of Public Convenience and Necessity to Provide Resold and Facilities-Based/UNE Local Exchange telecommunications services within the State of Idaho. The company has no local exchange customers at this time in the State of Idaho and this is a new filing.

APPLICANT HAS ALSO ENCLOSED ONE (1) COPY ON YELLOW PAPER OF FINANCIAL STATEMENTS IN A SEPARATE ENVELOPE MARKED "CONFIDENTIAL AND PROPRIETARY", AND RESPECTFULLY REQUESTS CONFIDENTIAL TREATMENT OF THE ENCLOSED FINANCIAL INFORMATION. APPLICANT EXPECTS THAT THIS INFORMATION WILL BE RESTRICTED TO COUNSEL, AGENTS AND EMPLOYEES WHO ARE SPECIFICALLY ASSIGNED TO THIS APPLICATION BY THE COMMISSION.

I have also enclosed an extra copy of this letter to be date stamped and returned to me in the enclosed, self addressed, postage prepaid envelope. If you have any questions or if I may provide you with additional information, please do not hesitate to contact me.

Respectfully submitted,


Lance J.M. Steinhart

Attorney for TRIARCH MARKETING, INC.

cc: James Dupont

BEFORE THE IDAHO PUBLIC UTILITIES COMMISSION

IN THE MATTER OF THE)
APPLICATION OF)
TRIARCH MARKETING, INC.)
for a Certificate of Public)
Convenience and Necessity to)
Provide)
Local Exchange Telecommunications)
Services Within the)
State of Idaho)

CASE NO. TRI-T-10-01

APPLICATION AND REQUEST FOR AUTHORITY

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2010 FEB 24 PM 2:32
IDAHO PUBLIC UTILITIES COMMISSION

Application is hereby made to the Idaho Public Utilities Commission for a Certificate of Public Convenience and Necessity authorizing TRIARCH MARKETING, INC., ("Applicant" or "Triarch") to provide local exchange telecommunications services pursuant to Idaho Code Sections 61-526 through -528 and IDAPA 31.01.01.111 (Rules 111 & 112) as clarified by Procedural Order No. 26665 in Case No. GNR-T-96-4. The following general information and exhibits are furnished in support thereof:

- 1.) Applicant's legal name, address of its principal offices and telephone number are:

TRIARCH MARKETING, INC.
508 Spencer Street
Rayville, Louisiana 71269
(318) 728-0971

The Applicant has no office located in the State of Idaho. The Applicant intends to provide resold and facilities-based local exchange service utilizing unbundled network elements, or the equivalent thereof. Such services will be provided by utilizing the facilities incumbent local exchange carriers ("LECs").

2.) Applicant is incorporated in the State of Louisiana and is in good standing under the laws of that state. In addition, the Company is authorized to do business as a foreign corporation in the State of Idaho. Attached as Exhibit 1 to this Application is a copy of the Company's Articles of Incorporation. A copy of Applicant's certificate of authority to transact business in Idaho is attached hereto as Exhibit 2.

3.) The name and business address of Applicant's registered agent for service in Idaho are:

Incorp Services Inc.
921 S. Orchard Street, Suite G
Boise, ID 83705

4.) The names and addresses of the ten common stockholders of Applicant Owning the Greatest Number of Shares of Common Stock and the Number of Such Shares Owned by Each are:

<u>Name and Address</u>	<u>Shares Owned</u>	<u>Percentage of All Shares Issued & Outstanding</u>	<u>Percentage of Voting Control</u>
Triarch Acquisition Group, LLC		100%	100%

Address: All of the shareholders can be reached through the company at the address listed in 1.) above.

5.) The names, addresses and ownership of Applicant's Officers and Directors are:

Officers:

James Dupont	President
Thomas E. Biddix	CEO
Christine Sutch	Secretary

Directors:

Thomas E. Biddix

Each can be reached at Applicant's primary place of business and telephone number as follows:

TRIARCH MARKETING, INC.
508 Spencer Street
Rayville, Louisiana 71269
(318) 728-0971

6.) The Name and Address of Any Corporation, Association, or Similar Organization Holding a 5% or Greater Ownership or Management Interest in Applicant are as follows:

See answer to 4. above.

