

BEFORE THE TENNESSEE PUBLIC UTILITY COMMISSION  
Nashville, Tennessee

***In re: Application of Gibson Connect, LLC for a State-Issued Certificate of Franchise Authority***

Docket No. 18-00083

**AFFIDAVIT OF DAN RODAMAKER**

STATE OF TENNESSEE  
COUNTY OF GIBSON

I, Dan Rodamaker, state as follows:

**A. Identification of Affiant and Application Fee**

1. Affiant is an Officer

My name is Dan Rodamaker and I am the President and Chief Executive Officer of Gibson Connect, LLC (hereinafter referred to in this Application as the “Applicant”). Consistent with Tenn. Code Ann. § 7-59-305, I am an officer authorized to make this affidavit on behalf of the Applicant.

2. Application Fee

Application fee of five hundred dollars (\$500) is submitted with this Application as required under Tenn. Code Ann. § 7-59-305(b)(1)(A) and is based on the population of the service area being less than fifty thousand (50,000), as reflected in the most recent decennial census. The Applicant has also evaluated the total number of potential premises and locations passed in the service area in order to validate its determination.

**B. Required Information and Affirmations**

1. Compliance with Applicable Law

a. The Applicant agrees to comply with the requirements of Tennessee Competitive Cable and Video Services Act, Tenn. Code Ann. § 7-59-301, et seq.

(the “Act”), expressly including the applicable nondiscrimination and service deployment requirements of Tenn. Code Ann. § 7-59-311. Additionally, the Applicant acknowledges the provisions of Tenn. Code Ann. § 7-59-312 relative to enforcement of nondiscrimination and deployment requirements. The Applicant has included a summary of its plan to comply with the requirements of Tenn. Code Ann. § 7-59-311 and supporting information as **Confidential Exhibit A**. This document has been withheld from electronic filing. The Applicant has evaluated its deployment plans and reasonably concludes that the plan will result in the required deployment.

b. The Applicant agrees to comply with all applicable federal and state laws and regulations to the extent that the state laws and regulations are not in conflict with or superseded by the Act, or other applicable law. The Applicant further agrees to timely file with the FCC all forms required by the FCC in advance of offering cable or video services for purchase.

2. **Description of Service Area**

After issuance of a state-issued certificate of franchise authority, the Applicant will provide cable or video services for purchase in the areas identified and described in **Exhibit B**.

3. **Intent to Serve**

The Applicant intends to begin to offer cable or video services for purchase, in the area described in Subsection 2, within twenty-four (24) months of the date of the issuance of a state-issued certificate of franchise authority.

4. **Indemnification**

The Applicant agrees to indemnify and hold harmless the state, municipality, county and any employee or representative of the state, municipality or county, as well as any political

subdivision of the state and any employee or representative of the political subdivision (individually and collectively referred to in Tenn. Code Ann. § 7-59-318 as the “indemnatee”) to the extent required under Tenn. Code Ann. § 7-59-318 and subject to the rights and limitations established therein.

5. Contact Information & Authorized Representatives

- a. The address and telephone number of the Applicant’s principal place of business are as follows:

1207A S. College St.  
Trenton, TN 38382  
731-855-4740

- b. The following persons are the Applicant’s principal executives:

Dan Rodamaker  
Richard BeDen  
Charles Phillips

- c. The following persons are authorized to represent the Applicant before the Tennessee Public Utility Commission:

Dan Rodamaker  
Charles Phillips  
Mark W. Smith, Miller & Martin PLLC

6. Qualifications

By review of qualifications, the Applicant has the managerial, financial and technical qualifications to provide cable or video services and/or broadband Internet service.

- a. Managerial and Technical Qualifications: The management and operations team serving Gibson Connect has a combined 60 years’ experience operating and delivering exemplary service to customers. The applicant’s parent, Gibson Electric Membership Corporation (“Gibson EMC”), was formed in 1936 and, today, successfully serves almost 39,000 members in eight West Tennessee counties and

four counties in Kentucky with electric service. As a part of its electric system operations, Gibson EMC has developed substantial experience with fiber optic networks that it has installed, maintained and operated as part of its core electric system operations. More recently, the Applicant acquired an existing internet service provider and, since July of 2017, the Applicant has provided high-speed internet connectivity to several small and medium businesses in West Tennessee. Several members of the Gibson EMC executive team also provide managerial, technical and financial support to the Applicant. The Applicant benefits from Gibson EMC leadership that is familiar not just with the service and technology but with the local community as well. More biographical information about the Gibson Connect team can be found in **Exhibit C**.

b. **Financial Qualifications**: The Applicant will have the sufficient financial wherewithal to support its operations as it delivers cable and video services. The applicant's financial management team has over 39 years' experience managing financial operations. The successful financial management of Gibson EMC and the successful management of the Applicant following its recent acquisition of an existing internet service provider is evidenced by the financial statements included in **Confidential Exhibit A**.

