

Dear FCC,

I would like to enter this communication into the comment record for Proceeding 97-207. One of my job responsibilities here at Consolidated Supply Co. is to manage the cellular, local, and long distance communications. I have recently become aware of a change in the Boise area that allows for a per minute charge to be put on our local telephone account each time one of our employees calls a mobile phone with the 'Calling Party Pays' option. I would like to explain why we are entering an objection to any further expansion or continuation of the 'Calling Party Pays' plan in Idaho or any other state.

Our company has been in the plumbing and water works wholesale business for over 70 years. We are a third generation family owned business with 10 branches across Oregon, Washington, and Idaho. We use technology and advanced communications throughout our business and in doing so have become sensitive to the costs incurred because of our communications and technology usage. The amount of the charges to this point are very minimal nonetheless I am very frustrated by the fact that I have the ability to choose my long distance carrier based on service and rates but I do not have the same choice with the current 'Calling Party Pays' program in Boise. The per minute rates that have been charged to us so far far exceed what we normal can negotiate with our current cellular carrier AT&T.

I understand that many companies, with a vested interest in the increased usage of cellular phone, see such a system as a way to increase their customer base and, in turn, increase their revenues. I believe that the current market forces are providing many, many compelling reasons for people to adopt cellular phones as a personal communications device. The diversity and abundance of calling plans and carriers has given the consumer more than enough options to find a plan that will fit their calling habits. As a company we have found that many of the so-called obstacles that have been offered as impediments to cellular phone adoption are nonexistent and can be overcome with a little research and planning.

I cannot emphasize strongly enough my dissatisfaction with the lack of choice with regards to billing and carrier with the current 'Calling Party Pays'. If the current system is not modified our company will be forced to either raise prices to cover any additional expenses incurred by contacting our customers that have a 'Calling Party Pays' cellular phone or we will have to determine the customers value to us and make a decision to continue doing business with them or not. Speaking for Consolidated Supply Co. I urge you to reject any form of 'Calling Party Pays' system and let the free market mechanisms influence the increase of cellular phone use.

Sincerely,

Marc Schuette - Network Administrator  
Consolidated Supply Co.