7.) The names and addresses of Subsidiaries Owned or Controlled by Applicant are as follows:

Not applicable.

8.) Applicant initially proposes to provide resold local exchange services and to purchase unbundled network elements provided by existing LECs: Qwest North, Qwest South, and Verizon. Applicant has no current plans to install facilities in Idaho but may do so in the future, however, the nature and extent of the facilities to be utilized has yet to be determined. Applicant requests authority to provide all forms of intrastate local exchange and interexchange telecommunications services including:

1. Interexchange (switched and dedicated services):

- A. 1+ and 101XXXXX outbound dialing;
- B. 800/888 toll-free inbound dialing;
- C. Prepaid and Postpaid calling cards;
- D. Directory Assistance; and
- E. Frame Relay and other data services.

2. Local Exchange:

- A. Local Exchange Services that will enable customers to originate and terminate local calls in the local calling area served by other LECs, including local dial tone and custom calling features.
- B. Switched local exchange services such as flat-rated and measure-rated local services; vertical services, Direct Inward and Outward Dialed trunks, carrier access, public and semi-public coin telephone services, and any other switched local services that currently exist or will exist in the future.
- C. Non-switched local services (e.g., private line) that currently exist or will exist in the future.
- D. Centrex and/or Centrex-like services that currently exist or will exist in the future.
- E. Digital subscriber line, ISDN, and other high capacity line services.

Applicant seeks authority to resell and provide facilities-based/UNE interexchange and local exchange services initially throughout the State where provided by incumbent LECs, however, Applicant does not intend to service areas serviced by any LECs which are eligible for a small or rural

carrier exemption pursuant to Section 251 of the Federal Telecom Act of 1996.

Applicant has no current plans to install facilities in Idaho. If Triarch installs facilities in Idaho, it would probably use the following or a similar configuration of equipment: Applicant will provide voice and high speed data services through a combination of the latest technology switching and transport. Media. The switching system will consist of a central processing and control complex capable of interconnection as a peer to the incumbent as well as competitive local exchange companies. The hub portion of the switch will interconnect with the public switched network on Signaling System 7 ("SS7") or Feature Group D ("FGD") facilities. The system's remote module capability will allow properties to be served in a manner that provides the exchange of appropriate signaling, control and calling/caller information to the network in accordance with network standards and specifications. Additionally, these services will be delivered over a combination of delivery mechanisms through incumbent local carriers' unbundled loop network, both copper and fiber and transport networks, as well as via Applicant constructed facilities. Applicant intends to provide service upon certification and finalization of interconnection agreements with the LECs.

Copies of Applicant's Balance Sheet and Profit & Loss Statement as of December 31, 2009, Exhibit 3, are being filed in a separately sealed envelope marked "Confidential and Proprietary".

10.) A map showing where Applicant is proposing to provide service is attached hereto as Exhibit 4.

11.) A copy of Applicant's illustrative tariff is attached hereto as Exhibit 5. Applicant will file its proposed tariff establishing its proposed services and charges upon completion of interconnection and upon receipt of certification by the Commission.

12.) Questions concerning this application and Applicant's tariff should be directed to Applicant's representative:

Lance J.M. Steinhart
Lance J.M. Steinhart, P.C.
1720 Windward Concourse
Suite 115
Alpharetta, Georgia 30005
(770) 232-9200 (Telephone)
(770) 232-9208 (Facsimile)
lsteinhart@telecomcounsel.com (Email)

Customer Complaints and Inquiries are to be addressed to:

James Dupont
508 Spencer Street
Rayville, Louisiana 71269
(877) 303-0643 (Customer Service)

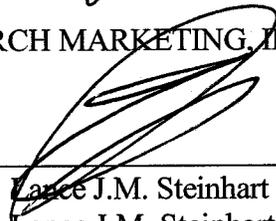
- 13.) Applicant has not initiated interconnection or resale negotiations.
- 14.) Applicant has reviewed the laws and regulations of this Commission governing local exchange telecommunications services in Idaho and will provide service in accordance with all laws, rules and regulations to the extent they are not preempted by the Federal Act.
- 15.) Applicant will not require advance payments or deposits; therefore, no escrow account is being filed.