7. **Customer Service**

a. **Customer Complaints**: Whenever customer complaints arise they will be handled in a professional and expedient manner. First line customer service representatives will record the complaint, taking down a complete listing of specific issues and detailed information. If the customer service representative cannot resolve the issue it will be referred to a supervisor. Each customer's complaint will

be handled within forty-eight (48) hours, and an employee or agent of the Applicant will respond back to the customer within that period of time.

b. Billing Adjustments: Billing errors will be detailed out and then appropriate adjustments will be written up. These adjustments will be reviewed by a supervisor and then made to the customer's account.

c. Contact Information: Customers who have questions or complaints regarding their service may contact the Applicant at 731-855-4660 (Gibson Connect Customer Service Phone Number) or toll free at 844-859-6767. Communication with government officials regarding customer complaints should be referred to Charles Phillips at the Applicant's primary address shown above or by email to [cphillips@gibsonemc.com](mailto:cphillips@gibsonemc.com).

8. Required Notices

a. The Applicant has provided notice and a copy of this Application to each local government that would be affected by the state-issued certificate of franchise authority at the addresses set forth in the list attached as **Exhibit D**.

b. The Applicant will give notice to other entities with facilities in the rights-of-way, consistent with any nondiscriminatory and generally applicable local ordinance or resolution requiring such notice prior to performing any installation in the right-of-way.

c. The Applicant agrees to provide notice to an affected local governing authority ten (10) days prior to providing service in that jurisdiction.

9. Minority-Owned Business Participation Plan

In accordance with Tenn. Code Ann. § 7-59-313, the Applicant agrees to comply with its Minority- Owned Business Participation Plan attached as **Exhibit E**.

FURTHER THE AFFIANT SAYETH NOT.

Dan Rodamaker

Dan Rodamaker, President & CEO

STATE OF TENNESSEE  
COUNTY OF GIBSON

Sworn to and subscribed before me this 2 day of August, 2018

Kathy D. Bobbitt  
Notary Public

My Commission Expires: 5/11/21



**CONFIDENTIAL EXHIBIT A**

**Application of Gibson Connect, LLC for a State-Issued Certificate of Franchise Authority  
Deployment Plan**

**The deployment plan and supporting materials have been withheld from the electronic filing. The plan and supporting materials have been filed as a confidential exhibit in accordance with Tenn. Code Ann. § 7-59-305(d)(2).**

## **EXHIBIT B**

### **Application of Gibson Connect, LLC for a State-Issued Certificate of Franchise Authority**

#### **Service Areas**

City of Medina and surrounding areas including parts of southern Gibson County and northern Madison County.

City of Three Way and surrounding areas including parts of southern Gibson County and northern Madison County.

City of Dyer and a small section of the city of Rutherford including part of central Gibson County.

City of Tiptonville and surrounding areas including part of northern Lake County and a small section of northwest Obion County.

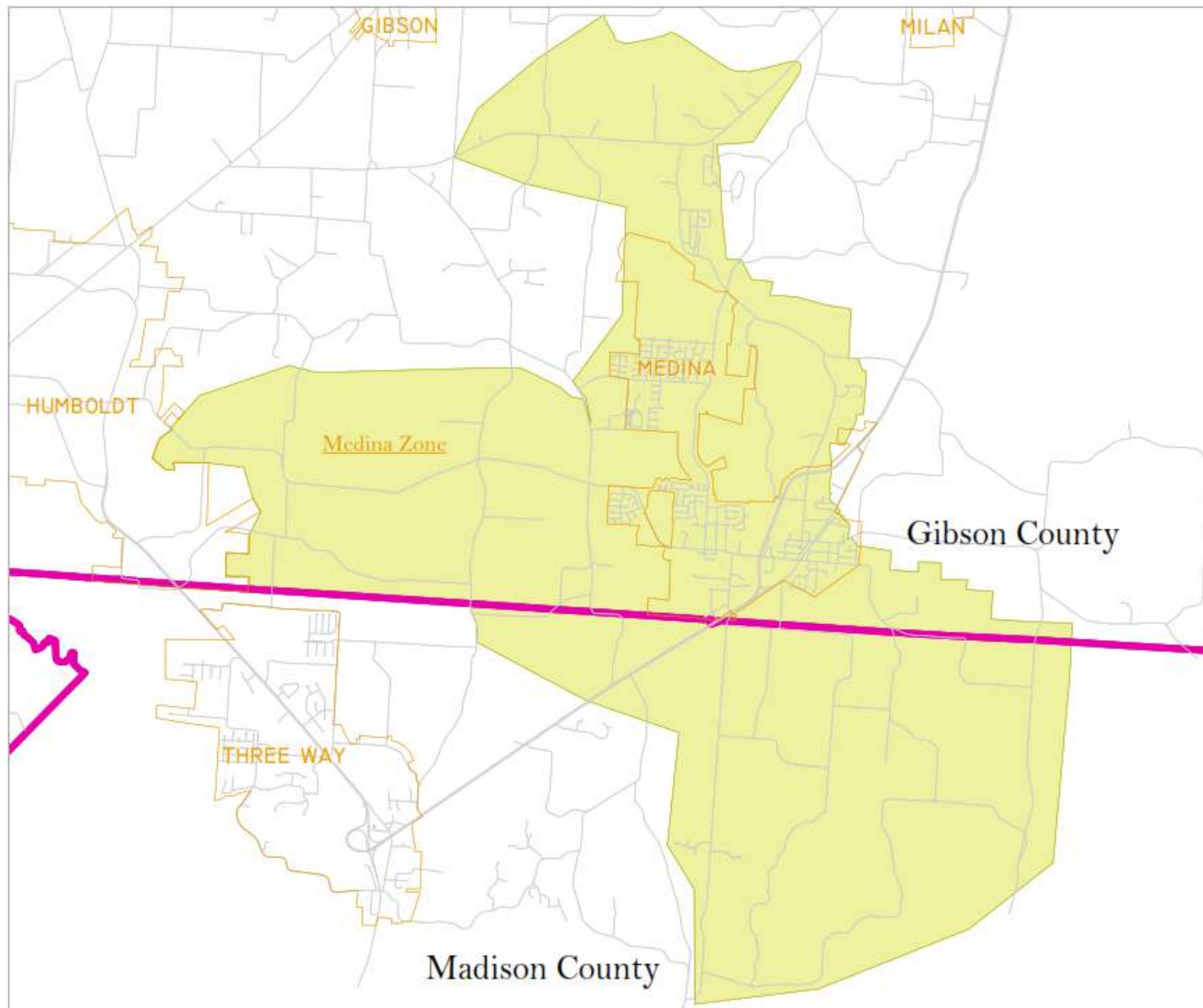
City of Samburg and surrounding areas including parts of northwest Obion County.

