



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

**FILED**

11/14/25

04:59 PM

**C2511008**

Luis Enrique Landa Rodriguez,

Complainant,

vs.

Pacific Bell d/b/a AT&T California (U1001C)  
and AT&T Mobility Wireless Operation  
Holdings d/b/a AT&T Mobility (U3021C),

Defendants.

**(ECP)**

**Expedited Complaint**  
**(Rule 4.6)**

| COMPLAINANT                                                                                                                                                                                | DEFENDANTS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>Luis Enrique Landa Rodriguez<br/>9660 Sepulveda Blvd, Apt 11<br/>North Hills, CA 91343<br/>T: 818-381-8829<br/>E-mail: <a href="mailto:luenle881@gmail.com">luenle881@gmail.com</a></p> | <p>Pacific Bell d/b/a AT&amp;T California (U1001C)<br/>and AT&amp;T Mobility Wireless Operation<br/>Holdings d/b/a AT&amp;T Mobility (U3021C)<br/>Attn: Mark Berry, Director-Regulatory<br/>430 Bush Street, 5th Floor<br/>San Francisco CA 94108<br/>T: 415-417-5033<br/>E-mail 1: <a href="mailto:U1001C-Regulatory@att.com">U1001C-Regulatory@att.com</a><br/>E-mail 2: <a href="mailto:U3021C-Regulatory@att.com">U3021C-Regulatory@att.com</a><br/>E-mail 2: <a href="mailto:mb2861@att.com">mb2861@att.com</a><br/>E-mail 3: <a href="mailto:rj2397@att.com">rj2397@att.com</a></p> |

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

(A)

Luis Enrique Landa Rodriguez

COMPLAINANT(S)

vs.

(B)

AT&T Mobility Wireless Operations Holdings, Inc.

DEFENDANT(S)

(Include Utility "U-Number", if known)

(for Commission use only)

(C)

Have you tried to resolve this matter informally with the Commission's Consumer Affairs staff?

☒ YES ☐ NO

Has staff responded to your complaint?

☒ YES ☐ NO

Did you appeal to the Consumer Affairs Manager?

☒ YES ☐ NO

Do you have money on deposit with the Commission?

☐ YES ☒ NO

Amount \$ \_\_\_\_\_

Is your service now disconnected?

☒ YES ☐ NO

COMPLAINT

(D)

The complaint of (Provide name, address and phone number for each complainant)

| Name of Complainant(s)       | Address                                           | Daytime Phone Number |
|------------------------------|---------------------------------------------------|----------------------|
| Luis Enrique Landa Rodriguez | 9660 Sepulveda Blvd, Apt 11 North Hills, CA 91343 | 818-381-8829         |

respectfully shows that:

(E)

Defendant(s) (Provide name, address and phone number for each defendant)

| Name of Defendant(s)                            | Address                            | Daytime Phone Number |
|-------------------------------------------------|------------------------------------|----------------------|
| AT&T Mobility Wireless Operations Holdings, Inc | 208 S. Akard St., Dallas, TX 75202 | 800-331-0500         |

**(F)**

Explain fully and clearly the details of your complaint. (Attach additional pages if necessary and any supporting documentation)

I respectfully submit that AT&T billed me for services not rendered during multiple periods of disconnection and provided credits that were not properly applied. Despite final credits and adjustments recognized by AT&T's Office of the President, my account was improperly referred to collections and my service remained interrupted, which directly impacted my ability to attend medical appointments and employment opportunities. AT&T demanded payment for time periods where no telecommunications service was provided, contrary to California Public Utilities Code and my consumer rights.

## Key facts:

- AT&T provided some credits (\$568.23, \$100, and \$140.90 refund), but continued to claim and attempt to collect a final balance of \$1,258.58.
- Service was interrupted and repeatedly disconnected from May through August 2025.
- My attempts for informal and formal resolution with both AT&T and regulatory agencies have not resulted in fair relief.
- The disputed amount was sent to collections despite AT&T admitting the existence of credits and errors.

