



**BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA**

FILED
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Application of LUMACEL LLC for)
a Certificate of Public Convenience and)
Necessity in Order to Provide Resold and) A1609004
Facility Based Competitive Local Exchange and) Application No. _____
Interexchange Service in the)
State of California)
_____)

**APPLICATION OF LUMACEL LLC FOR A CERTIFICATE OF PUBLIC
CONVENIENCE AND NECESSITY TO PROVIDE RESOLD AND
FACILITY BASED COMPETITIVE LOCAL
EXCHANGE and INTEREXCHANGE SERVICE**

Pursuant to the Rules of Practice and Procedure (the “Rules”) of the California Public Utilities Commission (the “Commission”), and the Commission’s decisions authorizing competition in California’s telecommunications markets, LUMACEL LLC (“LUMA” or “Applicant”), by and through its regulatory consultants, hereby files this application for a Certificate of Public Convenience and Necessity (“CPCN”) in order to provide resold and Facility Based competitive local exchange access and non-dominant interexchange services (“Application”).

LUMACEL, respectfully requests authority to operate as a resale and Facility Based local exchange carrier in the territories currently served by AT&T California (“AT&T”), Frontier California, Inc. (“Frontier”), Sure West Telephone (“Sure West”) and Citizens Telephone Company (“Citizens”), and as a nondominant interexchange carrier in the entire State of California. Pursuant to Articles 2 and 3 of the Rules, LUMA submits the following information in support of its Application:

1. Name of Applicant [Rule 2.1(a)]

Applicant’s legal name is LUMACEL LLC. Applicant is a Delaware Limited Liability Company with a current certificate of authority to do business in California as a foreign Limited Liability Company.

Its principal place of business is 27271 Las Ramblas Street, Suite 300, Mission Viejo, California 92691. LUMA's FEIN # is 81-1176751.

2. Correspondence or Communications [Rule 2.1(b)]

Correspondence or other communications regarding this Application should be addressed to:

Joseph Isaacs, Director of Regulatory Affairs
% ISG-Telecom Consultants
4274 Enfield Court, Suite 1600
Palm Harbor, Florida 34685
Phone: 727-738-5553
Fax: 727-939-2672
Email: isaacs@isg-telecom.com

Correspondence or other communications regarding the Applicant's ongoing operations should be addressed to:

Marcilino Altamirano, Manager
LumaCel LLC
27271 Las Ramblas Rd., Suite 300
Mission Viejo, California 92691
Phone: 949-637-1062
Email: manthony@blackdotwireless.com

Notices, orders and other papers may be served upon these persons, and such service shall be deemed to be service upon the Applicant.

3. Description of the Services to be Provided [Rule 3.1(e)]

LUMA seeks authority to provide resold and Facility Based local exchange service to residential and business customers in the service territories of AT&T, Frontier, Sure West and Citizens as well as resold interexchange services to such customers throughout the State of California. LUMA proposes to provide these services through the reselling of services provided by other carriers, facilities to be leased from a variety of telecommunications carriers, and in the future.

LUMA will provide both interstate and intrastate services to residential and businesses in the state with single and multiple locations. LUMA will offer its customers a full service solution which combines local dial tone, long distance, VoIP, internet access, telephone equipment (including PBX) and professional product management. Customers will receive technical support and a single, accurate

monthly invoice. LUMA will design and integrate all the elements of the communications infrastructure and deliver a seamless, interoperable solution for its customers.

4. Articles of Incorporation and Certificate of Qualification [Rule 2.2]

LUMA's original Articles of Organization were filed and duly adopted on January 19, 2016. A copy of this document is attached hereto as Exhibit A. A copy of the California authority is attached as Exhibit A1. A Copy of their Certificate of Good Standings in California is also attached As Exhibit A2.

5. Description of Proposed Construction [Rule 3.1(a)]

At present LUMA does not propose to construct any facilities now or in the future. In the future LUMA may lease facilities in or on existing buildings, conduits, ducts, rights-of-way and other facilities, and structures of other entities currently licensed to do so with their authority granted by the Commission.

6. California Environmental Quality Act (CEQA) Compliance [Rule 2.4]

Pursuant to D.99-10-025 and D.99-12-050, LUMA does not request that the Commission grant it facilities-based authority. In these decisions, the Commission determined that if a carrier limits its activity to the use of unbundled network elements ("UNEs") and equipment installed within or on previously existing buildings or structures, it can be seen with certainty that there is no possibility that the grant of a CPCN to that carrier will adversely impact the environment and thus no negative declaration or Environmental Impact Report ("EIR") is required under the California Environmental Quality Act ("CEQA"). Such limited facilities-based authority allows a carrier to interconnect with the facilities of incumbent local exchange carriers ("ILEC") in their central offices and to utilize other entities' facilities and structures. Pursuant to Rule 2.4(b) of the Rules, LUMA's Proponent's Environmental Assessment ("PEA") is attached hereto as Exhibit "B".

7. Names of Competitors and Names of Counties [Rule 3.1(b)]

LUMA will provide competitive local and long distance service in competition with those other carriers authorized by this Commission to provide similar services. LUMA notes that pursuant to D.97-06-107, issued in Commission Proceeding R.94-02-003/ I.94-02-004, Competitive Local Carriers no longer are required to comply with Rule 3.1(b) (formerly Rule 18 (b)) and General Order 96-A,

subsections (G) (1) and (2). Thus, LUMA has not mailed its application to all potential competitors and counties. LUMA will, however, provide a copy of its application upon request to potential competitors and counties.

