



August 26, 2011

filed electronically in docket office on 08/26/11

Docket No. 11-00142

Mary W. Freeman, Chairman  
% Ms. Sharla Dillon, Dockets and Records Manager  
Tennessee Regulatory Authority  
460 James Robertson Parkway  
Nashville, Tennessee 37243

Re: Petition for Approval to Adopt Assumed Business Name by Ben Lomand Communications, LLC d/b/a Ben Lomand Connect

Dear Chairman Freeman:

Please find enclosed for filing an original and four (4) copies of the above referenced Petition. An Electronic version was sent on August 26<sup>th</sup>, 2011 as well. As detailed in the Petition, Ben Lomand Communications, LLC. desires to do business in the State of Tennessee using the assumed name "Ben Lomand Connect".

Additional enclosures included a \$25 dollar check for the filing fee, a duplicate cover letter of this filing, and a self-addressed, postage-paid envelope. Please date-stamp the duplicate cover letter upon receipt and return in the envelope provided. We trust this petition and enclosures provide the information required in this matter. Should the Authority have any questions or believe any further information is required, please contact Carrie Huckleby at 931-668-6607.

Sincerely,

A handwritten signature in cursive script that reads "Carrie Huckleby".

Carrie Huckleby  
Chief Marketing Officer  
Ben Lomand Communications, LLC.  
311 N Chancery St.  
McMinnville TN 37110

Enclosures



1111 Smithville Highway • P. O. Box 638 • McMinnville, TN 37111 • (931) 507-0581 • Fax (931) 507-1999  
[www.blc581.net](http://www.blc581.net)

**BEFORE THE TENNESSEE REGULATORY AUTHORITY  
NASHVILLE, TENNESSEE**

**August 25, 2011**

**In Re:**

**Petition for Approval to Adopt Assumed Business )  
Name by Ben Lomand Communications, LLC. )  
d/b/a Ben Lomand Connect )      Docket No. \_\_\_\_\_**

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**PETITION OF BEN LOMAND COMMUNICATIONS, LLC.**

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Ben Lomand Communications, LLC., d/b/a Ben Lomand Connect ("Petitioner"),  
by its attorneys, and pursuant to Rules of the Tennessee Regulatory Authority, Chapter  
1220-1-1, Rules and Regulations of Practice and Procedures, hereby petitions the  
Tennessee Regulatory Authority ("Commissions") for approval to adopt Ben Lomand  
Connect as an assumed business name. Petitioner states as follows:

**I. IDENTIFICATION OF PETITIONER**

Petitioner's name, address and telephone number are:

Ben Lomand Communications, LLC.  
311 N Chancery St  
McMinnville, Tennessee 37110  
Telephone: 931-507-0581

Ben Lomand Communications, LLC. is a corporation created and existing under the laws of the State of Tennessee, with its principal office located at the above address. Ben Lomand Communications, LLC. provides international and domestic interstate, intrastate and local telecommunications services.

## **II. CONTACT INFORMATION**

Correspondence or communications concerning this Petition may be addressed to:

Carrie Huckeby  
Chief Marketing Officer  
Ben Lomand Communications, LLC.  
311 N Chancery St.  
McMinnville, Tennessee 37110  
Telephone: 931-507-0581  
Email: [carriehuckeby@tmsvcs.com](mailto:carriehuckeby@tmsvcs.com)

## **III. ASSUMED NAME ADOPTION**

Petitioner has registered its new assumed business name with the Office of the Secretary of State of Tennessee, as evidenced by the State registration document attached hereto as Exhibit A.

Pursuant to T.C.A. § 65-4-125(j) the Petitioner is exempt from the requirement to post a surety bond or letter of credit by virtue of its capital investment in the state.

Upon Commission approval of the assumed business name, Ben Lomand Communications, LLC. will file revised tariff sheets as appropriate in connection with the adoption of Ben Lomand Connect. These tariff changes will not revise the rates, terms of conditions of any services currently offered.

#### **IV. EFFECT OF ADOPTION OF ASSUMED BUSINESS NAME**

The adoption of the assumed business name, Ben Lomand Connect, will have no impact on customers or services. Customers will receive written notice of the assumed business name through a newsletter that will begin September 1, 2011. A copy of the notification is as Exhibit B. To the extent that any customers have questions about the assumed business name appearing on their bills, the Petitioner will respond to such inquiries individually.

#### **V. CONCLUSION**

WHEREFORE, Petitioner respectfully requests approval to use Ben Lomand Connect as an assumed business name in the state of Tennessee at the soonest date practicable.

Sincerely,

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Carrie Huckeby  
Chief Marketing Officer  
Ben Lomand Communications, LLC.  
311 N. Chancery St.  
McMinnville, Tennessee 37110  
Telephone: 931-507-0581  
Email: [carriehuckeby@tmsvcs.com](mailto:carriehuckeby@tmsvcs.com)

Exhibit A

Office of the Secretary of State  
of Tennessee  
State Registration Documentation





**STATE OF TENNESSEE**  
**Tre Hargett, Secretary of State**  
**Division of Business Services**  
William R. Snodgrass Tower  
312 Rosa L. Parks AVE, 6th FL  
Nashville, TN 37243-1102

**BEN LOMAND COMMUNICATIONS, LLC**  
311 N. CHANCERY ST.  
MCMINNVILLE, TN 37110

August 3, 2011

### Filing Acknowledgment

Please review the filing information below and notify our office immediately of any discrepancies.