WHEREFORE, TRIARCH MARKETING, INC., requests that the Idaho Public Utilities Commission enter an order granting a Certificate of Public Convenience and Necessity authorizing TRIARCH MARKETING, INC., to provide resold and facilities-based/UNE local exchange telecommunications services pursuant to Idaho Code Sections 61-526 through -528 and IDAPA 31.01.01.111.

Respectfully submitted this 23rd day of February, 2010.

TRIARCH MARKETING, INC.

By: _____


Lance J.M. Steinhart
Lance J.M. Steinhart, P.C.
1720 Windward Concourse
Suite 115
Alpharetta, Georgia 30005
Telephone: 770/232-9200
Facsimile: 770/232-9208
Email: lsteinhart@telecomcounsel.com

Attorney for
TRIARCH MARKETING, INC.

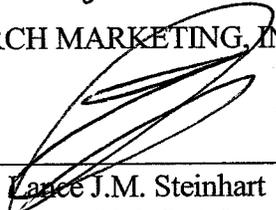
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Respectfully submitted this 23rd day of February 2010.

TRIARCH MARKETING, INC.

By: _____


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Lance J.M. Steinhart, P.C.
1720 Windward Concourse
Suite 115
Alpharetta, Georgia 30005
Telephone: 770/232-9200
Facsimile: 770/232-9208
Email: lsteinhart@telecomcounsel.com

Attorney for
TRIARCH MARKETING, INC.

LIST OF EXHIBITS

EXHIBIT 1	ARTICLES OF INCORPORATION
EXHIBIT 2	CERTIFICATE OF AUTHORITY TO TRANSACT BUSINESS
EXHIBIT 3	FINANCIAL INFORMATION
EXHIBIT 4	SERVICE AREA MAP
EXHIBIT 5	ILLUSTRATIVE TARIFF

EXHIBIT 1 - ARTICLES OF INCORPORATION

UNITED STATES OF AMERICA
State of Louisiana

Jay Dardenne
SECRETARY OF STATE

As Secretary of State of the State of Louisiana I do hereby Certify that
the attached document(s) of

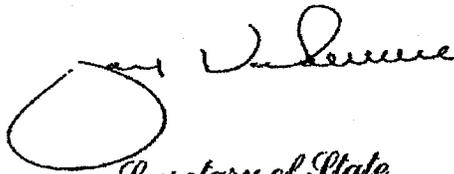
TRIARCH MARKETING, INC.

are true and correct and are filed in the Louisiana Secretary of State's Office.

ORIGF 8/15/2001 7 page(s)

In testimony whereof, I have hereunto set my hand and caused the Seal of my Office to be affixed at the City of Baton Rouge on,

January 5, 2010


Secretary of State

AG 35128914D



Certificate ID: 10034121#1N71
To validate this certificate, visit the following web site, go to **Commercial Division, Certificate Validation**, then follow the instructions displayed.
www.sos.louisiana.gov

ARTICLES OF INCORPORATION
OF
TRIARCH MARKETING, INC.

STATE OF LOUISIANA
PARISH OF RICHLAND

BE IT KNOWN AND REMEMBERED that on this 13th day of August, 2001, before me, the undersigned Notary Public, duly qualified, and in the presence of the undersigned competent witnesses, personally came and appeared the person whose name is hereunto subscribed, to me, well known, who declared unto me, Notary, that availing himself of the laws of this State, and particularly, Title 12, Chapter 1, of the Louisiana Revised Statutes of 1950, and all other laws amendatory thereof and supplemental thereto, he does covenant and agrees to form a corporation for the purposes and objects and under the stipulations hereinafter set forth, to-wit:

ARTICLE I.