8. Areas of Service [Rule 3.1(c)]

LUMA seeks authority to provide its services in those exchanges where the Commission has authorized local competition. At present, competitive local exchange service may be provided in the geographic areas of California serviced by AT&T, Frontier, Citizens, Siskiyou and Sure West. In addition, LUMA seeks inter-Local Access and Transport Area (LATA) and intraLATA authority on a statewide basis. Attached as “Exhibit C” are maps of the service areas where LUMA will provide service.

9. Identification of Required Franchise and Health and Safety Permits [Rule 3.1(d)]

Any necessary health and safety permits required for LUMA to operate as a reseller of local exchange and interexchange services will be obtained from the appropriate city or county agencies.

10. Facts Showing Public Convenience and Necessity [Rule 3.1(e)]

The Commission has previously determined that the public convenience and necessity require that competition be allowed in the provision of competitive local exchange service, R.95-04-043/I.95-04-044. Grant of this Application will benefit the public interest by expanding the availability of technologically advanced telecommunications services within the state.

11. Estimated Cost of Construction, Annual Fixed and Operating Costs and Economic Feasibility [Rule 3.1(f)]

LUMA intends to only resell its services through its facilities of other CLEC’s and Incumbent Local Exchange Carriers. LUMA has no intention to construct any facilities in the future. As a result, the estimated cost of construction is expected to be zero.

LUMA ’s annual fixed and operating costs are expected to be fully within the financial resources available to LUMA , through existing financing, procurement of additional financing and anticipated revenues.

12. Financial Statements and the Ability to Finance [Rules 3.1(g) and 2.3]

LUMA is financially qualified to offer the telecommunications services for which authority is sought in the Application. Attached is a copy of the balance sheet and Profit and Loss Statements of LUMA's sister company, BLACK DOT HOLDINGS, LLC who will be funding LUMA's initial operations as Exhibit "D". (Initial Rules for Local Exchange Competition, D.95-07-054, and D.96-02-072, Appendix A ("CLEC Rules"), Rule 4(B) (1)). BLACK DOT HOLDINGS, LLC is the sole member of BLACK DOT WIRELESS, LLC (whose bank statements are attached hereto).

LUMA does not currently owe deposits to local exchange or interexchange carriers (CLEC Rules, Rule 4(B)(1)).

Thus, LUMA fully meets the financial qualifications set forth in the CLEC Rules and Rule 3.1(g) of the Rules.

13. Proposed Rates [Rule 3.1(h)]

LUMA will offer its services on a non-discriminatory basis pursuant to tariffs as well as individual case basis ("ICB") contracts. A draft of LUMA's proposed tariff, which describes its services, rates, and terms and conditions for service, is attached hereto as "Exhibit E". LUMA will submit a final tariff with final rates upon grant of the authority it seeks.

14. General Order 104-A Statement [Rule 3.1(i)]

LUMA is not a publicly traded company, and has no proxy statements, 10-Ks or annual reports to provide. Further, LUMA states that none of its officers, directors, or stockholders, whether record or beneficial owners of stock, have a material financial interest (as that term is defined in Section 2 of GO 104-A) in any transaction involving the purchase of materials or equipment, or the contracting, arranging, or paying for construction, maintenance, or service for or on behalf of Applicant.

15. Expected Customer Base [Rule 3.1(j)]

LUMA's estimate of its customers for the first year will be approximately 350 and by the fifth year to be at 1,500.

16. Managerial and Technical Competence

LUMA has the managerial and technical qualifications necessary to provide the proposed services in its service territory. Attached hereto as "Exhibit F" are the biographies of LUMA's key technical personnel and management team. These biographies reflect that LUMA possesses significant managerial and technical expertise for operating a telecommunications company, consistent with the Commission's requirements. To the best of applicant's knowledge, neither applicant, any affiliate, officer, director, partner, nor owner of more than 10% of applicant, or any person acting in such capacity whether or not formally appointed, has been sanctioned by the Federal Communications Commission or any state regulatory agency for failure to comply with any regulatory statute, rule or order.

17. Demonstration of Compliance with Commission Rules

Attached as "Exhibit G" to this Application is a schedule listing LUMA's compliance with the requirements of the Commission's Rules governing issuance of CPCNs.

18. SB 960 Compliance- Scoping Memorandum Information (Rule 2.1 (c))

In accordance with the Commission's Rules, LUMA provides the following information:

1. Proposed Category: This Application should be categorized as rate-setting in accordance with Rule 7.1(e)(2) as it does not clearly fit into the categories defined in Rules 1.3 (a), (d) or (e).

2. Need for Hearing: No hearings are necessary to address the matters in this Application as the Application is non-controversial and does not raise any material issues of fact.

3. Issues to Be Considered: Whether LUMA is qualified to provide competitive local exchange and interexchange services in California.

4. Proposed Schedule: LUMA proposes the following schedule:

Application filed:	August 31, 2016
Protests Due	30 days after appearance of Application on Commission Daily Calendar
Final Decision Adopted	60 days after submission

VERIFICATION & AFFIDAVIT

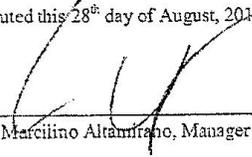
I, Marcellino Altamirano, hereby swear that I am the Manager of LUMACEL, LLC and that I am authorized to make this Affidavit on behalf of myself and my company, LUMACEL as it pertains to our CPCN application with the CPUC. I have read the foregoing petition and its exhibits, and that the same are true and correct to the best of my knowledge, information and belief.

