

**BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF SOUTH DAKOTA**

IN THE MATTER OF NORTH SHORE)	AFFIDAVIT OF DEB GREGG
MARKETING'S FAILURE TO REGISTER AS)	OF THE CONSUMER
A TELEMARKETER AND THE)	AFFAIRS DIVISION OF THE
SOLICITATIONS IT MADE TO THOSE)	PUC
REGISTERED ON THE DO NOT CALL)	TC07-013
REGISTRY)	

Deb Gregg, after being duly sworn upon her oath, hereby states and deposes as follows:

1. My name is Deb Gregg and I am an employee of the South Dakota Public Utilities Commission in the Consumer Affairs Division.

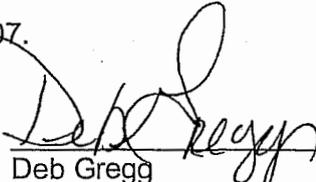
2. The Consumer Affairs Division of the South Dakota Public Utilities Commission received a complaint regarding North Shore Marketing ("North Shore") on January 9, 2007. The complaint states that North Shore made an unsolicited telephone sales call without any attention to the South Dakota Do Not Call Registry.

3. I contacted North Shore regarding the above Complaint. I learned from a North Shore representative that it is a marketing organization for various magazines. The representative indicated North Shore has no way to prove a business relationship exists with those they call. Further, they do not have a process in place to determine whether calls are legally made. Additional attempts I made to contact North Shore by telephone were unsuccessful.

4. Staff Attorney, Kara Van Bockern followed up with a written explanation of the South Dakota rules and an information request regarding North Shore's telemarketing practice. A North Shore representative called Kara in response to the letter. The representative challenged the authority of the Commission regarding this issue and refused to consider a change in their calling practice. Additionally, North Shore Marketing failed to comply with the information request relevant to this complaint as sent by Kara.

5. I believe North Shore violated the South Dakota Do Not Call statutes and rules.

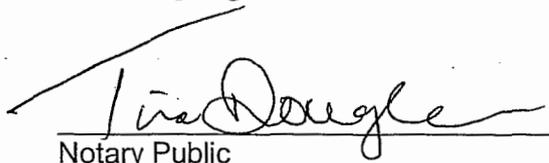
Dated this 21st day of February, 2007.



Deb Gregg
South Dakota Public Utilities Commission

STATE OF SOUTH DATKOA)
) SS
COUNTY OF HUGHES)

On this 21st day of February, 2007, before me Tina Douglas, a Notary Public within and for said County and State, personally appeared Deb Gregg, known to me to be the person who is described in and who executed the within and foregoing instrument and acknowledged to me that she executed the same.



Notary Public

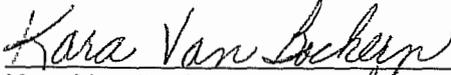
My Commission Expires: TINA DOUGLAS
 Commission Expires
 April 14, 2011

(SEAL)

CERTIFICATE OF SERVICE

I hereby certify that a copy of the Motion for Order to Show Cause was served on the following by mailing the same to it by United States Post Office Certified Mail, postage thereon prepaid, at the address shown below on this the 21st day of February, 2007.

North Shore Marketing
P. O. Box 368
Malden, MA 02148-0368



Kara Van Bockern *dk*
Staff Attorney
South Dakota Public Utilities Commission