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October 3, 2012

By ECFS

Marlene H. Dortch
Secretary
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Re: Assist Wireless, LLC Compliance Plan Meeting Notice of Ex Parte
Presentation - REDACTED; WC Docket Nos. 09-197, 11-42

Dear Secretary Dortch:

On Monday, October 1, 2012, Byron Young, David Dorwart and Kelly King of Assist Wireless, LLC (“Assist”) and John J. Heitmann and Denise N. Smith of Kelley Drye & Warren, LLP met with Kimberly Scardino, Jonathan Lechter, Divya Shenoy, Michelle Schaefer and David Bradford of the Wireline Competition Bureau (“Bureau”) to discuss Assist’s initial and revised Compliance Plan, filed July 2, 2012 and September 27, 2012, respectively, in the above-referenced dockets. At the meeting, Assist provided the Bureau staff with confidential versions of the enclosed presentation introducing the Company and its management, the Company’s Lifeline product offerings and its approach to compliance with the requirements of the *Lifeline Reform Order*.¹

Assist, by its attorneys, hereby submits the redacted version of the attached presentation. The confidential version of the presentation is being submitted to the Federal Communications Commission today, by hand, under separate cover.

Please direct any questions regarding this matter to the undersigned.

¹ See *Lifeline and Link Up Reform and Modernization, Lifeline and Link Up, Federal-State Joint Board on Universal Service, Advancing Broadband Availability Through Digital Literacy Training*, 27 FCC Rcd 6656 (2012).

KELLEY DRYE & WARREN LLP

Marlene H. Dortch
October 3, 2012
Page Two

Respectfully submitted,



John J. Heitmann
Denise N. Smith

Counsel to Assist Wireless, LLC

Enclosures

cc: Kimberly Scardino (via e-mail)
Jonathan Lechter (via e-mail)
Divya Shenoy (via e-mail)
Michelle Schaefer (via e-mail)
David Bradford (via e-mail)

**FCC COMPLIANCE PLAN
MEETING
ASSIST WIRELESS, LLC**



October 1, 2012

Agenda

- Introduction of Assist Wireless
- Company Lifeline Product Offerings
- Marketing/Advertising Compliance
- End User Enrollment
- Annual Certification
- Procedures Addressing Waste, Fraud, and Abuse
- Questions

Assist Wireless - Overview

- Assist offers quality wireless phones and affordable service to low-income customers who qualify for government assistance through the Lifeline program

- Assist is designated as an ETC in Arkansas, Maryland, Missouri and Oklahoma
 - Pending ETC designation applications in Illinois, Louisiana, Mississippi and Pennsylvania

- Current retail offerings: www.assistwireless.com

Assist's Financial and Technical Capability

- Assist Wireless is financially and technically capable of providing Lifeline supported service
 - Officers collectively have over 25 years of telecommunications experience including extensive background in providing service to the Low-Income sector
 - Operations launched on March 26, 2011
- Assist is financially stable
 - Derives revenues from sale of wireless services beyond free Lifeline offerings

Confidential

REDACTED

Assist's Key Management

■ David Dorwart, Chairman

- Over 27 years of leadership, sales and operational experience, including over 13 years experience in the telecommunications industry
- Founder, owner and CEO of PayGO Distributors LLC, a leading distributor of prepaid products, and Acacia Energy, LLC, a Retail Electric Provider in Texas
- Founded dPi Teleconnect, LLC (dPi) which grew to over 200,000 wireless customers and \$100 million revenues
- Successful entrepreneur and leader with extensive relationships throughout the industry

■ Byron Young, CEO

- Over 15 years of retail telecommunications experience
- Founder of New Talk, provider of landline phone services to 25,000 customers in Texas
- Strong expertise in capital markets, back office systems, automation, billing, call center solutions, outsourcing, order processing, Lifeline compliance, and carrier relationship management

■ Kelly King, Vice President of Compliance & Operations

- Over 13 years' experience in telecommunications and over 20 years' experience in accounting and regulatory compliance management
- Mastery of project management, revenue assurance, budgeting, strategic planning, inventory control, forecast, compliance, cost/audit, cash flow, etc.

