

Public

**BEFORE THE NEBRASKA PUBLIC SERVICE COMMISSION**

In the Matter of the Nebraska Public Service ) Application No. NUSF-92.\_\_\_\_  
Commission, on its Own Motion, to Administer )  
The Nebraska Universal Service Fund ) **PUBLIC VERSION**  
Broadband Program. )

**APPLICATION OF PINPOINT WIRELESS INC. REQUESTING  
SUPPORT FROM THE NEBRASKA UNIVERSAL SERVICE FUND  
BROADBAND PROGRAM**

**A. Introduction**

Pinpoint Wireless, Inc., d/b/a BLAZE Wireless ("Pinpoint"), by and through its counsel, hereby submits this Application to the Nebraska Public Service Commission ("Commission") for support from the Nebraska Universal Service Fund Broadband Program ("NUSF Broadband Program") to fund the construction of infrastructure to enhance the delivery of broadband service in rural Nebraska.

This Application is submitted pursuant to the Commission's Order dated December 10, 2013 establishing the 2014 Application Window and includes the information requested in Appendix "A" of such Order.

In support of its Application, Pinpoint respectfully submits the following:

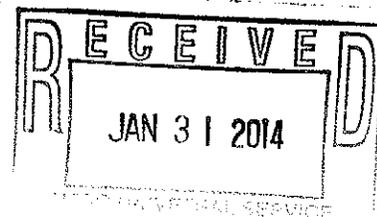
**B. Application Checklist Information**

**1. Listing of Companies and Contacts for Proposed Project**

The company associated with the proposed broadband project described herein is Pinpoint Wireless, Inc. d/b/a BLAZE Wireless, 613 Patterson St, P.O. Box G, Cambridge, Nebraska 69022. Pinpoint will provide the broadband and voice component of the service to be provided to consumers via the proposed project.

The main point of contact for Pinpoint with respect to the project and this Application is:

Tom Shoemaker  
Executive Vice President  
613 Patterson St., P.O. Box G  
Cambridge, Nebraska 69022  
(308) 695-8667  
[tom.shoemaker@pnpt.com](mailto:tom.shoemaker@pnpt.com)



**2. Description of the Proposed Broadband Project Plan**

Pinpoint has identified six (6) rural Nebraska locations for the construction and/or improvement of existing wireless facilities and infrastructure: Swanson Lake, South Stratton, South Culbertson, Palisade, Hamlet, and Wauneta (the "Proposed Sites"). Collectively, the construction of the Proposed Sites is referred to herein as the "Proposed Project."

At each of the Proposed Sites, Pinpoint will erect new wireless towers and related infrastructure if approved to receive NUSF Broadband Program Support. More detailed descriptions of each Proposed Site are contained in **Confidential** Exhibit "A" to this Application.

For the Proposed Project, Pinpoint's infrastructure would be capable of delivering download speeds of 6 mbps and upload speeds of 3 mbps, which are in excess of the Commission's minimum speed standards.

**3. Description of Unserved and Underserved Areas for Proposed Sites**

A description of the unserved and underserved areas relative to each Proposed site, including information related to household density and the coverage impact of each Proposed Site, is included in **Confidential** Exhibit "A" to this Application.

**4. List of All Census Blocks Where Broadband Facilities Would be Deployed**

A spreadsheet in Excel format listing all census blocks, identified on a per project basis, where broadband facilities would be deployed for the Proposed Project is attached to this Application as Exhibit "B" and an electronic copy of such spreadsheet will be transmitted with this Application in electronic Excel format.

**5. Estimate of Potential New Broadband Subscribers**

Pinpoint estimates that the Proposed Project would reach a total of 1,835 potential new broadband subscribers. For each Proposed Site, Pinpoint estimates the following number of potential new broadband subscribers: Swanson Lake (298), South Stratton (81), South Culbertson (104), Palisade (450), Hamlet (164), and Wauneta (738).

**6. Schedule for Broadband Deployment**

A schedule for the build out of the Proposed Project (broken down by Proposed Site) is attached to this Application as Exhibit "C."

Pinpoint hereby commits to complete the build out of the Proposed Project within 24 months of the date upon which this Application is approved.

**7. Proposed Budget**

Pinpoint's budget for the Proposed Project, broken down by Proposed Site, is attached to this Application as **Confidential** Exhibit "D" and an electronic copy of such spreadsheet will be transmitted with this Application in an editable, electronic Excel format with all underlying data included and available, including a depreciation schedule showing the life of the investment.