I certify that the following statements are true:

1. To the best of my knowledge, neither the applicant, any affiliate, officer, director, partner nor owner of more than ten (10%) percent of the Applicant, or any person acting in such capacity whether or not formally appointed has been sanctioned by the Federal Communications Commission or any state regulatory agency for failure to comply with any regulatory statute, rule or order; and
2. No affiliate, officer, director, partner nor owner of more than ten (10%) percent of the applicant, or any person, acting in such capacity whether or not formally appointed, held one of these positions with a telecommunications carrier that filed for bankruptcy, or has been found criminally or civilly liable to a court of appropriate jurisdiction for a violation of Section 17000 et. Seq. of the California Business and Professional Code, or for any actions which involved misrepresentations to customers, and to the best of the Applicant's knowledge, it is not under current investigation for similar violations; and
3. Petitioner (Applicant) further certifies that no additional deposits shall be due AT&T upon approval of this petition.

I declare under the penalty of perjury, and the laws of the State of California, that the foregoing is true and correct.

Executed this 28th day of August, 2016

By: 
Marcellino Altamirano, Manager

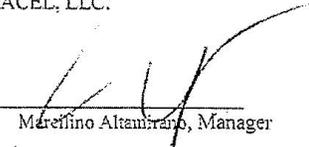
LumaCel, LLC

CONCLUSION

WHEREFORE, LUMACEL, LLC. respectfully requests that the Commission enter an Order granting this Application, thereby conferring on LUMACEL, LLC. the authority to provide limited facilities-based and resold competitive local exchange, access and interexchange services throughout the State of California.

Respectfully submitted,

LUMACEL, LLC.

By: 
Mirelino Altamirano, Manager

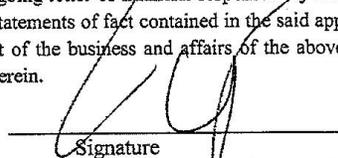
Dated this 28th day of August, 2016

THIS FINANCIAL GUARANTEE IS IRREVOCABLE FOR A PERIOD OF TWELVE MONTHS FROM THE DATE OF CERTIFICATION BY THE CALIFORNIA PUBLIC SERVICE COMMISSION

I, Marcilino Altamirano, acting solely as the MANAGER of BLACK DOT HOLDINGS, LLC, the sister company to the Applicant, LUMACEL, LLC. hereby guarantees all the debts of said corporation up to an amount of USD \$100,000.00.

State of California)
) ss
County of Orange)

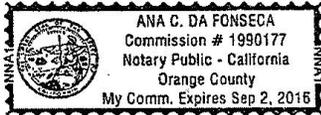
I, Marcilino Altamirano hereby makes oath and states that he is the **MANAGER of BLACK DOT HOLDINGS, LLC.** and that I have examined the foregoing letter of financial responsibility and that to the best of my knowledge, information, and belief, all statements of fact contained in the said application are true, and the said application is a correct statement of the business and affairs of the above-named applicant in respect to each and every matter set forth therein.



Signature
Marcilino Altamirano

Typed or Printed Name

SWORN TO AND SUBSCRIBED before me on this 28th day of August , 2016.



Ana C. da Fonseca

Notary Public in and for the State of California

My commission expires: September 2, 2016

		Status
Exhibit A	LUMA's Delaware SOS filing LUMA's California Foreign LLC Certificate o Good Standings	x
Exhibit B	Proponent's Environmental Assessment	x
Exhibit C	Maps of the statewide service areas where LUMA will provide service	x
Exhibit D	Balance sheet of BLACK DOT HOLDINGS, LLC the sister company to LUMACEL, LLC	x
Exhibit E	Draft Tariff	x
Exhibit F	Biographies of LUMA's key technical personnel and management team	x
Exhibit G	Schedule listing LUMA's compliance with the requirements of the Commission's Rules governing issuance of CPCNs	x

EXHIBITS

EXHIBITS A, A1
LUMA's Delaware SOS filing
LUMA's California Foreign LLC Certificate o Good Standings

State of California
Secretary of State

CERTIFICATE OF STATUS

ENTITY NAME: LUMACEL LLC

REGISTERED IN CALIFORNIA AS: LUMACEL LLC

FILE NUMBER: 201612110032
REGISTRATION DATE: 04/26/2016
TYPE: FOREIGN LIMITED LIABILITY COMPANY
JURISDICTION: DELAWARE
STATUS: ACTIVE (GOOD STANDING)

I, ALEX PADILLA, Secretary of State of the State of California,
hereby certify:

The records of this office indicate the entity is qualified to
transact intrastate business in the State of California.

No information is available from this office regarding the financial
condition, business activities or practices of the entity.



IN WITNESS WHEREOF, I execute this
certificate and affix the Great Seal
of the State of California this day of
August 5, 2016.

A handwritten signature in black ink, appearing to read "Alex Padilla".

ALEX PADILLA
Secretary of State

Delaware

Page 1

The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY "LUMACEL LLC" IS DULY FORMED UNDER THE LAWS OF THE STATE OF DELAWARE AND IS IN GOOD STANDING AND HAS A LEGAL EXISTENCE SO FAR AS THE RECORDS OF THIS OFFICE SHOW, AS OF THE THIRD DAY OF AUGUST, A.D. 2016.

