

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

IN THE MATTER OF THE FILING BY XCEL ) ENERGY FOR APPROVAL OF ITS NEW ) CUSTOMER BROCHURE )	ORDER GRANTING APPROVAL, SUBJECT TO REVISIONS EL01-029
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On November 27, 2001, Xcel Energy (Xcel) filed with the South Dakota Public Utilities Commission (Commission) its new customer brochure. The new customer brochure will reflect updating the bill format, deleting references to Northern States Power, updating phone numbers to toll free numbers and deleting references to the ASK NSP program which has been discontinued. On December 10, 2001, Xcel filed further revisions.

At its regularly scheduled meeting of December 12, 2001, the Commission considered Xcel's request for approval of its new customer brochure. Commission Staff recommended approval.

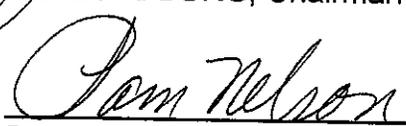
The Commission finds that it has jurisdiction over this matter pursuant to SDCL Chapter 49-34A, specifically, 49-34A-3, 49-34A-4, 49-34A-27 and ARSD 20:10:16:02. Further, the Commission finds that the new customer brochure is in the public interest, and subject to further revisions regarding insufficient fund check charges, payment locations and fees and one call information, the brochure shall be approved. It is therefore

ORDERED, that the new customer brochure is approved, as revised.

Dated at Pierre, South Dakota, this 20<sup>th</sup> day of December, 2001.

<b>CERTIFICATE OF SERVICE</b>
The undersigned hereby certifies that this document has been served today upon all parties of record in this docket, as listed on the docket service list, by facsimile or by first class mail, in properly addressed envelopes, with charges prepaid thereon.
By: <u><i>Mildred Kalbo</i></u>
Date: <u>12/21/01</u>
(OFFICIAL SEAL)

BY ORDER OF THE COMMISSION:

 _____ JAMES A. BURG, Chairman
 _____ PAM NELSON, Commissioner