**8. Proposed Retail Pricing**

The proposed retail pricing, including both monthly recurring costs and nonrecurring costs for the new broadband services to be offered, are shown on the attached Exhibit "E." Information related to the proposed rate for broadband related customer premise equipment (if any) is also included.

**9. Basic Voice Service Rates**

The retail rate charged for basic voice service with Local and Long Distance provided by Pinpoint is \$29.95. There is no subscriber line charge for Pinpoint's basic voice service offering.

**10. Commitment to Offer Broadband Services**

Pinpoint is committed to offering broadband services to all households within the service area of the Proposed Project for a minimum of five (5) years.

**11. Commitment to Provide Commission Broadband Data**

Pinpoint is committed to providing the Commission and its vendors with broadband data for the duration of the State Broadband Data and Development (SBDD) project so that the broadband coverage area of the Proposed Project can be depicted on the Commission's state

broadband data inventory map and on the National Telecommunications and Information Administration's (NTIA's) national broadband map.

Pinpoint has previously provided and currently provides the Commission with such information, and supports the goals and purposes of the SBDD and NTIA.

**12. Description of Applicant's Financial Qualifications**

A description of Pinpoint's financial qualifications (including balance sheet and income statement) are set forth in **Confidential** Exhibit "F" to this Application. As shown therein, Pinpoint is financially well-qualified to meet the commitments made in this Application.

**13. Financial, Technical, and Managerial Competence**

Pinpoint is a Nebraska corporation authorized to conduct business in the State of Nebraska. Pinpoint is the licensee authorized to provide Cellular Mobile Radio Service ("CMRS") in the Nebraska Basic Trading Area 270. Pinpoint has been certified by the Commission as an Eligible Telecommunications Carrier in the State of Nebraska.<sup>1</sup>

Pinpoint is a wholly-owned subsidiary of Pinpoint Holdings, Inc., which also owns Pinpoint Communications, Inc. Pinpoint Communications, Inc. is a Competitive Local Exchange Carrier in Nebraska under and by virtue of authority granted by the Commission.<sup>2</sup> Pinpoint Communications, Inc. is also a Commission-designated Eligible Telecommunications Carrier.<sup>3</sup>

Pinpoint's sister and parent companies have successfully provided telecommunications services in rural portions of Nebraska for over thirteen (13) years. Pinpoint and its sister company (Pinpoint Communications, Inc.) have been designated as ETCs in the State of Nebraska and neither have been the subject of any enforcement actions by the Commission. Additionally, the senior management of Pinpoint and its parent company have great depth of

---

<sup>1</sup> Order dated June 26, 2012, *In the Matter of the Application of Pinpoint Wireless, Inc. d/b/a Blaze Wireless, Cambridge, Nebraska, seeking designation as a wireless Eligible Telecommunications Carrier*, Docket No. C-4448 / NUSF-79.

<sup>2</sup> Order dated September 19, 2000, *In the Matter of Pinpoint Communications, Inc.*, Docket No. C-2355.

<sup>3</sup> Order dated April 23, 2012, *In the Matter of the Application of Pinpoint Communications, Inc., Cambridge, Nebraska, seeking designation as a wireless Eligible Telecommunications Carrier*, Docket No. C-4408 / NUSF-31

experience in the telecommunications industry and offer extensive telecommunications business, technical, and managerial expertise. Exhibit "G" to the Application contains biography information for key management personnel for Pinpoint and its parent company.

Pinpoint's financial competency is set forth in the **Confidential** Exhibit "F" to this Application.

**14. Description of Applicant's Financial Match**

Pinpoint will utilize a combination of cash and internal operational contributions to achieve the Commission's financial match requirement. Pinpoint's internal operational contributions will primarily consist of the value of internal labor services directly benefitting and specifically identifiable to the implementation and deployment of the Proposed Project. Pinpoint's internal operational contributions are included within the total cost of the Proposed Project as shown in Pinpoint's proposed budget, and Pinpoint document and identify the value for the internal labor services provided.

**15. Affidavit Supporting Application**

Exhibit "H" to this Application is the Affidavit of Tom Shoemaker attesting to the truth and accuracy of all information included in this Application.

**C. Exhibit Listing and Descriptions<sup>4</sup>**

**Exhibit A (CONFIDENTIAL)** to this Application (1 page) contains detailed information for each Proposed Site, including information related to household density and the coverage impact of each Proposed Site.