**(G) Scoping Memo Information (Rule 4.2(a))**

(1) The proposed category for the Complaint is (check one):

☒ adjudicatory (most complaints are adjudicatory unless they challenge the reasonableness of rates)

☐ ratesetting (check this box if your complaint challenges the reasonableness of a rates)

(2) Are hearings needed, (are there facts in dispute)? ☒ YES ☐ NO

(3) ☒ Regular Complaint ☐ Expedited Complaint

(4) The issues to be considered are (Example: The utility should refund the overbilled amount of \$78.00):

Whether AT&T billed for services not provided, failed to properly apply credits, and improperly referred the balance to collections after confirming errors and credits.

- (5) The proposed schedule for resolving the complaint within 12 months (if categorized as adjudicatory) or 18 months (if categorized as ratesetting) is as follows:

Prehearing Conference: Approximately 30 to 40 days from the date of filing of the Complaint.

Hearing: Approximately 50 to 70 days from the date of filing of the Complaint.

|                                             |  |
|---------------------------------------------|--|
| Prehearing Conference<br>(Example: 6/1/09): |  |
| Hearing (Example: 7/1/09)                   |  |

Explain here if you propose a schedule different from the above guidelines.

**(H)**

Wherefore, complainant(s) request(s) an order: State clearly the exact relief desired. (Attach additional pages if necessary)

"I request that AT&T be ordered to remove all charges for periods without service, apply all acknowledged credits, withdraw my account from collections, and correct my consumer record."

**(I)**

**OPTIONAL:** I/we would like to receive the answer and other filings of the defendant(s) and information and notices from the Commission by electronic mail (e-mail). My/our e-mail address(es) is/are:

luenle881@gmail.com

**(J)**

Dated North Hills, CA 91343, California, this 06 day of November, 2025  
(City) (date) (month) (year)

Luis Rodríguez

Signature of each complainant

**(MUST ALSO SIGN VERIFICATION AND PRIVACY NOTICE)**

**(K)****REPRESENTATIVE'S INFORMATION:**

Provide name, address, telephone number, e-mail address (if consents to notifications by e-mail), and signature of representative, if any.

|                         |  |
|-------------------------|--|
| Name of Representative: |  |
| Address:                |  |
| Telephone Number:       |  |
| E-mail:                 |  |
| Signature               |  |



505 Van Ness Avenue, Room 2001  
San Francisco, CA 94102

### PRIVACYNOTICE

This message is to inform you that the Docket Office of the California Public Utilities Commission ("CPUC") intends to file the above-referenced Formal Complaint electronically instead of in paper form as it was submitted.



Please Note: Whether or not your Formal Complaint is filed in paper form or electronically, Formal Complaints filed with the CPUC become a public record and may be posted on the CPUC's website. Therefore, any information you provide in the Formal Complaint, including, but not limited to, your name, address, city, state, zip code, telephone number, E-mail address and the facts of your case may be available on-line for later public viewing.

Having been so advised, the Undersigned hereby consents to the filing of the referenced complaint.

Luis Rodríguez

Signature

11/06/2025

Date

Luis Enrique Landa Rodríguez

Print your name

**VERIFICATION**  
(For Individual or Partnerships)

I am (one of) the complainant(s) in the above-entitled matter; the statements in the foregoing document are true of my knowledge, except as to matters which are therein stated on information and belief, and as to those matters, I believe them to be true.

I declare under penalty of perjury that the foregoing is true and correct.

**(L)**

Executed on 11/06/2025, at North Hills, California  
(date) (City)

Luis Rodriguez

\_\_\_\_\_  
(Complainant Signature)

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**VERIFICATION**  
(For a Corporation)

I am an officer of the complaining corporation herein, and am authorized to make this verification on its behalf. The statements in the foregoing document are true of my own knowledge, except as to the matters which are therein stated on information and belief, and as to those matters, I believe them to be true.

I declare under penalty of perjury that the foregoing is true and correct.

**(M)**

Executed on \_\_\_\_\_, at \_\_\_\_\_, California  
(date) (City)

\_\_\_\_\_  
Signature of Officer

\_\_\_\_\_  
Title

**(N) NUMBER OF COPIES NEEDED FOR FILING:**

If you are filing your formal complaint on paper, then submit one (1) original, six (6) copies, plus one (1) copy for each named defendant. For example, if your formal complaint has one defendant, then you must submit a total of eight (8) copies (Rule 4.2(b)).