AND I DO HEREBY FURTHER CERTIFY THAT THE ANNUAL FRANCHISE TAXES HAVE BEEN ASSESSED TO DATE.



5940881 8300

SR# 20165213639

You may verify this certificate online at corp.delaware.gov/authver.shtml

A handwritten signature in black ink, appearing to read "JB", is written over a horizontal line. Below the line, the text "Jeffrey W. Bullock, Secretary of State" is printed.

Authentication: 202769746

Date: 08-03-16

EXHIBIT “B”

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) COMPLIANCE

Pursuant to Rule 2.4 of the Commission’s Rules of Practice and Procedure, LUMACEL LLC (“Applicant”) respectfully submits this Proponent’s Environmental Assessment (“PEA”) in support of its petition for authority to provide resold local exchange services to business customers in the service territories of Pacific Bell Telephone Company (“Pacific Bell”), Frontier California, Inc. (“Frontier”), Sure West Telephone (“Sure West”) and Citizens Telephone Company (“Citizens”) as well as resold interexchange services to such customers throughout the State of California.

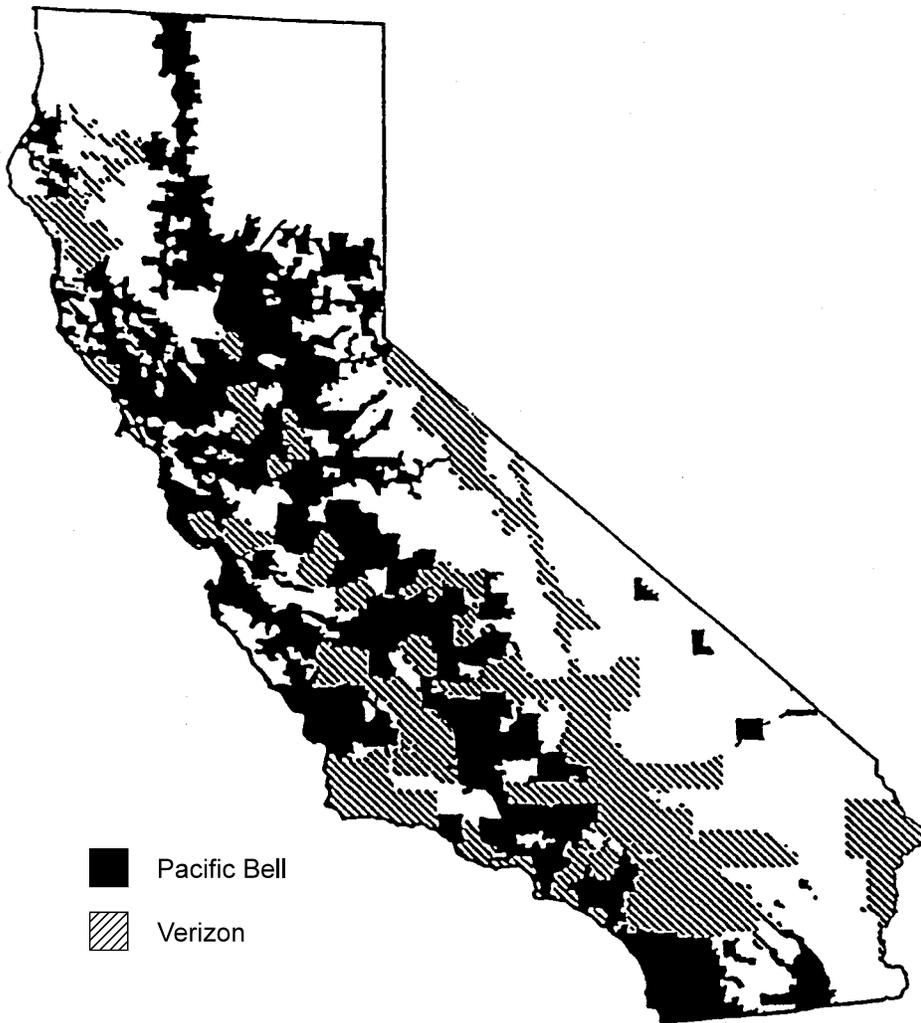
Applicant currently does not seek facilities-based authority established in D.99-10-025 and D.99-12-050. Applicant plans to provide service by using existing streetlights, poles, towers, buildings, fiber, conduits, ducts, rights-of-way, trenches and other facilities and structures of other carriers, utilities and municipalities, and through the use of unbundled network elements (“UNEs”) purchased from incumbent local exchange carriers (“ILECs”).

Thus, Applicant will not install equipment in or on any existing structures and facilities. Accordingly, as the Commission determined in D.99-10-025 and D.99-12-050, it can be seen with certainty that the grant of this Application would not have an adverse impact on the environment and no negative declaration or Environmental Impact Report is required for the resale authority requested by Applicant.

EXHIBIT C

AREA OF SERVICE (MAPS)

Applicant seeks authority to provide facilities-based and resold local exchange, access and interexchange services to business and residential customers in the service territories of AT&T California (“AT&T”) (formerly Pacific Bell), Frontier California, Inc. (“Frontier”), Sure West Telephone (“Sure West”) and Citizens Telephone Company (“Citizens”), as well as facilities-based and resold interexchange services to such customers throughout the State of California. The map below depicts the total combined service areas of AT&T and Frontier in the state of California. The map on the following page depicts the total combined service areas of Sure West and Citizens in California.



