

Dear FCC Commissioners & Staff:

My name is Aaron Pierce, and I am President and CEO of Psyberware Communications, located in Lincoln, California. We serve 1500 customers who live, work, and play in the greater Placer and Sacramento County regions.

We started providing dial-up Internet services in 1994, and have played a very active part in the local community, sponsoring and donating web pages to city government, the local library, local arts foundations, and community groups. We also provide a personalized, custom level of customer service that no national ISP can touch--and I have a book of nearly a hundred unsolicited email messages from our members to back that claim up.

One of our major frustrations and headaches over the last seven years has been the slow speed and poor availability of services from Pacific Bell. We are forced to deal with them as a major provider of the telecommunications services that we offer, while competing with them as an ISP. Nowhere has this situation been more ridiculous than with DSL availability.

A couple of years ago, when DSL was really being rolled out, we were continually told 'next quarter,' or 'next year,' on DSL availability in Lincoln. When years passed, and DSL finally became available (this month, in fact) we were among the last to know, as Pacific Bell began immediately campaigning to take more of our customers--marketing DSL to everyone who has a phone line, and intermingling their regulated telephone business and private ISP business boundaries.

Now we'll be coming to market weeks late, having to pay upwards of \$40 for DSL lines per customer when Pacific Bell Internet is charging \$49.95. We are unable to match that price, however we are able to make a case to existing and potential customers that they really can get more from us for paying just a bit more. The level of customer service, immediate answering of telephones, and local in-home service (that Pacific Bell or any other national ISP could never provide) is the way we stay in business, and our members wouldn't have it any other way.

Thank you for your time.

Sincerely,

Aaron Pierce
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Lincoln, CA 95648