The name and style of this corporation shall be TRIARCH MARKETING, INC.

ARTICLE II.

OBJECTS AND PURPOSES

The objects and purposes for which this corporation is organized is to engage in any lawful activity.

ARTICLE III.

DURATION

Its duration is perpetual, unless sooner dissolved.

ARTICLE IV.

POWERS

The corporation shall have power and authority to exercise all legal powers granted corporation under the law.

ARTICLE V.

REGISTERED OFFICE AND AGENTS

The registered office of this corporation shall be located at 802 Julla Street, Post Office Drawer 149, Rayville, Richland Parish, Louisiana 71269.

ARTICLE VI.

AUTHORIZED SHARES

This corporation has authority to issue an aggregate of 1,000 shares of common stock having no par value. By proper proceedings, the stock may be increased or decreased. The holders of the common stock shall have the full powers of management and control of said corporation, except those specifically delegated by these articles or the by-laws of the officers and Board of Directors.

The common stock of this corporation shall be payable in cash, property, or in services actually rendered and performed. If any stock of this corporation is exchanged, either in whole or in part, for property or for services performed, the Board of Directors shall by resolution within sixty (60) days hereof, approve thereof by fixing the value of the property to be received or the services rendered. Failure of the Board to act upon fixing value of the property received or services rendered within the sixty days shall constitute an implied acceptance of the values.

ARTICLE VII.

DIRECTORS

All of the corporate powers of this corporation shall be vested in and exercised by a Board of Directors, composed of one stockholder, who shall own, in his rights, during terms of office, at least one fully paid share of common stock. Should the corporation later authorize any further sales of stock, any new stockholders shall be appointed to the Board of Directors.

ARTICLE VIII.

OFFICERS

The officers of this corporation shall consist of a president, secretary, and a treasurer: the first officers, holding the office shown below before their names, shall serve as such until their successors are duly elected and qualified in the manner hereinafter prescribed:

PRESIDENT:

JAMES DUPONT

SECRETARY/TREASURER

MYRT T. HALES, JR.

ARTICLE IX.

SHAREHOLDERS MEETING

An annual meeting of the stockholders, for the purposes of electing directors, and for all other legal purposes of which a stockholder's meeting can be held, in accordance with by-laws, and at that time, the common stockholders shall elect directors by ballot, in person or written proxy, said stockholders being entitled to one vote for each share of stock standing in his name on the books of the corporation thirty (30) days prior to the holding of the election, and it shall require only a majority present, or represented to elect. A majority of all outstanding common stock must be represented for quorum.

ARTICLE X.

BOARD OF DIRECTORS

The Board of Directors shall elect for their own officers, and shall have the right to fill any vacancies caused by death or resignation in the Board, and the new directors so appointed shall hold office until the following regular election, or until a successor is duly elected and qualified. Failure to hold the elections herein provided for, shall not work a forfeiture of this charter, but in all instances the present incumbents shall hold office until their successors are duly elected and qualified. The Board of Directors shall have authority to make by-laws to fix their qualifications, terms of office, and compensation, all subject to the power of stockholders to change or repeal such by-laws.

ARTICLE XI.

BOARD OF DIRECTORS MEETING

The Board of Directors shall hold the regular meetings at such time and places as shall be fixed by the by-laws of this corporation, for the President shall have the power to call special meetings at such times as he may deem advisable, and he shall be required to call special meetings at the request of a member of the Board of Directors. Three (3) days written notice of special meetings shall be given to the directors, unless a written waiver of such notice is signed by all of the directors, appearance at the meeting is considered as a waiver. The first Board of

Directors may draft suitable By-laws for the government of the corporation, which By-laws may be altered, amended or changed as the exigencies of the corporate affairs may require, by unanimous vote of the Board of Directors. All of the directors must be present to constitute a quorum.