City of Ridgely and surrounding area including parts of southwest Obion County, southern Lake County and a small section of northern Dyer County.

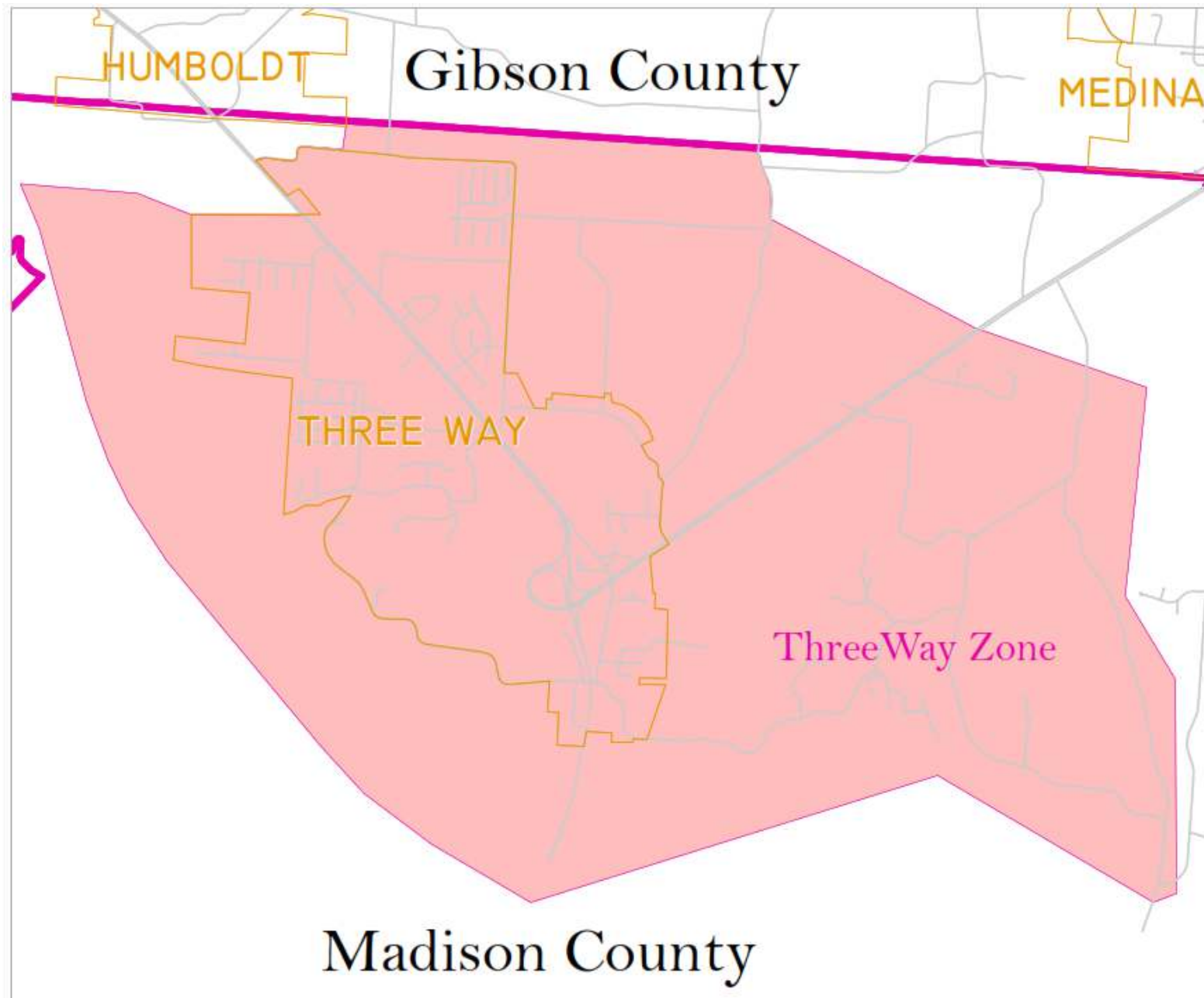
Maps of these zones are provided on the following pages.