If you are filing your formal complaint electronically (visit <http://www.cpuc.ca.gov/PUC/efiling> for additional details), then you are not required to mail paper copies.

**(O)** Mail paper copies to: California Public Utilities Commission  
Attn: Docket Office

Luis Enrique Landa Rodríguez  
9660 Sepúlveda Blvd, Apt 11  
North Hills, CA 91343

Tel: 818-381-8829 - Email: luenle881@gmail.com  
Fecha: Monday October 13, 2025

AT&T — Office of the President  
Attn.: Francisco Lopez, Premier Service Consultant  
g14371@att.com - 858-522-8759  
208 S. Akard St., Dallas, TX 75202

Re: Disputa formal — Solicitud de mayor contable completo; suspensión de reporte; retiro de cobranza. Cuenta #337225209258 (terminación 9258). Su “respuesta final” del 3-oct-2025.

Estimados:

Se impugna el “saldo final” de \$1,258.58 indicado en su carta del 3-oct-2025. Ustedes admiten créditos de \$568.23, \$100.00 y reembolso de \$140.90, pero remiten la cuenta a Adam Agency desde el 2-oct-2025 sin proveer ledger que concilie cargos, impuestos, ajustes y pagos por período. Se requiere:

- Entrega, en 10 días hábiles, del mayor contable completo y facturas por ciclo, con notas de crédito, reversos y fechas de aplicación; incluir la base del cálculo que lleva al saldo neto.
- Suspensión inmediata de cualquier reporte negativo y gestión de cobranza mientras el saldo esté en disputa y bajo revisión regulatoria (FCC File No. 8059045).
- Confirmación de retiro/pausa de la cuenta en Adam Agency hasta concluir la conciliación y la investigación.

Reservo todos los recursos en ley y equidad, incluidos daños por facturación inexacta y reporte crediticio incorrecto. De no recibir respuesta sustantiva y documentación verificable, se solicitarán remedios adicionales ante CPUC/FCC y en sede judicial si fuere necesario.

Atentamente,

[Firma]

Luis Enrique Landa Rodríguez

”

## Exhibit 1

AT&T Bill – May 2025

## Exhibit 2

AT&T Bill –June 205

## Exhibit 3

AT&T Bill – July 2025

## Exhibit 4

AT&T August 2025



AT&T Office of the President  
308 South Akard Street  
Suite 1110.E3  
Dallas, TX 75202-5315

October 3, 2025  
Luis Enrique Landa Rodríguez  
9660 Sepulveda Blvd, Apt 11  
North Hills, CA 91343-6816

Re: OOP Case# Case 0003836550 & 0003831681  
Account # ending in 9258

Dear Mr. Landa Rodríguez,

Thank you for your recent correspondence to AT&T's Office of the President. We appreciate the opportunity to review your concerns and sincerely apologize for any inconvenience this situation may have caused.

Regarding your inquiry about the balance increase, our records indicate the presence of multiple past due balances each month, in addition to payments being reversed in February and March. While AT&T acknowledges no fault in this matter, as a gesture of goodwill, a credit of \$568.23 was applied to installment for wireless# 747-370-3469 on June 9, 2025.

Additionally, a credit of \$140.97 was issued on June 9, 2025, and a further credit of \$150.00 was applied on June 26, 2025.

On August 19, we also offered to reinstate your account upon receipt of a \$500.00 payment and with payment arrangements established for the remaining balance; however, this offer was declined. Your account was suspended due to non-payment on July 18, 2025, and subsequently canceled for non-payment on August 29, 2025. The final balance of \$5,132.56 remains valid and has been assigned to an outside collection agency (Adam Agency 833-895-0323) as of October 2, 2025.

We have thoroughly reviewed all information provided. Based on this review, we believe your concerns have been fully addressed.

We understand you may be dissatisfied with this outcome, and we sincerely apologize for any frustration. However, please be advised that this is our final response regarding this matter.

Sincerely,  
Francisco Lopez  
Premier Service Consultant  
AT&T Office of the President

## Statement of Case Context and Comprehensive Consumer Rights

The complainant, Mr. Luis Enrique Landa Rodríguez, hereby submits this formal statement concerning the dispute with AT&T Mobility Wireless Operations Holdings, Inc., arising from multiple billing irregularities, unauthorized charges, and significant violations of consumer protection laws.

