

BEFORE THE IDAHO PUBLIC UTILITIES COMMISSION

**IN THE MATTER OF THE APPLICATION)
OF TRIARCH MARKETING, INC. FOR A) CASE NO. TRI-T-10-01
CERTIFICATE OF PUBLIC)
CONVENIENCE AND NECESSITY TO) NOTICE OF APPLICATION
PROVIDE LOCAL EXCHANGE)
TELECOMMUNICATIONS SERVICES.) NOTICE OF
) MODIFIED PROCEDURE
)
)
) ORDER NO. 32089**

On February 24, 2010, Triarch Marketing, Inc. filed an Application for a Certificate of Public Convenience and Necessity (CPCN) to provide resold and facilities-based local exchange telecommunications services in Idaho.

NOTICE OF APPLICATION

YOU ARE HEREBY NOTIFIED that Triarch seeks authority to provide all forms of intrastate local exchange and interexchange telecommunications services. The Company has no current plans to install its own facilities in Idaho.

YOU ARE FURTHER NOTIFIED that the Company's Application states that it intends to provide resold and facilities-based local exchange service utilizing unbundled network elements in areas currently served by Qwest North, Qwest South, and Verizon. Triarch has not yet initiated interconnection negotiations with incumbent local exchange carriers (ILECs) in Idaho.

YOU ARE FURTHER NOTIFIED that the Company's Application states it will not require customers to submit advance payments or deposits in exchange for service; therefore, no escrow account is necessary.

YOU ARE FURTHER NOTIFIED that Triarch is incorporated under the laws of Louisiana. A Certificate of Authority to transact business was issued by the Idaho Office of the Secretary of State in January 2010. Triarch lists Incorp Services, Inc. as its Idaho registered agent for service of process.

YOU ARE FURTHER NOTIFIED that Triarch states that it has reviewed the laws and regulations of this Commission governing local exchange telecommunications services in

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Idaho and agrees to provide service in accordance with the laws, rules and regulations to the extent they are not preempted by the federal Act.

NOTICE OF MODIFIED PROCEDURE

YOU ARE FURTHER NOTIFIED that the Commission has preliminarily determined that the public interest may not require a formal hearing in this matter and will proceed under Modified Procedure pursuant to the Commission’s Rules of Procedure 201 through 204, IDAPA 31.01.01.201 through .204. The utilization of Modified Procedure and written comments have proven to be an effective means for obtaining public input and participation.

YOU ARE FURTHER NOTIFIED that any person desiring to state a position on this Application may file a written comment in support or opposition with the Commission within **twenty-one (21) days** from the service date of this Notice. The comment must contain a statement of reasons supporting the comment. Persons desiring a hearing must specifically request a hearing in their written comments. Written comments concerning this Application shall be mailed to the Commission and the Applicant at the addresses reflected below:

Commission Secretary
Idaho Public Utilities Commission
PO Box 83720
Boise, ID 83720-0074

Lance J.M. Steinhart
Lance J.M. Steinhart, P.C.
1720 Windward Concourse, Suite 115
Alpharetta, GA 30005
E-mail: lsteinhart@telecomcounsel.com

Street Address for Express Mail:

472 W. Washington Street
Boise, ID 83702-5918

These comments should contain the case caption and case number shown on the first page of this document. Persons desiring to submit comments via e-mail may do so by accessing the Commission’s home page located at www.puc.idaho.gov. Click the “Comments and Questions” icon and complete the comment form using the case number as it appears on the front of this document. These comments must also be sent to the Applicant at the e-mail address listed above.

YOU ARE FURTHER NOTIFIED that if no written comments or protests are received within the time limit set, the Commission will consider this matter on its merits and enter its Order without a formal hearing. If written comments are received within the time limit

set, the Commission will consider them and, in its discretion, may set the same for formal hearing.

YOU ARE FURTHER NOTIFIED that the Application and supporting workpapers have been filed with the Commission and are available for public inspection during regular business hours at the Commission offices. The Application and other workpapers are also available on the Commission's web site at www.puc.idaho.gov by clicking on "File Room" and then "Telephone Cases."

YOU ARE FURTHER NOTIFIED that the Commission has jurisdiction over this matter pursuant to Title 61 and 62 of the Idaho Code and specifically *Idaho Code* §§ 61-526 through 62-615. The Commission may enter any final Order consistent with its authority under Title 61.

YOU ARE FURTHER NOTIFIED that all proceedings in this matter will be conducted pursuant to the Commission's Rules of Procedure, IDAPA 31.01.01.000, *et seq.*

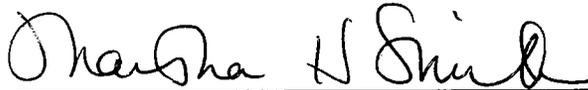
ORDER

IT IS HEREBY ORDERED that the Application of Triarch Marketing, Inc. be processed by Modified Procedure. Persons interested in submitting written comments regarding this case or protesting the use of Modified Procedure should do so no later than twenty-one (21) days from the service date of this Order.

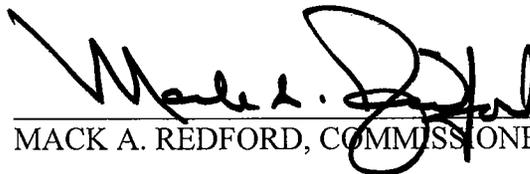
DONE by Order of the Idaho Public Utilities Commission at Boise, Idaho this 14th
day of October 2010.



JIM D. KEMPTON, PRESIDENT



MARSHA H. SMITH, COMMISSIONER



MACK A. REDFORD, COMMISSIONER

ATTEST:



Jean D. Jewell
Commission Secretary

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