AREA OF SERVICE (MAPS)

Combined Service Areas of Sure West and Citizens

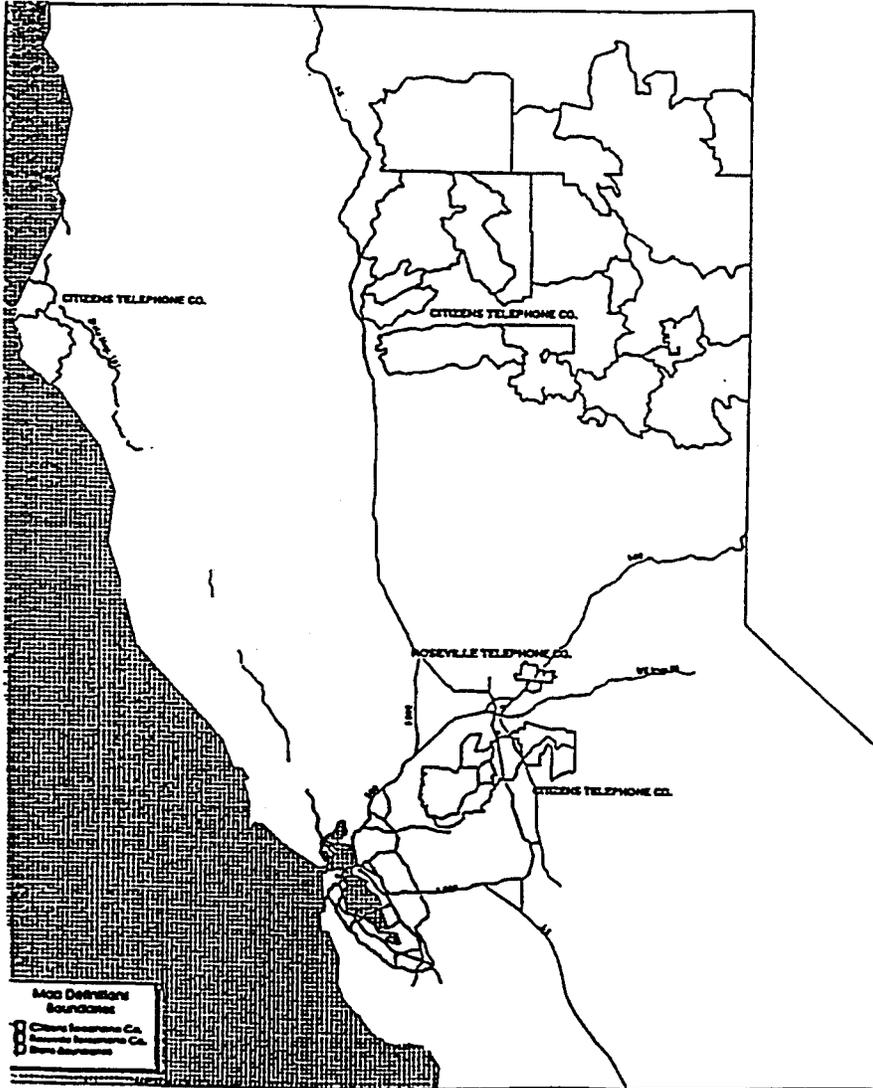


EXHIBIT D

BLACK DOT HOLDINGS, LLC AND SUBSIDIARIES
CONSOLIDATED STATEMENT OF OPERATIONS
AND MEMBERS' CAPITAL
For the Year Ended December 31, 2015

REVENUE	\$ 5,482,835
OPERATING EXPENSES	
Salaries and wages	3,887,384
General and administrative	2,249,114
Depreciation and amortization	48,820
	<u>6,185,318</u>
LOSS FROM OPERATIONS	(702,483)
OTHER INCOME (EXPENSE)	
Interest income	230,868
Interest expense	(197,262)
Gain on investment in joint venture	241,542
Other expense	(106,492)
	<u>(106,492)</u>
NET LOSS	(533,827)
MEMBERS' CAPITAL	
Beginning of Year	<u>1,446,366</u>
End of Year	<u>\$ 912,539</u>

BLACK DOT HOLDINGS, LLC AND SUBSIDIARIES
CONSOLIDATED BALANCE SHEET
December 31, 2015

ASSETS

Current Assets	
Cash and cash equivalents	\$ 408,093
Accounts receivable, net of provision for doubtful accounts	1,771,394
Prepaid expenses and other current assets	<u>209,921</u>
Total current assets	2,389,408
Accounts Receivable, net of current portion and provision for doubtful accounts	56,915
Property and Equipment, net	79,175
Other Assets	<u>46,606</u>
Total assets	<u>\$ 2,572,104</u>

LIABILITIES AND MEMBERS' CAPITAL

Current Liabilities	
Accounts payable and accrued expenses	\$ 482,674
Long-term debt, current portion	<u>879,642</u>
Total current liabilities	1,362,316
Long-Term Debt, net of current portion	297,249
Commitments and Contingencies (Note 8)	
Members' Capital	<u>912,539</u>
Total liabilities and members' capital	<u>\$ 2,572,104</u>