Over the past six months, the complainant has been unjustly deprived of telecommunications service due to an alleged disputed debt. Despite having discontinued service and returned equipment in accordance with company policy, AT&T has improperly billed and demanded payment for services not provided. Consequently, the complainant's telephone has been blocked and alternative service providers have refused to provide service due to this unresolved dispute. This has caused profound disruption to the complainant's life and wellbeing, impairing both personal and professional communication.

Additionally, the complainant has experienced repeated unprofessional and harassing conduct by AT&T representatives, notably including a representative named Francisco, whose disrespectful and mocking tone has exacerbated the complainant's anxiety and emotional distress.

Under applicable California and federal laws, the complainant is entitled to the following consumer protections, which have been violated in this case:

- The right to dispute inaccurate charges and receive a fair resolution pursuant to the Fair Credit Billing Act (15 U.S.C. § 1666 et seq.).
- Protections under California's Consumers Legal Remedies Act (Cal. Civ. Code § 1750 et seq.), guarding consumers from unfair, deceptive, and fraudulent business practices.
- The right to receive uninterrupted and reliable telecommunications service under the California Public Utilities Code (Cal. Pub. Util. Code § 451), which mandates just and reasonable service.
- Safeguards against abusive and harassing communications provided by the Telephone Consumer Protection Act (47 U.S.C. § 227).

The complainant submits that AT&T's practices constitute willful violations of these rights and regulatory mandates, warranting corrective enforcement action by the California Public Utilities Commission and associated authorities.

The relief sought includes:

1. Immediate adjustment of the disputed billing to reflect only legitimate and verified charges.
2. Cancellation of all collection efforts and correction of any adverse credit reporting stemming from this dispute.
3. Restoration of telecommunications service without further delay or obstruction.

4. Enforcement of the above statutory rights, ensuring AT&T's compliance with consumer protection laws.
5. An explicit requirement for AT&T representatives to engage in all communications professionally and respectfully.

This case underscores the critical need for regulatory oversight in protecting consumers from the abuses of dominant telecommunications providers. The complainant trusts the Commission will rigorously apply its authority to uphold justice, fairness, and consumer dignity.

## Exhibit 3

### Audio Recording – Customer Service Call, AT&T

Date: June 10, 2025

Summary: This recording contains relevant statements by AT&T regarding credits, balance disputes, and case resolution.

Audio Recording – Customer Service Call with AT&T

Date: June 10, 2025. 1:31 PM

Summary:

This exhibit contains a digital audio recording of a customer service interaction between Luis Enrique Landa Rodríguez and AT&T, in reference to the balance dispute, account credits, and actions taken by AT&T as described in the formal complaint.

The recording includes relevant admissions by AT&T regarding credits, disputed charges, and promises of resolution. It supports the facts and timeline asserted by the complainant.

Link to Audio File:

<https://drive.google.com/file/d/191eA2cK5Blhdzqidh3BE9y0WRllaiZ0x/view?usp=drivesdk>

Note:

A full transcript or summary of the key statements in this call can be provided upon request.  
This audio is submitted in good faith as material evidence for CPUC Case CAB 693535.

9:03



Asurion Support Dec 16, 2024



to me ▾

Re: For mobile number(s) ending in: 4043



Hi Luis Enrique Landa Rodriguez,

Thank you for enrolling in **AT&T** Protect Advantage for 1<sup>1</sup>. This email contains important information about your protection plan. Please review the [terms and conditions](#) carefully.

As a reminder, your monthly charge will be \$17 plus tax.

## What's included in your plan:

## Protection for the device you can't live without



Coverage and unlimited number of claims in case of loss, theft, damage and out-of-warranty malfunctions



As soon as same-day replacement and setup<sup>2</sup>

↩ Reply

➡ Forward





Be sure to pay your current bill on or before your due date.

## Here's what you canceled:

 Payment method: AutoPay

 Service: Wireless

 Account ending in: 9258

Because you canceled AutoPay, you may lose discounts on your service. To avoid a late payment fee, be sure to [view and pay your current bill](#) on or before your due date.