**Control # : 564401**      **Status: Active**  
**Filing Type: Limited Liability Company - Domestic**

#### Document Receipt

**Receipt # : 521315**      **Filing Fee: \$20.00**  
**Payment-Check/MO - BEN LOMAND COMMUNICATIONS, LLC, MCMINNVILLE, TN**      **\$20.00**

**Amendment Type: Assumed Name**      **Image #: 6925-0314**  
**Filed Date: 08/03/2011 9:15 AM**

This will acknowledge the filing of the attached assumed name with an effective date as indicated above. When corresponding with this office or submitting documents for filing, please refer to the control number given above. The name registration is effective for five years from the date the original registration was filed with the Secretary of State.

*Tre Hargett*  
Tre Hargett  
Secretary of State

Processed By: Lindsey Mullins

Field Name	Changed From	Changed To
New Assumed Name	No Value	Ben Lomand Connect

State of Tennessee



Department of State

Corporate Filings

312 Rosa L. Parks Avenue

6<sup>th</sup> Floor, William R. Snodgrass Tower

Nashville, TN 37243

**APPLICATION FOR REGISTRATION  
OF ASSUMED  
LIMITED LIABILITY COMPANY NAME**

For Office Use Only  
**RECEIVED**  
STATE OF TENNESSEE  
2011 AUG -3 AM 9:15  
TRE HARGETT  
SECRETARY OF STATE

6925-0314

Pursuant to the provisions of §48-207-101 (d) of the Tennessee Limited Liability Company Act or §48-249-106(d) of the Tennessee Revised Limited Liability Company Act, the undersigned Limited Liability Company hereby submits this application:

1. The true name of the Limited Liability Company is: Ben Lomand Communications, LLC

2. The state or country of organization is: Tennessee

3. The Limited Liability Company intends to transact business under an assumed Limited Liability Company name.

4. The assumed Limited Liability Company name the Limited Liability Company proposes to use is:  
Ben Lomand Connect

**NOTE: The assumed Limited Liability Company name must meet the requirements of §48-207-101 of the Tennessee Limited Liability Company Act or §48-249-106 of the Tennessee Revised Limited Liability Company Act, as applicable.**

7-20-11  
Signature Date  
CEO Chief Manager  
Signer's Capacity

Ben Lomand Communications, LLC  
Name of Limited Liability Company  
[Signature]  
Signature  
Trevor Bonnstetter  
Name (typed or printed)

## Exhibit B

### Customer Notification



# Network

## News

SEPT 2011

### Channel Change

Effective September 4th

CURRENT TV will be replacing the  
Tennis Channel #231 (Family Tier)



Current's programming includes a slate of original programming aimed at an influential, educated adult audience. Current's programming attracts viewers who seek authentic, thought-provoking and meaningful television and an alternative to the 'scripted reality' found on other non-fiction networks. Current takes you to sometimes dangerous and always intriguing places and shines a light on controversial subjects, tackling hot issues of the day in a thoughtful and sometimes humorous way. Current engages its viewers by sparking debate & discussion, and via interactive formats that allow viewers to inform its stories.

**NOTE: Channel 234 in the Family Tier currently called Sleuth has changed its name to "Cloo"**

Dear Ben Lomand Customer,

You may have noticed a small difference on your Ben Lomand envelope and bill. As you are reading this you may also take note of something looking a bit different about your newsletter. The difference is the name and the logo. We are proud to officially announce the name of Ben Lomand Telephone Cooperative and Ben Lomand Communications is now united under one name, BEN LOMAND CONNECT.

As you can see we kept the Ben Lomand because that is who we are- it's our tradition and our roots in the community. We want to always hold true to that heritage. Even though our status as a cooperative is not changing, we are replacing that part of our name with CONNECT. We feel connect exemplifies what we do for our customers and where we want to take them in the future. The technology provided by Ben Lomand Connect will aide in connecting our customers to their loved ones, their jobs, their education and their future.

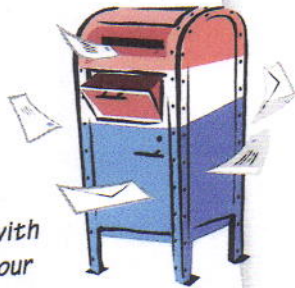
I am sure you are asking why we have changed our name. After all, we have been Ben Lomand Telephone Cooperative for over 55 years and BLC for 12 years. The main reason for the name change is that "telephone cooperative" no longer fits the line of services that we offer. We have become much more than a telephone provider and our name should be an indicator of the services that we provide. We also realize that the multiple names of our companies and services could be confusing and we wanted to simplify by becoming BEN LOMAND CONNECT.

You may also notice a change in our logo. The "swoosh" around Ben Lomand has been replaced with a circular logo that exemplifies a forward motion or movement. We have kept the traditional blue and red of Ben Lomand with a small color change to the blue and the addition of yellow to the circle. The three colors represent our core services-voice, video, and high speed Internet.

Keep watching as you will see the changes unfold on our trucks, building signs and advertising. We appreciate you as a customer and want you to know how much we look forward to providing you service with the tradition of Ben Lomand and the CONNECTION to the future.

Sincerely,

Your Ben Lomand Board of Directors, Management and Employees



**BEN LOMAND**  
CONNECT

BOARD OF DIRECTORS: Roger Bynum, Bill Hickey, Donald Hollingsworth, Robert W. Jones, Janey Ruth Price, Joe C. Roper, Gerald A. Sitz, Bobby A. Thompson, Dr. Ray Troop, Trevor Bonnstetter, CEO