ARTICLE XII.

CHARTER AMENDMENT, ETC.

This Charter may be amended, modified or altered, the capital stock increased or decreased, or the corporation may be dissolved with unanimous vote of the outstanding common stock represented at any meeting of the stockholders of this corporation, held for such purposes, after prior notice in writing to each stockholder, mailed to him at his last known post office address, at least thirty (30) days prior to such meeting. If all stockholders are present at the meeting such notice may be waived in writing.

ARTICLE XIII.

DISSOLUTION

At the expiration of this Charter, or the earlier dissolution of this corporation for any cause, its affairs shall be liquidated by one or more liquidators to be elected by the common stockholders, all of whom shall own stock in this corporation, and said liquidators are hereby vested with full power and authority to liquidate the affairs of said corporation. The liquidation shall be effected in the manner provided by law.

ARTICLE XIV.

INCREASE OF CAPITAL

The stockholders shall have preemptive rights. If the stock is increased, an offer of the increased stock shall be made by registered mail from the secretary to each stockholder, giving him thirty (30) days from notification within which to exercise his preemptive rights to the increase in stock. If one stockholder should fail to exercise his preemptive rights within the thirty (30) days, the other stockholders shall be given a right to purchase the stock before the corporation an offer the stock to third persons.

ARTICLE XV.

TRANSFER AND ENCUMBRANCE OF STOCK

The stock of this corporation may be transferred, or encumbered, but such transfer or encumbrance may be limited and restricted as provided for in the By-laws or by separate shareholder agreements, copies of which are available at the corporate office.

ARTICLE XVI.

No director or officer shall be personally liable to the corporation or shareholders for monetary damages for a breach of fiduciary duty as a director or officer, or for any negligence in connection with the duties of director or officer, nor for any negligence or liability of the corporation.

ARTICLE XVII.

INCORPORATOR

The incorporator is the following:

Myrt T. Hales, Jr.
802 Julia Street
Post Office Drawer 149
Rayville, LA 71269

THUS DONE AND SIGNED, at Rayville, Richland Parish, Louisiana, on the day, month and year first hereinafter written, in the presence of the subscribing, competent witnesses, who hereunto sign their names, together with me, Notary, after due reading of the whole on this the 13th day of August, 2001.

WITNESSES:

Rebecca L. Martin

Donna K. Martin

Myrt T. Hales, Jr.
MYRT T. HALES, JR.
Incorporator

Donna K. Martin
NOTARY PUBLIC

**INITIAL REPORT
OF
TRIARCH MARKETING, INC.**

**STATE OF LOUISIANA
PARISH OF RICHLAND**

In accordance with the provisions of Louisiana Revised Statutes of 1950, Title 12, Section 101, TRIARCH MARKETING, INC., a corporation organized under the laws of this State, makes its initial report as required by Section 101 of the Business corporation Law:

1. The locations and post office address of the corporation's registered office is 802 Julia Street, Post Office Drawer 149, Rayville, Louisiana 71269.
2. The full name and post office address of its registered agent is Myrt T. Hales, Jr., 802 Julia Street, Post Office Drawer 149, Rayville, Louisiana 71269.
3. The name and address of the first directors are:

Myrt T. Hales, Jr.
802 Julia Street
Post Office Drawer 149
Rayville, LA 71269

James Dupont
109 Gladney Loop Road
Rayville, LA 71269

4. The names and address of the first officers are:

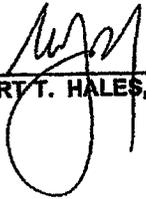
James Dupont
109 Gladney Loop Road
Rayville, LA 71269

President

Myrt T. Hales, Jr.
802 Julia Street
Post Office Drawer 149
Rayville, LA 71269

Secretary/Treasurer

IN WITNESSES WHEREOF, the undersigned Incorporator/director of TRIARCH MARKETING, INC. has executed this report at Rayville, Louisiana, on this the 13 day of August, 2001.



