

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

**IN THE MATTER OF THE APPLICATION OF AFFINITY) ORDER GRANTING
MARKETING STRATEGIES LLC D/B/A FUNDING OUR FUTURE) CERTIFICATE OF
FOR A CERTIFICATE OF AUTHORITY TO PROVIDE) AUTHORITY
TELECOMMUNICATIONS SERVICES IN SOUTH DAKOTA)
TC96-191**

On November 18, 1996, the Public Utilities Commission (Commission), in accordance with SDCL 49-31-3 and ARSD 20:10:24:02, received an application for a certificate of authority from Affinity Marketing Strategies LLC d/b/a Funding Our Future (Affinity).

Affinity intends to resell long distance telecommunications services of underlying carrier LDDS/WorldCom d/b/a Witel. Affinity is not a facilities based carrier and will offer its services throughout the United States, including the entire state of South Dakota. A proposed tariff was filed by Affinity. The Commission has classified long distance service as fully competitive.

On December 5, 1996, the Commission electronically transmitted notice of the filing and the intervention deadline of December 20, 1996, to interested individuals and entities. No petitions to intervene or comments were filed and a regularly scheduled February 11, 1997, meeting, the Commission considered Affinity's request for a certificate of authority. Commission Staff recommended granting a certificate of authority, subject to the condition that Affinity not offer a prepaid calling card or require deposits or advance payments without prior approval of the Commission.

The Commission finds that it has jurisdiction over this matter pursuant to Chapter 49-31, specifically 49-31-3 and ARSD 20:10:24:02 and 20:10:24:03. The Commission finds that Affinity has met the legal requirements established for the granting of a certificate of authority. Affinity has, in accordance with SDCL 49-31-3, demonstrated sufficient technical, financial and managerial capabilities to offer telecommunications services in South Dakota. The Commission approves Affinity's application for a certificate of authority, subject to the condition that Affinity not offer a prepaid calling card or require deposits or advance payments without prior approval of the Commission. As the Commission's final decision in this matter, it is therefore

ORDERED, that Affinity's application for a certificate of authority is hereby granted, subject to the condition that Affinity not offer a prepaid calling card or require deposits or advance payments without prior approval of the Commission. It is

FURTHER ORDERED, that Affinity shall file informational copies of tariff changes with the Commission as the changes occur.

Dated at Pierre, South Dakota, this 20th day of February, 1997.

CERTIFICATE OF SERVICE

BY ORDER OF THE COMMISSION:

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 first class mail, in properly addressed envelopes, with charges prepaid thereon.

JAMES A. BURG, Chairman

By: _____

PAM NELSON, Commissioner

Date: _____

(OFFICIAL SEAL)

LASKA SCHOENFELDER,
Commissioner

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