Assist's Non-Tribal Lifeline Product Offerings

- Current Non-Tribal Lifeline Product Offerings:
 - 68 free minutes with rollover for maximum of 90 days
 - grandfathered plan and no longer offered to new customers
 - 125 free minutes with rollover for maximum of 60 days
 - 250 free minutes with no rollover
- All plans include:
 - Free wireless handset
 - Free calls to 911 emergency services
 - Free voicemail, Caller ID, and call waiting
 - Free domestic long distance calling

Assist's Tribal Lifeline Product Offerings

- **Tribal Lifeline Plans**
 - Unlimited Minute Plan \$5.00**
 - Unlimited free voice minutes
 - Customers receive free voicemail, caller ID, call waiting, call forwarding, 3-way calling and domestic long distance
 - 1,000 Minute Plan \$1.00**
 - 1,000 free voice minutes per month with no rollover. Text messaging is assessed at a rate of 1 minute per text message for sending and 1 minute per text message for receiving text messages
 - Customers receive free voicemail, caller ID, call waiting, call forwarding, 3-way calling and domestic long distance
- **After application of standard \$34.25 Tribal Lifeline discounts

Assist's Lifeline Product Offerings

Plan Description	68 Minute Plan*	125 Minute Plan	250 Minute Plan	Tribal 1,000 Minute Plan	Tribal Unlimited Plan
Price to Lifeline Subscriber	Free	Free	Free	\$1.00	\$5.00
Number of Free Minutes	68	125	250	1000	Unlimited
Rollover	Y 90 days	Y 60 days	N	N	N
Text Messaging	1:1	1:1	1:1	1:1	N
Calls to 911 Emergency Services	FREE	FREE	FREE	FREE	FREE
Domestic Long Distance	FREE	FREE	FREE	FREE	FREE

All plans include. . .

- Call Waiting, Caller ID and Voicemail

*68-minute plan grandfathered and no longer offered to new customers

Assist's Lifeline Product Offerings

- Public Safety and 911/ E911 Access:
 - Assist ensures that all handsets used in connection with its Lifeline service are E911-compliant
 - Assist provides its Lifeline customers with access to 911 and E911 services:
 - Through its underlying carriers, Sprint Nextel and Verizon Wireless
 - At the time of Lifeline service initiation
 - Regardless of activation status and minute availability

Marketing & Advertising Compliance

In compliance with the marketing and disclosure requirements, all of Assist's marketing materials will:

- Disclose company name under which it does business
- Explain in clear, easily understood language the following:
 - The service is a Lifeline service
 - Only eligible consumers may enroll in the program
 - What documentation is necessary for enrollment
 - The program is limited to one benefit per household, consisting of either wireline or wireless service
 - Lifeline is a government benefit program
 - The service is non-transferable
 - Consumers who willfully make false statements in order to obtain the benefit can be punished by fine or imprisonment or can be barred from the program

End User Enrollment

Assist's Customer Enrollment Activities

- Nearly all enrollments conducted in person
 - Enrollment operations located in storefronts, at public events and in conjunction with government agencies and Tribal Authorities to target potentially eligible consumers
 - Assist personnel are able to review customer proof of eligibility and check databases to prevent duplicates
 - Subscribers are provided with a partially-activated handset and must activate it by completing an outbound call at the time of enrollment
- Alternative enrollment options include submission of Company application and proof of eligibility by mail, fax or e-mail
 - Handset is not shipped until application and eligibility documentation are reviewed
 - Subscribers are provided with a partially-activated handset and must activate it by completing an outbound call after receiving the phone

End User Enrollment

Assist's Enrollment Process requires confirmation of the following 6 items:

1. Verification of service area
2. Applicant's Identity (see government issued picture ID)
3. Program or income eligibility (see proof of participation or annual household income)
4. Valid residence address and whether the address is permanent/temporary or multi-household
5. Applicant is not currently receiving a subsidy from another carrier.
 - Applicant certifies under penalty of perjury
 - Company performs duplicate check into an internal and pooled external database
6. Applicant receives handset and personally activates/uses the phone prior to Assist seeking reimbursement from Universal Service Fund

Annual Recertification

- Assist is committed to complying with the requirement to recertify the eligibility of its lifeline customers
 - This recertification will be concluded by the end of the year, and the results of the recertification will be sent to USAC by January 31, 2013
- Assist will continue to re-certify each Lifeline end user annually
- All customers who fail to respond to recertification attempts within 30 days will be given notice that they have 30 days to confirm their eligibility or be de-enrolled from the Lifeline program
- Additionally, Assist will follow any state-specific recertification requirements

Procedures Addressing Waste, Fraud, and Abuse

- Assist strives for compliance in all policies & procedures surrounding its Lifeline Service Offerings
 - Marketing/ Advertising
 - End User Initial Enrollment & Annual Certification
 - Training of Employees
 - All employees must complete Assist's Lifeline training and demonstrate understanding of the Company's policies
 - Employees must inform Lifeline applicants of the one-per-household restrictions and insure applicants have read and understand Lifeline service can only be received through one provider

Procedures Addressing Waste, Fraud, and Abuse

- Customer Non Usage & De-Enrollment
 - Subscriber Usage
 - 60 Day non usage policy

- Duplicate Detection:
 - Databases of other companies with whom Company management has relationships
 - National Database (when operational)

QUESTIONS?

Thank you