MYRT T. HALES, JR.

AFFIDAVIT OF ACCEPTANCE OF APPOINTMENT
BY DESIGNATED REGISTERED AGENT
ACT 769 OF 1987

TO: The State Corporation Department
State of Louisiana

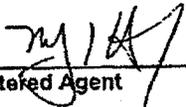
STATE OF LOUISIANA

PARISH/COUNTY OF RICHLAND

On this 15th day of August, 2001, before me, a Notary Public in and for the
State and Parish/County aforesaid, personally came and appeared:

MYRT T. HALES, JR.

who is to me known to be the person, and who, being duly sworn, acknowledged to
me that he does hereby accept appointment as the Registered Agent of TRIARCH
MARKETING, INC., which is a Corporation authorized to transact business in the
State of Louisiana pursuant to the provisions of Title 12, Chapter 1, 2, and 3.


Registered Agent

Subscribed and sworn to, before me, this 15th day of August, 2001.


NOTARY PUBLIC

EXHIBIT 2 - CERTIFICATE OF AUTHORITY TO TRANSACT BUSINESS

State of Idaho

Office of the Secretary of State

**CERTIFICATE OF AUTHORITY
OF
TRIARCH MARKETING, INC.**

File Number C 185787

I, BEN YSURSA, Secretary of State of the State of Idaho, hereby certify that an Application for Certificate of Authority, duly executed pursuant to the provisions of the Idaho Business Corporation Act, has been received in this office and is found to conform to law.

ACCORDINGLY and by virtue of the authority vested in me by law, I issue this Certificate of Authority to transact business in this State and attach hereto a duplicate of the application for such certificate.