**PROFIT AND LOSS STATEMENT AND BALANCE SHEET OF
LUMACEL LLC's PARENT COMPANY BLACKDOT HOLDINGS, LLC**

**Black Dot Holdings, LLC and Subsidiaries
BALANCE SHEET
As of December 31, 2014**

ASSETS

Current Assets

Cash & Cash Equivalents	\$2,020,460.34
Accounts Receivable, net	2,076,410.43
Other Receivables	0.00
Prepaid Expenses	112,890.67
Other Current Assets	17,289.92
	-
Total Current Assets	4,227,051.36
	-

Long Term Accounts Receivable 584,035.56

Property and Equipment-at cost 416,870.51
Less Accumulated Depreciation (341,784.22)

Property and Equipment-net 75,086.29

Other Assets 381,159.37

Total Assets 5,267,332.58

LIABILITIES AND EQUITY

Current Liabilities

Accounts Payable	272,791.51
Accrued and Other Liabilities	361,090.47
Short Term Portion of LTD	2,404,877.76
	-

Total Current Liabilities 3,038,759.74

Long Term Debt 384,540.49

Reserve for Rent 25,248.93

Total Liabilities 3,448,549.16

Contingencies and commitments

Partnes' Equities

Equity (349,400.67)

Retained Earning 1,359,609.99

Net Income 808,574.10

Total Members' Equity - 1,818,783.42

Total Liabilities and Members' Equity - 5,267,332.58

=

Black Dot Holdings, LLC and Subsidiaries
INCOME STATEMENT
For the Twelve Months Ending December 31, 2014

Net Revenue		\$8,432,924.94
Operating Costs and Expenses:		
Cost of Revenue		2,375,782.44
General and Administrative Expenses		5,464,016.85
	-	
Total		7,839,799.29
	-	
Profit from Operations		593,125.65
Other Income (Expense)		
Other Income		308,204.15
Other Expenses		(264,756.54)
	-	
Income from Operation before tax		636,573.26
	-	
Extraordinary Gain (Loss)		202,972.60
	-	
Income Tax Expense		(30,971.76)
	-	
Net Income	=	808,574.10

EXHIBIT E

DRAFT TARIFF

EXHIBIT F

MANAGERIAL AND TECHNIAL COMPETENCE

Marcilino Altamirano, Managing Member (AKA Mark Anthony)

Frank DeJoy, President and Director of Technology

Gary Mordock, Corporate Counsel

Marc Anthony

CEO, Black Dot

manthony@blackdotwireless.com

Experience

Founder & CEO at Black Dot Wireless

May 2004 - Present (12 years 4 months)

Co-Founder & President at Wireless Capital Partners

April 2002 - April 2004 (2 years 1 month)

Founder, President & CEO at Telecom Wireless Solutions

January 2000 - February 2002 (2 years 2 months)

Wireless Communications Consultant at Consultant

June 1996 - January 2000 (3 years 8 months)

Stock Broker at Dean Witter Reynolds

January 1993 - June 1996 (3 years 6 months)

Land Acquisition Manager at Hill Williams Development

January 1990 - January 1993 (3 years 1 month)

Skills & Expertise

CDMA

Leases

Sales

Sales Management

Program Management

New Business Development

Start-ups

Real Estate

Mobile Devices

Negotiation

Telecommunications

Vendor Management

Wireless

Business Development

Contract Negotiation

4G

Confidential

SENIOR-LEVEL TECHNOLOGY AND OPERATIONS EXECUTIVE

Consistent record of driving best-in-class products, technology, and operating levels with specialized expertise in the telecommunications industry. Representative contributions include:

- **Start-up Management** - Built several major business units from inception to maturity, achieving year-over-year growth of more than 100% and consistently exceeding all P&L targets.
 - **Sales Program Development** - Designed and developed strategic pre-sales and CRM initiatives supporting major account sales and revenue growth opportunities. Led to acquisition of over 25 new carrier accounts, 39 new corporate/government accounts, and \$225M in new business.
 - **New Product Launch, Network Deployment, & Operations** - Led design, deployment & operation of over 50 new wireless/wireline products, hundreds of applications, thousands of cell sites and miles of new fiber network. Launches included consumer & enterprise services on handheld devices, laptops, OEM devices, & fiber networks/FTTx. During 3-year tenure, annual wireless data revenues grew from \$50M to over \$1B.
 - **Turnaround Leadership** - Restructured \$300M business unit to achieve 32% market share growth, improved operating margins and customer satisfaction ratings within one year.
 - **Hosting, Web Management, Cloud Infrastructure** - Led design, implementation, & operations of wireless data services from launch through the acquisition of tens-of-millions of data subs. Maintained best-in-class quality as measured by independent third-party, Telephia (now part of Nielsen).
 - **M&A Operations** – Coordinated seamless network and operational integrations for several wireline and wireless carriers including AT&T Wireless, Cingular, LA Cellular, Vanguard Cellular, AT&T Local, Teleport Communications Group, and Eastern Telelogic.
-

PROFESSIONAL HIGHLIGHTS

LUMACEL, Long Beach, CA
President

2016 - Present

Launched and operated LumaCel, a broadband services provider that provides Gigabit Internet services to residential and business clients, specializing in Homeowners Associations (HOAs), Multi-Dwelling Units (MDUs), and Enterprise Multi-Tenant Units (MTUs). In this role, defined business plan, developed and implemented operational model, & rolled out initial marketing and sales programs.

SPECTRUM EFFECT, Seattle, WA
Board of Directors

2016 - Present

Member of Board of Directors of Spectrum Effect, a technology start-up company that provides wireless spectrum sharing and analytics solutions to wireless service providers. In this role, provided guidance on emerging market opportunity, use cases, product roadmap & business development strategy. Also performed certain direct business and corporate development functions.