**Exhibit B** to this Application is located on the CD submitted with this Application and is an Excel spreadsheet listing all census blocks, identified on a per project basis, where broadband facilities would be deployed for the Proposed Project .

**Exhibit C** to this Application (1 page) contains Pinpoint's schedule for the build out of the Proposed Project (broken down by Proposed Site) .

---

<sup>4</sup> Exhibits containing material or information deemed confidential by Pinpoint have been filed on yellow paper and marked "CONFIDENTIAL."

**Exhibit D (CONFIDENTIAL)** to this Application is located on the CD submitted with this Application and is an Excel spreadsheet containing Pinpoint's detailed construction cost estimates and budget for each Proposed Site, along with a statement from Pinpoint describing more precisely the types of costs included within each category of its cost estimates. Exhibit D also contains Pinpoint's depreciation schedules for the assets to be constructed at the Proposed Sites.

**Exhibit E** to this Application (3 pages) contains Pinpoint's proposed retail pricing, including both monthly recurring costs and nonrecurring costs, for the new broadband services to be offered .

**Exhibit F (CONFIDENTIAL)** to this Application (16 pages) contains a description of Pinpoint's financial qualifications (including balance sheet and income statement).

**Exhibit G** to this Application (1 page) contains biographical information for key management personnel of Pinpoint and its parent company.

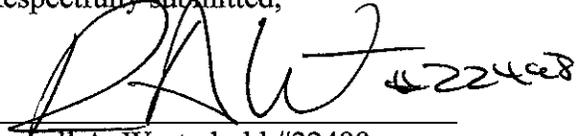
**Exhibit H** to this Application (1 page) is the Affidavit of Tom Shoemaker .

**D. Funding Request**

The total cost to construct Proposed Project is \$2,214,000, and Pinpoint has committed to provide matching funds in the amount of \$535,500 for the construction of the Proposed Project. Therefore, Pinpoint hereby respectfully requests funding in the amount of **\$1,678,500** from the NUSF Broadband Program.

Respectfully submitted this 30th day of January, 2014.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "RAW" followed by a flourish and the number "#22498".

---

Russell A. Westerhold #22498  
FRASER STRYKER PC LLO  
500 Energy Plaza  
409 South 17<sup>th</sup> Street  
Omaha, NE 68102  
(402) 341-6000  
ATTORNEYS FOR PINPOINT  
WIRELESS, INC.

1062775

**Exhibit A**  
**CONFIDENTIAL**

**[REDACTED]**

**Exhibit B**

See Spreadsheet on Enclosed CD  
"Pinpoint NUSF-92 Application Exhibit B.xlsx"

## Exhibit C

### NUSF 92 Build Out timeline

The completion timeline is based on a funding decision in mid 2014. With other projects being completed in 2014, we anticipate having the ability to get these completed by end of year 2015.

Milestone	Estimated Completion Date
<b>Wauneta</b> <ul style="list-style-type: none"> <li>• <b>Tower construction (25%)</b></li> <li>• <b>Backhaul Install and Turn Up (50%)</b></li> <li>• <b>Radio and Antenna Installation (75%)</b></li> <li>• <b>Turn Up, Tuning and Drive Tests</b></li> </ul>	July 2015 August 2015 August 2015 September 2015
<b>Palisade</b> <ul style="list-style-type: none"> <li>• <b>Tower construction (25%)</b></li> <li>• <b>Backhaul Install and Turn Up (50%)</b></li> <li>• <b>Radio and Antenna Installation (75%)</b></li> <li>• <b>Turn Up, Tuning and Drive Tests</b></li> </ul>	July 2015 August 2015 August 2015 September 2015
<b>Hamlet</b> <ul style="list-style-type: none"> <li>• <b>Tower construction (25%)</b></li> <li>• <b>Backhaul Install and Turn Up (50%)</b></li> <li>• <b>Radio and Antenna Installation (75%)</b></li> <li>• <b>Turn Up, Tuning and Drive Tests</b></li> </ul>	July 2015 August 2015 August 2015 September 2015
<b>South Culbertson</b> <ul style="list-style-type: none"> <li>• <b>Tower construction (25%)</b></li> <li>• <b>Backhaul Install and Turn Up (50%)</b></li> <li>• <b>Radio and Antenna Installation (75%)</b></li> <li>• <b>Turn Up, Tuning and Drive Tests</b></li> </ul>	April 2015 May 2015 May 2015 June 2015
<b>Swanson Lake</b> <ul style="list-style-type: none"> <li>• <b>Tower construction (25%)</b></li> <li>• <b>Backhaul Install and Turn Up (50%)</b></li> <li>• <b>Radio and Antenna Installation (75%)</b></li> <li>• <b>Turn Up, Tuning and Drive Tests</b></li> </ul>	April 2015 May 2015 May 2015 June 2015
<b>South Stratton</b> <ul style="list-style-type: none"> <li>• <b>Tower construction (25%)</b></li> <li>• <b>Backhaul Install and Turn Up (50%)</b></li> <li>• <b>Radio and Antenna Installation (75%)</b></li> <li>• <b>Turn Up, Tuning and Drive Tests</b></li> </ul>	May 2015 June 2015 June 2015 July 2015