Dated: January 13, 2010



Ben Yursa
SECRETARY OF STATE

By *James L. Beckman*

EXHIBIT 3 - FINANCIAL INFORMATION

FILED AS CONFIDENTIAL AND PROPRIETARY

EXHIBIT 4 - SERVICE AREA MAP

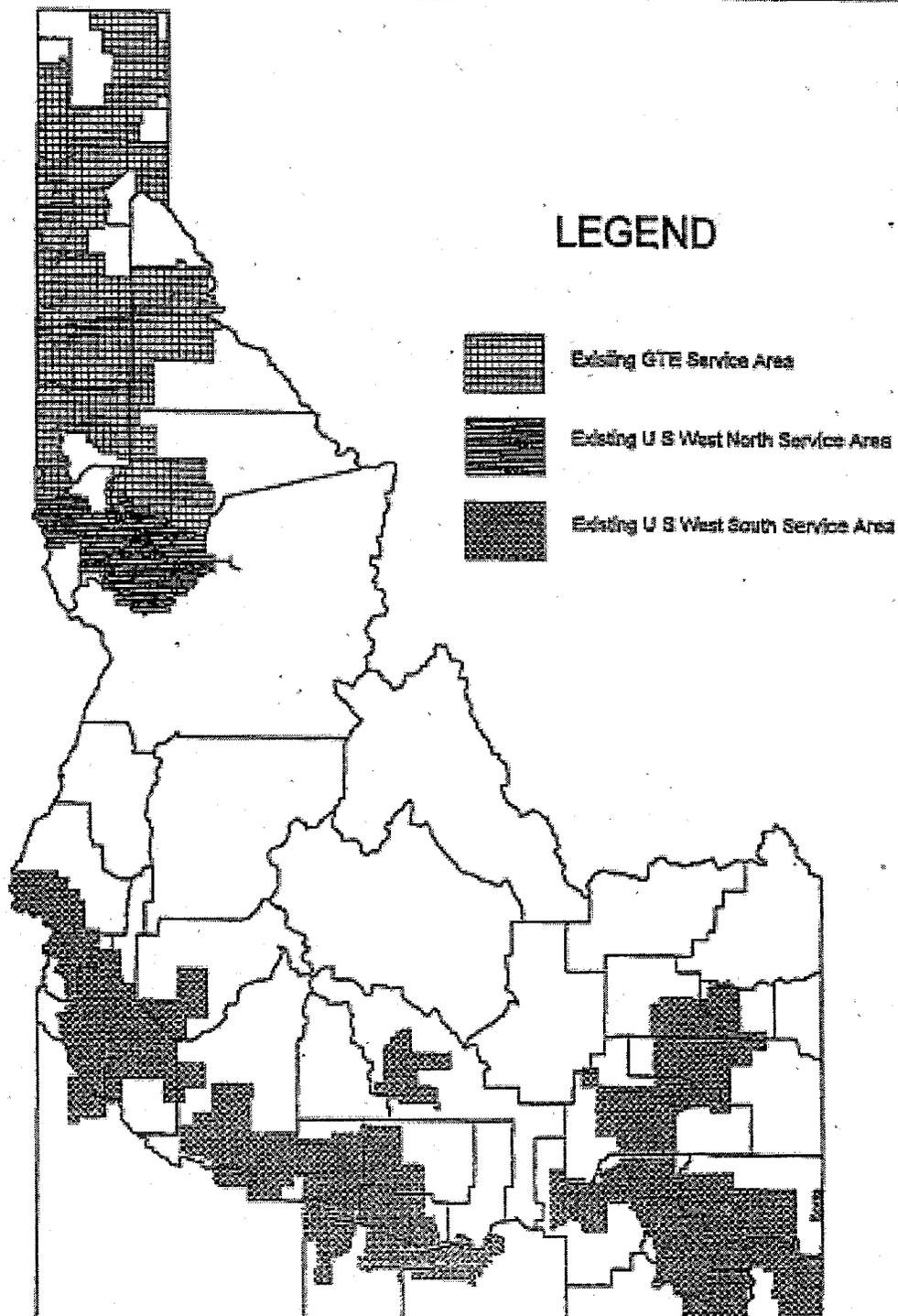


EXHIBIT 5 - ILLUSTRATIVE TARIFF

State of Louisiana

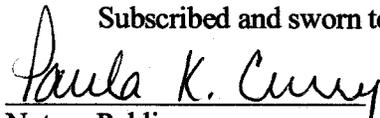
County of Richland Parish

James Dupont, being first duly sworn, deposes and says that he is the President of TRIARCH MARKETING, INC., the Applicant in the proceeding entitled above, that he has read the foregoing application and knows the contents thereof and; that the same are true of his knowledge, except as to matters which are therein stated on information or belief, and to those matters he believes them to be true.

TRIARCH MARKETING, INC. has also reviewed all of the Commission Rules and agrees to comply with them.


James Dupont
President

Subscribed and sworn to before this 21st day of January, 2010.


Notary Public

My Commission expires: lifetime



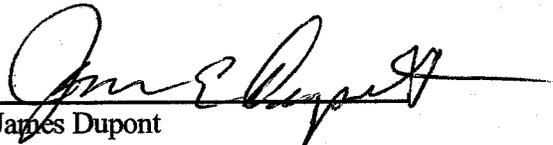
OFFICIAL
PAULA K. CURRY
NOTARY PUBLIC NO. 64283
STATE OF LOUISIANA
PARISH OF RICHLAND
My Commission is for Life

State of Louisiana

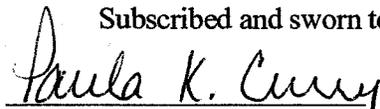
County of Richland Parish

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James Dupont
President

Subscribed and sworn to before this 21st day of January, 2010.


Notary Public

My Commission expires: lifetime



OFFICE
PAULA K. CURRY
NOTARY PUBLIC NO. 6-1111
STATE OF LOUISIANA
PARISH OF RICHLAND
My Commission Expires 2010