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To: "mpowell@fcc.gov" <mpowell@fcc.gov>
Date: Wed, Feb 13, 2002 9:44 AM
Subject: Customer retention of Cellular Phone Numbers

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Dear Mr. Powell,

I am an Information Systems manager for a 165 year old Fortune 500 company. Part of my responsibilities include management of several hundred cellular phone accounts. I am writing you to encourage you to enact the federal mandate that would allow cellular phone customers to retain their phone numbers, even though they may switch service providers. Cellular phone service has become an essential tool for businesses, and our phone numbers are a piece of our overall relationship to our customers. If market pressure would dictate a change in our cellular service provider, we presently have to change our contact information with several thousand customer/contacts in order to exercise the option of changing cellular service providers.

Please help us allow the free market to determine service provider, not the company the who owns our phone numbers. Though there may be some costs for the cellular companies to re-program their route tables, this cost will be quickly overcome by additional competition in the marketplace resulting in more efficient operations. I do wish to see our cellular providers profit from their endeavors, but I also want to see the free market work more effectively in this sector. By increasing competition, service providers will become more efficient, deliver services at lower costs and most will be more profitable. The free market always wins!

Thank you for your consideration of this issue.

Jim

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