GEOVISIBLE, Seattle, WA
Board of Directors

2016 - Present

Member of Board of Directors of GeoVisible, a technology start-up company that provides mobile public safety applications for consumers, communities, emergency personnel, law enforcement & other First Responders. In this role, developed emerging market opportunity, use cases, product roadmap & business development strategy for use in fund raising and technology development.

AT&T WIRELESS SERVICES, Redmond, WA 1998 - 2005

Vice President, Network Services, Mobile Multimedia Services (2001-2005)

Visionary and driving force behind the ground-up development of wireless data services network unit. Scope of authority spanned budgets as large as \$30 million and staff sizes ranging from 50 to 180.

- Enabled data division to grow from a \$50M annual revenue run rate to \$1B in 3 years through the leadership of associated network services in consumer and business segments from launch through the operation.
- Directed operations and 24 x 7 support of such services as mMode, email, messaging, voice-activated dialing, WiFi, and other high-speed applications utilizing GPRS, EDGE, and UMTS technologies.
- Led cross-organizational deployment, from development through operations, of over fifty new wireless products/technologies and hundreds of application/content partnerships.
- Led the integration of Cingular and AT&T Wireless's national data centers and Network Operations Centers (NOCs) to ensure seamless operations for customers through the merger.

Director, Strategic and Network Planning, Wireless Network Services (1998-2001)

Top management authority for capacity, technology, service, and organizational planning for AT&T wireless network.

- Developed \$2+ billion capital plan that encompassed upgrades to existing network; network integration of 2 acquisitions; and deployment of more than 40 switches, 3,000 sites, and 150 new initiatives.
- Managed 100% fixed-network workload increase and improvement in network quality to less than 2% blocking nationwide through new capacity forecasting and supply management programs.

TELEPORT COMMUNICATIONS GROUP (Now AT&T), Staten Island, NY 1994 - 1998

Director of Network Engineering and Operations

Led local and long-distance network engineering and operations for east-coast USA networks.

- Built and operated the NJ network from its inception including design, implementation, and 24 x 7 operations of more than 500 fiber-optic miles, a Class 5 Switch, 8 data centers, 10 Telco co-locations and 60 customer buildings in NJ from NYC to Philadelphia, PA.
- Led network integration of Eastern Telelogic Corp. after its acquisition and the subsequent integration with AT&T.

AT&T BELL LABORATORIES, Somerset, NJ 1992 - 1994

Manager of Systems Engineering

Directed a team of engineers in design and implementation of new domestic and global services. Scope of programs supported included Software-Defined-Network (SDN), Network Remote Access Security Management System (NRAMS), Network Control Point (NCP), and Interchangeable NPA.

AT&T NETWORK SYSTEMS (Now Nokia/ALU), New York, NY 1989 - 1992

Technical Consultant

Developed and sold digital switching & access network solutions to NYNEX, its subsidiaries, and corporate customers.

EDUCATION

MBA, Information Technology Concentration, Rutgers University, Graduate School of Management
BS, Electrical Engineering (Graduated with Highest Honors), Rutgers University, College of Engineering

ENGINEERING ASSOCIATES, INC. (Unit of Quanta Services & Dycor), Upland, CA 2010 - 2016
Vice President, General Manager

Built and operated a new western division of the company from its inception to a full-service engineering and turnkey telecommunications provider of outside plant, wireless, design, and broadband services to major carriers, independent telco's, and state/local government. Responsible for all operations including sales, production, service delivery, and P&L.

- Within 2.5 years, built profitable operations throughout Arizona, California, Colorado, Hawaii, Nebraska, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming. Grew engineering services annual revenue run rate from inception to over \$30M. Engineering capabilities facilitated increased revenue growth for construction units of over \$225M.
- Led engineering, permitting, and construction management services to Verizon, AT&T, CenturyLink, Coming, Frontier, Hawaiian Telcom, TW Telecom, Time Warner-CATV, Level-3, Zayo Networks, Sunesys, Clackamas County OR, Conterra, XO, Windstream, plus many others.
- Led the design of over 2,000 miles of new fiber network, 2000 wireless cell site facilities (including DAS and Small Cells), hundreds of thousands of FTTx living units, and 200 Broadband Stimulus (ARRA) Anchor Institutions.

EDEN ROCK COMMUNICATIONS, Bothell, WA 2013 - 2015
Board of Advisors

Served on the Advisory Board of Eden Rock Communications, a company that provides patented Self-Organizing Network (SON) tools for wireless carriers (T-Mobile in the USA) to improve service levels and streamline operations in the network. The SON Market is estimated at over \$5B annually.

- Provided guidance on carrier operational needs, market demands, product roadmap, as well as directly engaged with potential investors and clients through Eden Rock's acquisition by Nokia Networks.
- Developed business plan and forecast updates for Board and investor presentations.

GENERAL DYNAMICS, Needham, MA 2007 - 2009
Vice President/General Manager, Wireless Services

Responsible for business unit (sales, operations, P&L) that performed national cell site acquisition, engineering, construction, and program management for AT&T, Sprint, Verizon, T-Mobile, and other wireless carriers. The business unit generated over \$300M in revenues with over 400 personnel across the US.