**Exhibit B - 1**  
**Medina Zone**

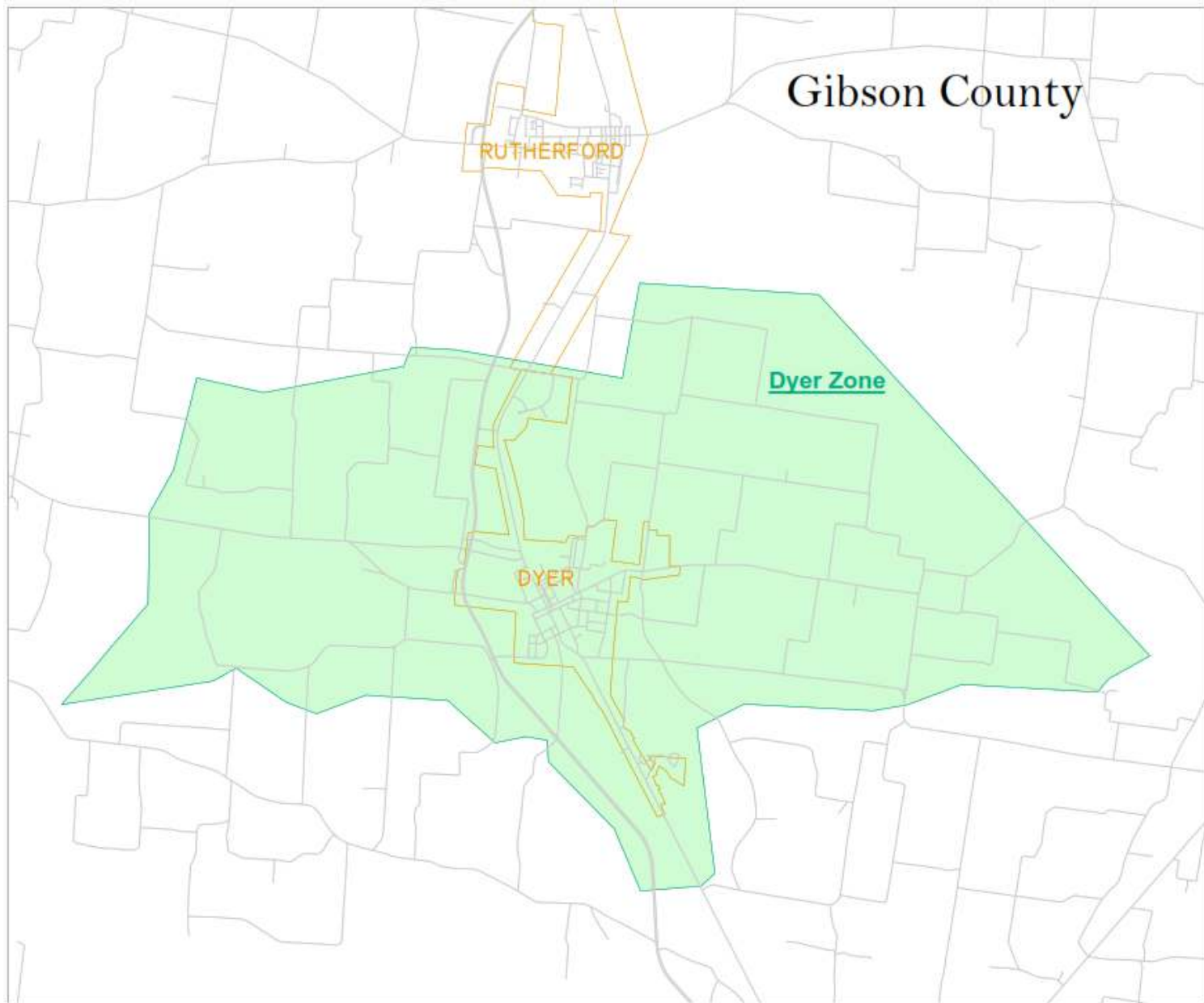


**Exhibit B - 2**  
**Three Way Zone**

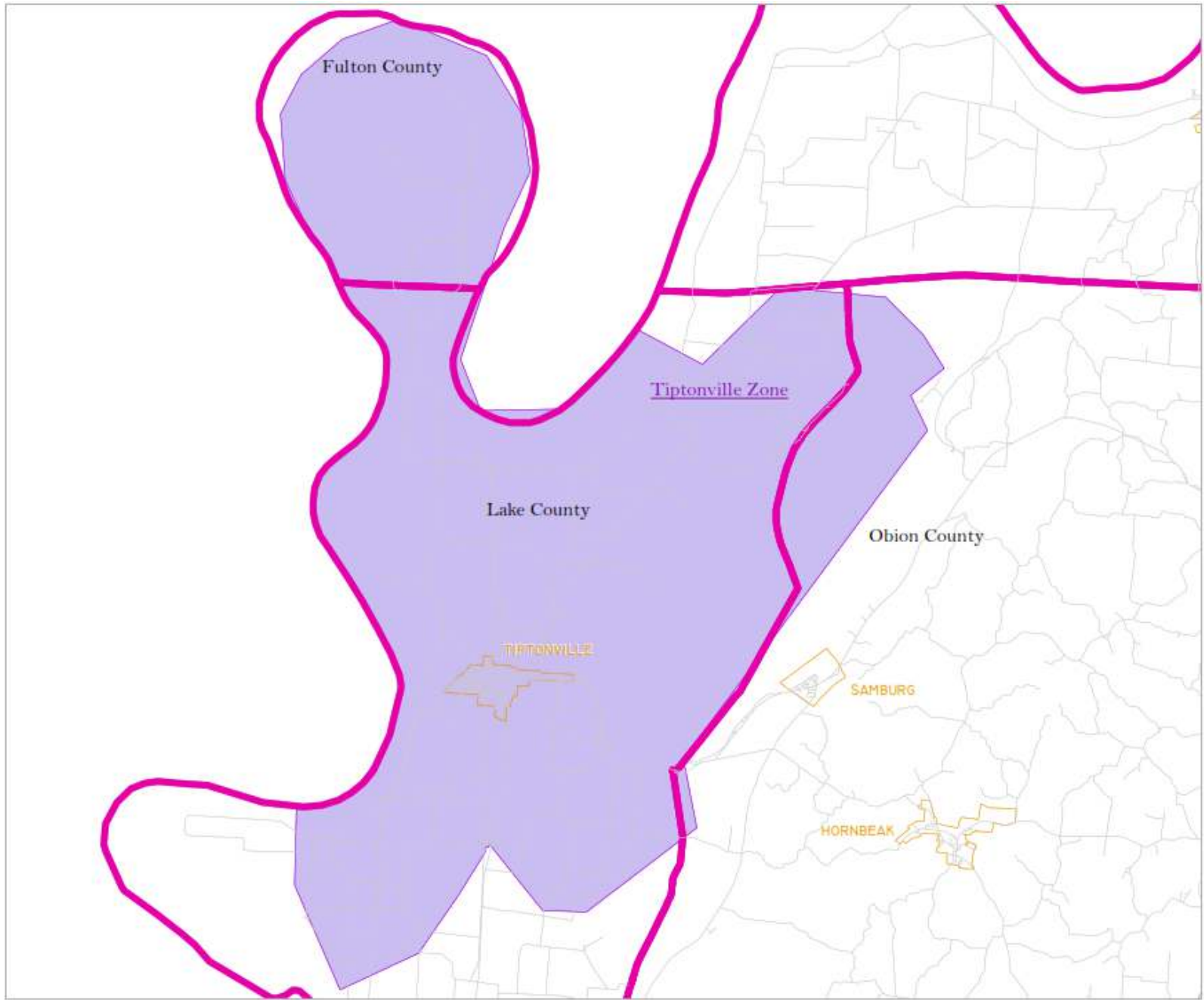


# **Exhibit B - 3**

## **Dyer