**Exhibit D**  
**CONFIDENTIAL**

**[REDACTED]**

**Exhibit E**

**Retail Pricing**

**Mobile Packages**

**Individual**

**Local One**

1 Line of Service  
Unlimited Local and Long Distance  
Unlimited Texting  
NO Off network usage

**\$34.99**

**National One 350**

1 Line of Service  
Unlimited Local and Long Distance  
\*On Network  
Unlimited Texting

**\$54.99**

CID, CW, VM, CF

350 Off Network Voice Minutes

.40 per minute coverage

**National One 800**

1 Line of Service  
Unlimited Local and Long Distance

**\$74.99**

\*On Network

Unlimited Texting

CID, CW, VM, CF

800 Off Network Voice Minutes

.40 per minute coverage

**National One 1200**

1 Line of Service  
Unlimited Local and Long Distance

**\$94.99**

\*On Network

Unlimited Texting

CID, CW, VM, CF

1200 Off Network Voice Minutes

.40 per minute coverage

**Fixed Voice Packages**

**Family**

**Local Family**

2 Lines of Service  
Unlimited Local and Long Distance  
Unlimited Texting  
NO Off network usage

**\$59.99**

**National Family 500**

2 Lines of Service  
Unlimited Local and Long Distance  
\*On Network  
Unlimited Texting

**\$79.99**

CID, CW, VM, CF

500 Off Network Voice Minutes

.40 per minute coverage

**National Family 1200**

2 Lines of Service  
Unlimited Local and Long Distance

**\$99.99**

\*On Network

Unlimited Texting

CID, CW, VM, CF

1200 Off Network Voice Minutes

.40 per minute coverage

**National Family 1800**

2 Lines of Service  
Unlimited Local and Long Distance

**\$109.99**

\*On Network

Unlimited Texting

CID, CW, VM, CF

1800 Off Network Voice Minutes

.40 per minute coverage

**Fixed Data Packages**

BLAZE@ Home Voice      \$29.95      768k/384k      \$29.95  
 2M/1M      \$39.95

Fixed Equipment Charges	Retail	Easy Start	Mobile Equipment Charges	Retail	Easy Start
BLAZE @ Home Modem Charge	\$149.00	10/month	*NEW* Alcatel 875t	\$149.99	\$5.00
			Huawei U8150 Ideos	\$199.99	\$5.00
			Alcatel OT-980	\$209.99	\$5.00
			Alcatel M'Pop	\$219.99	\$10.00
			Sony Ericsson Xperia mini	\$299.99	\$10.00
			Alcatel Scribe	\$399.99	\$25.00
			Bullit CAT B15	\$409.99	\$25.00
			Samsung Galaxy SIII	\$619.99	\$25.00
			iPhone 5C	\$599.99	\$25.00
			Alcatel Y580	\$149.00	\$5.00

Ex E 2 of 3

**Mobile Data Packages**  
**Local Mobile Data**  
Unlimited Shared Data  
\*On Network Only

**\$30.00**

**Smart Data Packages**  
**Local Smart Data**  
Unlimited Shared Data  
\*On Network Only

**\$10.00**

**National Mobile Data 5 MB**  
Unlimited Shared Data  
\*On Network Only  
5MB Shared Data OFF Net  
\$1.95 per MB when over 5 MB

**\$35.00**

**National Smart Data 5 MB**  
Unlimited Shared Data  
\*On Network Only  
5MB Shared Data OFF Net  
\$1.95 per MB when over 5 MB