- Managed deployment of over 5,000 sites in 2 years for CDMA, GSM, and iDEN wireless networks, succeeding capacity upgrades, and technology overlays to next generation technologies including EVDO, UMTS, WiMAX, and LTE.
- Secured over \$150M in new business including 4 new carrier accounts and 18 new operating markets. Also achieved a 32% increase in market share from incumbent markets.
- Led carrier operational initiatives resulting in more than 50% improvement in investment cash flow, operating margin increase of 6.2%, and improvement of customer satisfaction scores nationally to "best-in-class."

CELERGY NETWORKS INC., San Clemente, CA 2005 - 2007
President and Chief Operating Officer

Responsible for all company operations including strategic and tactical planning, sales, marketing, finance, engineering, implementation, operations, and human resources. Celergy provided national cabling, WiFi, VoIP, and IT services in the retail, financial, healthcare, carrier, and government sectors. Clients included Wal-Mart, Kroger, HSBC, Apria Healthcare, Cincinnati Bell, AT&T, SAIC, Warner Robbins AFB, Marine Corps AGCC at Twentynine Palms, among others.

- Enabled company to achieve its best EBITDA results since inception in 2005 by restructuring around market priorities and implementing new governance processes.
- Defined and implemented a new sales forecasting and management process that led to the acquisition of over 35 new accounts with over \$9M in sales awards in 2006.

GARY E. MORDOCK
656 Weatherstone Way
San Marcos, CA 92078
760-798-0318 or 949-512-5890 (cellular)
garymordock@usa.net

August 15, 2016

EDUCATION: BA, Stanford University, 1959 (Political Science and History)
JD, University of California, Berkeley School of Law (Boalt Hall), 1964

MILITARY: Army Intelligence Service, 1959-1961; reserve officer through 1964

PROFESSIONAL EXPERIENCE:

- General law practice in Los Angeles and Orange Counties from 1965-2002, with emphasis on real estate; business organizations; estate planning; probate, trusts and estates; and family law.
- Worked extensively with financial planning companies, escrow companies, title insurance and trust companies and real estate brokers. Guest instructor on estate planning procedures for many small to middle sized groups and organizations.
- Served for several years as attorney for a Board of Realtors in south Los Angeles County.
- Published articles in the Orange County Bar Journal on family law and probate and trust law subjects. Served on the Advisory Board of the Orange County Bar Association.
- Served as member and moderator of instruction panels for Continuing Education of the Bar programs in advanced probate, trusts and estates courses in Orange County.

EMPLOYMENT HISTORY:

- 1964-1966, associate with Getz, Aikens, Manning and Murphy, Beverly Hills, CA.
- 1966-1968, partner with Dalton and Mordock, Bellflower and Fullerton, CA.
- 1968-1975, partner with Pitts, Dalton, Kane and Mordock, Fullerton, CA.
- 1975-1978, partner with Dalton and Mordock, Bellflower and Fullerton, CA.
- 1979-1981, sole practice in Orange, CA.
- 1981-2002, partner with Ackerman, Mordock and Bowen, Fullerton, CA.
- June 2002 to July 2005, retired from practice to accept a three year Church assignment in Colorado, Wyoming and Nebraska.
- May 2006 through January 2007, part time contractor for special projects with Black Dot Wireless, LLC, a telecommunications industry service provider.
- March 2007 to the present, independent contractor in Orange and San Diego Counties, providing as-needed legal services primarily in the areas of business and estate planning, including trust administration; currently serving as General Counsel to the Black Dot and LumaCel group of companies.

EXHIBIT G

DEMONSTRATION OF COMPLIANCE WITH COMMISSION RULES

CPUC RULE	REQUIREMENT	APPLICATION REFERENCE
2.1(a)	Name of Applicant	Section 1
2.1(b)	Correspondence or Communications	Section 2
2.1(c)	SB 960 Compliance – Scoping Memorandum Information	Section 18
2.2	Articles of Incorporation and Certificate of Qualification	Section 4; Exhibit A
2.4	California Environmental Quality Act (CEQA) Compliance	Section 6; Exhibit B
3.1(a)	Description of Proposed Construction	Section 5
3.1(b)	Names of Competitor and Names of Counties	Section 7
3.1(c)	Area of Service (Maps)	Section 8; Exhibit C
3.1(d)	Identification of Required Franchise and Health and Safety Permits	Section 9
3.1(e)	Description of Services to be Provided	Section 3
3.1(e)	Facts Showing Public Convenience and Necessity	Section 10
3.1(f)	Estimated Cost of Construction, Annual Fixed and Operating Costs and Economic Feasibility	Section 11
3.1(g) & 2.3	Financial Statements and the Ability to Finance	Section 13; Exhibit E
3.1(h)	Proposed Rates	Section 14
3.1(i)	General Order 104-A Statement	Section 16; Exhibit E
3.1(j)	Managerial and Technical Competence	Section 17; Exhibit F
	Demonstration of Compliance with Commission Rules	

CERTIFICATE OF SERVICE

I hereby certify that on this 28th day of August, 2016, a copy of this Application for a Certificate of Public Convenience and Necessity to Provide Competitive Local Carrier Service in California was served on the following individuals by US mail:

Acting Director/Chief
CACD, Telecommunications Branch
505 Van Ness Avenue, Room 2001
San Francisco, California 94102

Acting Director/Chief
Energy Division
505 Van Ness Avenue
San Francisco, California 94102

/s/ Joseph Isaacs

By: Joseph Isaacs, on behalf of
LUMACEL LLC