Zone**

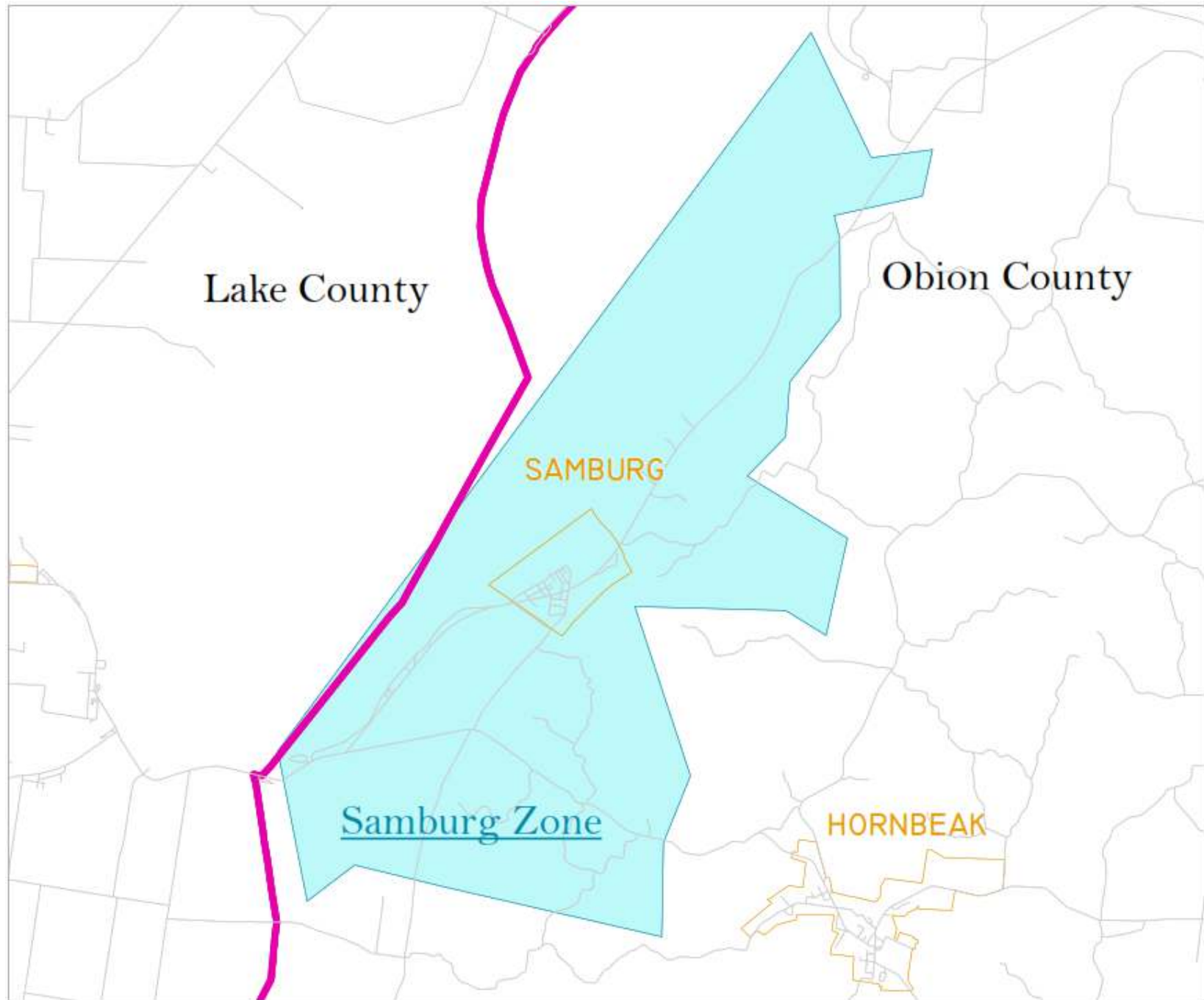


**Exhibit B - 4**  
**Tiptonville Zone**

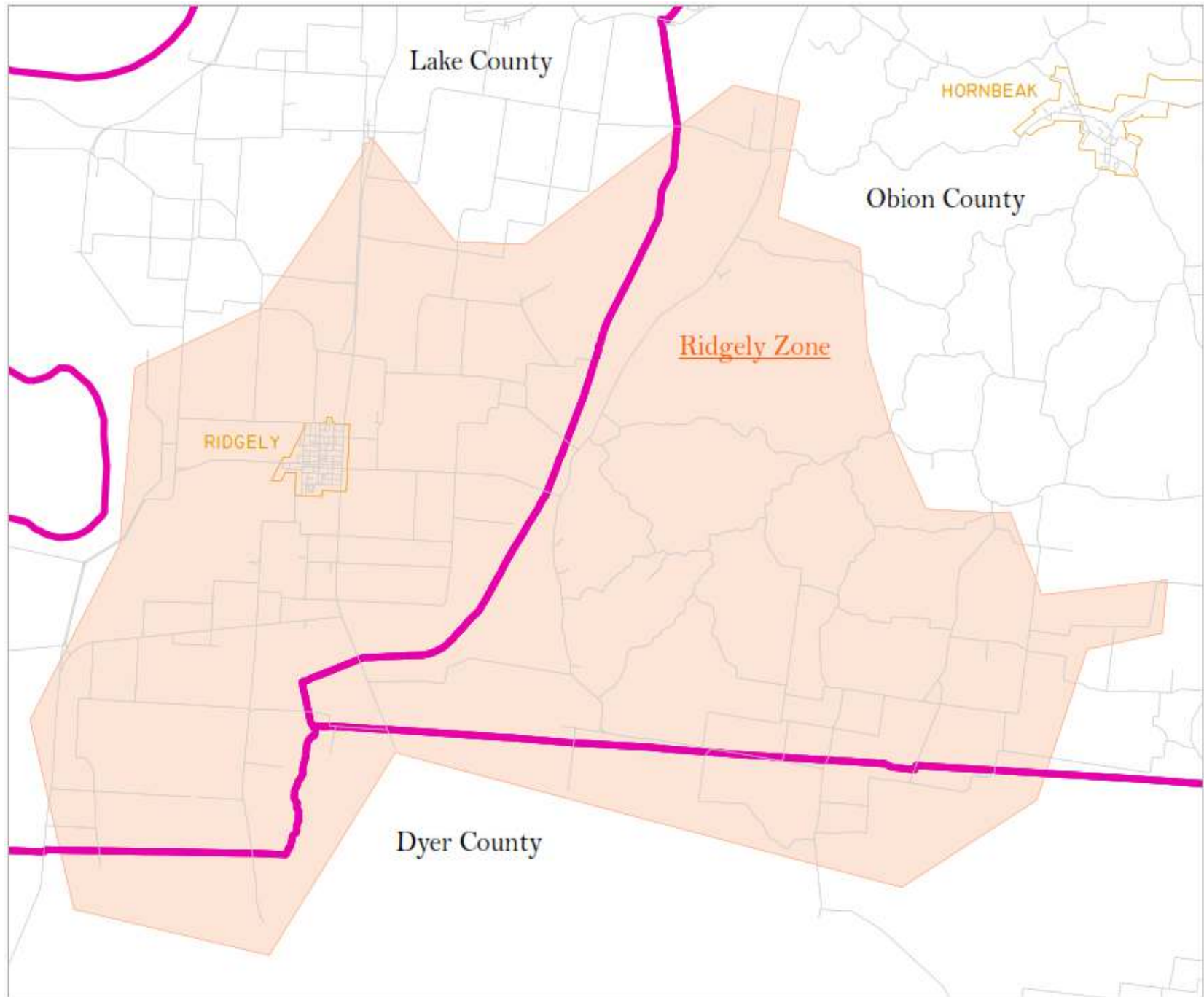




**Exhibit B - 5**  
**Samburg Zone**



**Exhibit B - 6**  
**Ridgley Zone**



## **EXHIBIT C**

### **Application of Gibson Connect, LLC for a State-Issued Certificate of Franchise Authority Managerial and Technical Leadership Biographical Information**