You can always sign back up for AutoPay on the myAT&T app or at [att.com/autopay](https://att.com/autopay).

Heads up: Be sure to keep the email address on your account up to date so you don't miss account notices. [Learn how](#)

Don't recognize this change? [Let us know](#)

Thanks for choosing us,

**AT&T**

## Manage your billing and payment

info with myAT&T

← Reply

→ Forward



6:32



Hi there,

# We received a payment

Here are the payment details:

**Service type:** Wireless

**AT&T** account ending in: 9258

**Payment method:** Bank Draft

**Account number ending in:** \*\*\*\*\*4683

**Confirmation:** 8DP7SMT2T029QYJ

**Payment date:** Feb. 15, 2025

**Amount:** \$569.73

Sign in and manage your billing and payment information.

[Sign in](#)

Thanks for choosing us,

**AT&T**

[Payment Terms & Conditions](#)

[← Reply](#)

[→ Forward](#)



Bills &amp; payments

Bills

Payments

Date range 

...1448

May 20, 2025



...3835

Apr 19, 2025

-\$100.00 

...3835

Apr 17, 2025

-\$102.00 

...7935

Apr 13, 2025

-\$30.00 

...7935

Apr 11, 2025

-\$200.00 

...3835

Apr 07, 2025



...5112

Apr 04, 2025

-\$217.41 

...5112

Mar 28, 2025

-\$100.00 

&lt; Prev

Page 1 of 5 

Next &gt;



CHAT

I want to:



Report an issue



Make a payment



C



## Introducing SplitPay

## Charges summary

Protect Advantage for 1 (includes insurance) - Tier 4 **(May 16 - June 03)**

| This month | Last month | Difference |
|------------|------------|------------|
| -\$10.20   | \$6.23     | ↓ \$16.43  |

PCS Number Change Fee **(one-time charge)**

| This month | Last month | Difference |
|------------|------------|------------|
| \$0.00     | \$36.00    | ↓ \$36.00  |

Unlimited Starter SL - 3 Lines

| This month | Last month | Difference |
|------------|------------|------------|
| \$0.00     | \$20.53    | ↓ \$20.53  |

Standard Replacement Deductible **(one-time charge)**

| This month | Last month | Difference |
|------------|------------|------------|
| \$275.00   | \$0.00     | ↑ \$275.00 |



CHAT

Protect Advantage for 4 (includes insurance) **(May 16 - June 03)**

| This month | Last month | Difference |
|------------|------------|------------|
|------------|------------|------------|

Account summary

\$2075.51



Date range 

...5112

Mar 26, 2025

-\$969.29 

...5112

Mar 23, 2025

-\$217.41 

...3835

Mar 16, 2025

-\$100.00 

...5112

Mar 16, 2025

-\$100.00 

...5112

Mar 13, 2025

-\$969.29 

...4683

Feb 28, 2025

-\$569.73 

...4683

Feb 15, 2025

-\$569.73 

...2608

Jan 04, 2025

-\$25.09 [< Prev](#)Page 2 of 5 [Next >](#)

## I want to:



Report an issue



Make a payment



C



YOU'RE ELIGIBLE FOR  
**\$25 CASHBACK**  
ON THIS PAYMENT

CLICK HERE

for trying SmartlyPlus

Advertisement



Your service has been suspended. Please pay your balance now.

**SUSPENDED**

**Current balance** Account # 337225209258



Total due on Apr 24, 2025

**\$2090.78**

Past due, pay immediately:

**\$1210.82**

[Make a payment](#)

Can't pay now?

[Set up a payment arrangement](#)

## My bill and usage highlights



Our summary generated by Ask AT&T shows how your bill changed this month.

[Check it out >](#)



CHAT



We applied a **\$43.10** one-time credit to your account.





## Your detailed bill changes

Here's what changed since your previous bill, generated by Ask AT&T.