**\$15.00**

**National Mobile Data 20 MB**  
Unlimited Shared Data  
\*ON network  
20 MB Shared Data Off Network  
\$1.95 Per MB over 20 MB

**\$40.00**

**National Smart Data 20 MB**  
Unlimited Shared Data  
\*ON network  
20 MB Shared Data Off Network  
\$1.95 Per MB over 20 MB

**\$30.00**

EX E 3043

**Exhibit F**  
**CONFIDENTIAL**

**[REDACTED]**

## **Exhibit G**

### **J. Richard Shoemaker**

J. Richard Shoemaker is currently Chairman and President of Pinpoint Holdings, Inc., a diversified Nebraska communications company. Pinpoint Holdings, Inc. was incorporated in 1992 for various telecommunications assets being developed thru acquisitions and operational efficiencies with Cambridge Telephone Company, a rural incumbent telephone exchange that has been in business for 100 years. Mr. Shoemaker is a graduate of Doane College in Crete, Nebraska and has over 30 years experience in various media companies with the last 24 years being spent as Chairman and President of Cambridge Telephone Company and Pinpoint Holdings. Today, Pinpoint owns assets in cable television, Internet, CLEC, PCS Wireless, broadband, Fiber optic Long Haul, and Regulated ILEC business's.

In 1993, Mr. Shoemaker was appointed by then Governor Ben Nelson to the 11 member Excellence in Education Council whose job it was to make original policy and distribute approximately 9 million dollars a year of Nebraska Lottery money to Nebraska public schools. He is currently past president of the Kitty M. Perkins Foundation and The Shoemaker Family Foundation, The Peter Kiewit Institute Board of Policy, University of Nebraska Presidents Policy Advisor Committee, Nebraska Educational Telecommunications Commission Board of Directors, and the C-Tech Technology committee of the Cambridge School Board.

### **Chris Karn**

Chris Karn has over 20 years of management experience in the cable and telecommunications industry. Karn started his career in the cable industry and has managed large and small cable operations across the United States. He has worked for companies such as Tele-Communications Inc., and Charter Communications. Karn has vast experience in building and operating cable networks, fiber and lit services networks, as well as wireless microwave backhaul networks. Karn serves as the COO for Pinpoint Holdings, Inc. and oversees the day to day operations of all of the various operating entities the company serves.

### **Tom Shoemaker**

Executive Vice President, Pinpoint Wireless Inc d/b/a BLAZE wireless

As Executive Vice President, Shoemaker is in charge of the day to day operations of Pinpoint Wireless, Inc. He is responsible for expanding and improving the retail businesses associated with the Pinpoint companies. He also is directly involved with the regulatory processes that impact the business. He deals directly with the Nebraska Public Service Commission, Federal Communications Commission, USAC, NECA, as well as other local and national regulatory bodies and telecom industry organizations. Shoemaker has been in the telecom industry for 12 years. He holds a Bachelor of Science Degree of Business Administration from Ashford University.

Tom has been employed by Pinpoint for 12 years. He is active in the local Economic Development Corporation, is the President of the Cambridge Community Investment Group, LLC, is a Vice Chairman of the Nebraska Telecommunications Board of directors and is on the Wireless E911 advisory council. When not working he enjoys golf, hunting, travel, and family time.

**Exhibit H**

**BEFORE THE NEBRASKA PUBLIC SERVICE COMMISSION**

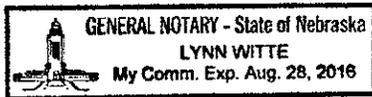
In the Matter of the Nebraska Public Service )      Application No. NUSF-92. \_\_\_\_  
Commission, on its Own Motion, to Administer )  
The Nebraska Universal Service Fund )  
Broadband Program. )

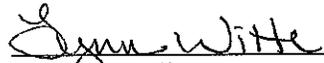
STATE OF NEBRASKA    )  
                                  )      SS:  
COUNTY OF FURNAS    )

Tom Shoemaker, being first duly sworn on oath, states that he is an officer of the above-named Applicant, that he has reviewed the information contained in the foregoing Application, and that the same is true and accurate to the best of his knowledge and belief.

  
\_\_\_\_\_  
Tom Shoemaker

SUBSCRIBED AND SWORN TO before me, the undersigned Notary Public, this 27th day of January, 2014.



  
\_\_\_\_\_  
Notary Public