## **Management Team**

### **Dan Rodamaker**

**B.A., Business Management, University of Northern Iowa**

**President and CEO of Gibson Connect, LLC and Gibson EMC**

31 years of experience as an electric utility President and CEO

Responsible for managing a multi-state corporation serving 8 counties in Tennessee and 4 counties in Kentucky, with \$95 million in annual sales, \$179 million in assets, 97 employees and 5 district offices

Leadership skills have led to:

- Annual savings of \$1.1 million through the merger for members
- Annual savings of \$2.8 million for commercial/industrial members over default TVA rates by using coincident peak pricing
- Annual income of \$1.2 from utilization of excess fiber capacity to help lower electric members' bills
- Annual savings of \$300k on bad debt expense with implementation of pre-pay program
- Just one 3% distribution rate increase in 14 years

**Charles Phillips, P.E.**

**B.S., Civil Engineering, University of Tennessee at Knoxville**

**VP of Operations of Gibson Connect, LLC and VP of Technical Services of Gibson EMC**

21 years with Gibson EMC and 1 year with Gibson Connect (dual role)

Experience in IT and network management including:

- Wide Area Network management
- Telecommunications infrastructure; internal and external
- Automated metering infrastructure
- Data Center Operations
- Voice Radio system
- Information systems management

Experience in design, construction, and operation of fiber optic networks including:

- 350-mile, multi-node, 10Gbps network
- Operated larger 1000-mile multi-utility MPLS network
- Internal and external dark fiber and lit transport customers

Experience in the design and construction of the Gibson EMC Gigabit Passive Optical Network

Experience in electric distribution system design

Bridge Engineer for Federal Highway Administration and WV Department of Transportation

Project management for several large bridge projects

Program management for the federal bridge inspection program

Program management for the federal bridge replacement program

Construction specification development

**Richard BeDen, CPA****B.S., Accounting, Clemson University****Chief Financial Officer of Gibson Electric Membership Corporation and subsidiary Gibson Connect LLC**

8 years with Gibson EMC

Experience in finance &amp; accounting including:

- Creation of subsidiary ledgers and consolidation
- Merger of two cooperatives into one single cooperative
- Managing loan portfolio
- Refinance RUS loans
- Oversee billing, payables, cash management, accounting, payroll
- 

Finance Director for Kilgore Flares Co., LLC

Responsibilities included budgeting, forecasting, financial & cost accounting, accounts receivable, accounts payable, cash management, capital spending tracking & analysis, and payroll. Experience with US Government defense contracting and accounting requirements.

Controller, Aurora Foods Inc.

Plant controller with responsibilities including yield and labor reporting, reporting financial results, budgets & financial forecasting.

Controller, Dyersburg Fabrics Inc.

Responsibilities included budgeting, cost & general accounting, forecasting, accounts payable, purchasing, consolidation of Corporate records, preparation of quarterly Board packages, 10-Q's, 10-K's and annual reports.

Controller, Delta Apparel

Divisional controller with responsibilities for general & cost accounting, information systems, cash management, credit & collections, accounts payable, short & long range planning. Negotiated lease contract and established accounting systems for new plant in Honduras

Controller/CFO, Systems &amp; Services, Inc.

Responsible for accounting, information systems, cash management, credit & collections, and accounts payable. Involved in purchasing similar company outside our territory.

Manager with Ernst &amp; Whinney

Multiple audits of both private & public companies. Audit planning, implementation and follow up.



## **Robin McCaig**

**B.U.S., Computer Science Focus, University of Tennessee at Martin**  
**Network and Managed Services Coordinator of Gibson EMC**

18 years with Gibson EMC

Experience in IT and network management including:

- IP Routing and Switching
- MPLS Network Design and Implementation
- L2VPN Service Delivery over MPLS
- Internet Edge and BGP Peering
- Firewall design, implementation, management
- Experienced in Customer Access Technologies

Fiber to the Home Responsibilities include:

- Designing GPON Customer Facing Networks
- DNS/DHCP engineering and design
- IP transport related technologies
- Regulatory and compliance testing
- IP Service delivery and managed Wi-Fi
- VOIP and Video QoS
- BGP Edge Routing and design

**Rita Alexander, SPHR, SHRM-SCP, CCC**

**B.A., English-Journalism major and Speech minor, Union University, Jackson, Tennessee**

**Vice President of Human Resources and Member Services**

35 years of experience with Gibson Electric Membership Corporation and 1 year of experience with Gibson Connect, LLC (dual role)

Experience including:

- Employment and employee development
- Employee compensation and benefits administration
- Compliance with federal and state laws/regulations
- Policy Writing
- Labor relations and contract negotiation
- Communications (internal)

Experience in Member Services and Marketing including:

- Member assistance
- Policies (member) and Bylaws
- Communications (external)
- Marketing/advertising
- Member programs administration