### Summary of Changes:

- **Total Increase:** +\$416.95
- **Current Bill:** \$1386.70
- **Previous Bill:** \$969.75

### Primary Reason(s) for Change:

- **Bill level:** Remaining balance has increased in the current month contributing to an increase in the bill. The previous month bill included a charge for the remaining balance, which has risen significantly this month.
- **Account charges:** Account charges section increased this month due to the addition of a Late Payment Fee in the activity section.
- **Line 818.307.7595 (LUIS ENRIQUE LANDA RODRIGUEZ):** The charges for this line decreased in the current month. The activity section saw a decrease due to the removal of Personal Cloud 500GB charges.
- **Line 818.335.4043 (LUIS ENRIQUE LANDA RODRIGUEZ):** The charges for this line decreased in the current month. The activity section saw a decrease due to the removal of Personal Cloud 500GB charges.



CHAT





## Mobility Service

### Important Data Information

On your AT&T Unlimited Starter SL plan, AT&T may temporarily slow data speeds if the network is busy. On your AT&T Unlimited Your Way Tablets plan, AT&T may temporarily slow data speeds if the network is busy.

### AT&T Unlimited Starter® SL

Plan includes unlimited voice, data and text messages. Phone line required to add non-phone device. If no phone line, first standalone non-phone device will be billed at phone single line pricing. **5G Service:** Requires a compatible 5G device. 5G coverage is not available everywhere. See [att.com/5Gforyou](http://att.com/5Gforyou) for details. **AT&T ActiveArmor<sup>SM</sup> mobile security:** Requires compatible device/service and download of ActiveArmor app. Other terms and restrictions apply. Details at [att.com/activearmorapp](http://att.com/activearmorapp). Some mobile security features are not available while roaming internationally; see [att.com/activearmormseula](http://att.com/activearmormseula). **Hotspot Data:** 5GB per line per month on compatible devices. After 5GB, hotspot data speed slowed to max of 128Kbps for the rest of bill cycle. After this, all hotspot data usage will be impacted and not fully functional. **Limits:** Max 10 devices/Unlimited Your Way plan account. AT&T Wireless Internet, select Wireless Home Phone devices, dedicated mobile hotspot devices, and select laptop air cards are not eligible for this plan. **Mexico/Canada Roaming:** Not included for Connected Devices and wearables. Pay-per-use charges apply. See plan details at [att.com/unlimitedplan](http://att.com/unlimitedplan).

### AutoPay and Paperless Billing Discount

Signed up for paperless billing? If you also sign up for AutoPay, you'll get a discount of \$10.00 per month per phone line on your AT&T Plan. Sign up now to be eligible for a \$20.00 discount per month within 2 bill cycles. Learn more and sign up at [att.com/autopaybill](http://att.com/autopaybill). **\$10/mo. per phone line discount req's an active account enrolled in both Paperless Billing and AutoPay with debit card or bank account. Discount reduced to \$5/mo. per phone line when AutoPay enrolled with credit card.**

### AT&T Unlimited Your Way Tablets Plan

Unlimited Your Way Elite, Premium PL, Extra EL or Starter SL plan phone line required. If phone line(s) cancelled, first



AT&T Mobility  
Office of the President

Phone: 1 (877)-998-5160  
Fax: 1 (281) 664-5370

Response to Notice of Informal Complaint (NOIC)

Date: 09/26/2025

Federal Communications Commission  
Consumer & Governmental Affairs Bureau  
Consumer Inquiries and Complaints Division  
45 L Street, NE  
Washington, D.C. 20554

Complainant's Name: Luis Landa  
File No.: 8059045  
Response Type: Mobility  
Serve Date: 09/17/2025

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**INVESTIGATION SUMMARY:**

AT&T received a supplemental notice from the Federal Communications Commission on behalf of Luis Landa regarding AT&T WIRELESS<sup>SM</sup> billing concerns. AT&T records show the account is in the name of Luis Enrique Landa Rodriguez.

On 09/18/2025, AT&T contacted Mr. Landa to acknowledge receipt of the complaint and to confirm any additional details pertaining to his concerns.

AT&T previously addressed Mr. Landa's concerns under FCC ticket 8059045. AT&T made further attempts to contact Mr. Landa by email. Contact attempts were made on 09/18/2025 and 09/22/2025. AT&T needs to speak with Mr. Landa to address his concerns. Mr. Landa may contact Francisco Lopez at g14371@att.com or 858-522-8759.

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Sincerely,

AT&T Office of the President

cc: Luis Enrique Landa Rodriguez