## **Mike Davis**

**A.S., Engineering Technology, Jackson State Community College, TN**

### **Technical Services Coordinator**

40+ years engineering/operations work experience with Gibson EMC

#### Experience

- 11 years specifically in engineering fiber optic networks
- Outside plant and business development for fiber optic business

#### Training

- Fiber Optic 1, 2, 3
- Advanced Fiber Optic Network Design
- Professional Level 3 Advanced Designer Certifications
- TVPPA Certified Power Technology
- ETA Outside Plant Fiber Optic Technician
- UTC Advanced Designer Level 3

## **Consulting Team:**

### **Conexon – Randy Klindt and Jonathan Chambers**

Conexon's founder and partner Randy Klindt was the General Manager of Co-Mo Connect during its founding and TV service launch and is also the current General Manager of OzarksGo. Both Co-Mo Connect and OzarksGo are NCTC members and combined have well over 10,000 video subscribers. Both systems have launched advanced IPTV headends based on Ericsson Mediaroom technology. Randy was involved in all aspects of the TV launch and business.

In addition, Jonathan Chambers is a partner at Conexon who has been in the Cable TV business in both the United States and Europe. Jonathan was the second employee and Vice President at Sprint PCS which was initially a joint venture of Sprint, TCI, Comcast, and Cox. Most recently Jonathan was the Bureau Chief of Strategic Planning at the FCC until leaving the FCC to join Conexon. Conexon has now worked with over 70 electric cooperatives evaluating and deploying fiber to the home.

## **EXHIBIT D**

### **Application of Gibson Connect, LLC for a State-Issued Certificate of Franchise Authority**

#### **Local Governments Provided Notice**

##### **Gibson County, TN**

Mayor Thomas G. Witherspoon  
One Court Square  
Trenton, TN 38382

##### **City of Medina, TN**

Mayor Vance Coleman  
201 Hwy 45E North  
P.O. Box 420  
Medina, TN 38355

##### **Madison County, TN**

Mayor Jimmy Harris  
100 East Main #302  
Jackson, TN 38301

##### **City of Three Way, TN**

Mayor Larry Sanders  
174 Three Way Lane  
Three Way, TN 38343

##### **Lake County, TN**

Mayor Denny Johnson  
229 Church Street, Box 1  
Tiptonville, TN 38079

##### **City of Dyer, TN**

Mayor Chris Younger  
105 South Main Street  
Dyer, TN 38330

##### **Obion County, TN**

Mayor Benny McGuire  
P.O. Box 236  
Union City, TN 38261

##### **City of Tiptonville, TN**

Mayor Reid Yates  
130 South Court Street  
Tiptonville, TN 38079

##### **Dyer County, TN**

Mayor Chris Young  
101 West Court Street  
Dyersburg, TN 38024

##### **City of Samburg, TN**

Mayor John Glessner  
P.O. Box 238  
Samburg, TN 38254

##### **City of Ridgely, TN**

Mayor Steve Jones  
140 North Main Street  
Ridgely, TN 38080

##### **City of Rutherford, TN**

Mayor Robert H. (Bob) White  
P.O. Box 487  
Rutherford, TN 38369

## **EXHIBIT E**

### **Application of Gibson Connect, LLC for a State-Issued Certificate of Franchise Authority**

#### **Minority-Owned Business Participation Plan**

Pursuant to Tenn. Code Ann. § 7-59-313, this Minority-Owned Business Participation Plan (the "Plan") sets forth the plan of Gibson Connect, LLC ("Provider") to actively solicit bids from, and let contracts to, minority-owned businesses when establishing, providing, or expanding cable or video services and/or broadband Internet service and related support facilities.

- 1) **Minority-Owned Business.** "Minority-owned business" means a business that is solely owned, or at least fifty-one percent (51 %) of the assets or outstanding stock of which is owned, by an individual who personally manages and controls the daily operations of the business and who is impeded from normal entry into the economic mainstream because of:
  - a. Past practices of discrimination based on race, religion, ethnic background or sex, including, but not limited to, women;
  - b. A disability as defined in Tenn. Code Ann. § 4-26-102, including, but not limited to, disabled veterans; or
  - c. Past practices of racial discrimination against African-Americans.
- 2) **Supplier Diversity Policy Statement.** It is the policy of the Provider to promote the purchase of goods and services from minority-owned businesses. Maximum practicable opportunity shall be given to minority-owned businesses to participate as suppliers of material and services to the Provider. The Provider also encourages subcontracting opportunities from minority-owned businesses.
- 3) **Promotion of Opportunities for Minority-Owned Businesses.** The Provider's management, procurement, and human resources personnel work to identify goods and services that may be supplied by minority-owned businesses. When possible, the Provider seeks proposals, and makes purchases, from qualified minority-owned businesses. The Provider also seeks to foster relationships within minority-owned business communities.
- 4) **Technical Assistance to Minority-Owned Businesses.** The Provider provides information for minority-owned businesses upon request.
- 5) **Statement of Intent.** Under the Plan, the Provider shall (i) endeavor to maximize participation of minority-owned businesses and (ii) aim to achieve a level of minority-owned business participation representative of the population of the demographics of the state of Tennessee.

By January 31 of each year, the Provider will prepare and submit an annual report to the Tennessee Public Utilities Commission concerning the Plan and the Provider's compliance with the Plan