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**Public Service Commission of Wisconsin  
(6602) - WIRELESS ALLIANCE LLC  
Commercial Mobile Radio Service Provider Annual Report  
For Year Ending December 31, 2008**

[Rules for Reporting](#)  
[Assessable Revenue Definitions](#)  
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\* - indicates required fields

**Signature**

I certify that I am the person responsible for accounts; that I have examined the following report and, to the best of my knowledge, information and belief, it is a correct statement of the business and affairs of said utility for the period covered by the report in respect to each and every matter set forth therein.

Utility Name: WIRELESS ALLIANCE LLC

Person responsible for accounts: Stacy Peterson \*

Title of person responsible for accounts: Tax manager \*

Date: 04/03/2009 \* (mm/dd/yyyy)

**Identification**

Utility Name: WIRELESS ALLIANCE LLC

Street Address: 3905 DAKOTA STREET SW \*

PO Box: 2000 PO Box Zip: 56308-0000

City: Alexandria \* State: MN \* Zip: 56308-0000 \*

Web Site Address: www.ruralcellular.com

Business Customers Phone: 3207622000 Example 6085551212 Ext:

Residential Customers Phone: 3207622000 Example 6085551212 Ext:

**Primary Address - Primary Utility Contact (located at utility address)**

Name: Stacy Peterson \*

Title: Tax Manager \*

Firm/Company: Rural Cellular Corporation \*

Office Address: 3905 Dakota Street SW \*

PO Box: 2000 PO Box Zip: 56308-0000

City: Alexandria \* State: MN \* Zip: 56308-0000 \*

Fax Number: 3208082120 Example 6085551212

Phone Number: 8008407130 \* Example 6085551212

Email Address: stacyrp@unicel.com \*

**Annual Report Contact - Contact Person for Information Contained in This Annual Report**

Same As Primary Address

Name: \_\_\_\_\_ \*

Title: \_\_\_\_\_ \*

Firm/Company: \_\_\_\_\_ \*

Office Address: \_\_\_\_\_ \*

PO Box:  PO Box Zip:   
 City:  \* State:  \* Zip:  \*  
 Fax Number:  Example 6085551212  
 Phone Number:  \* Example 6085551212  
 Email Address:

**Regulatory Contact - Contact Person for Regulatory Inquiries and Complaints**

Same As Primary Address

Name:  \*  
 Title:  \*  
 Firm/Company:  \*  
 Office Address:  \*  
 PO Box:  PO Box Zip:   
 City:  \* State:  \* Zip:  \*  
 Fax Number:  Example 6085551212  
 Phone Number:  \* Example 6085551212  
 Email Address:

**Assessable Revenues**

1) Do you currently provide commercial mobile radio service (CMRS) service in Wisconsin? Y (Y/N) \*

1a) If not, please state the nature of your entity's business.

1b) If no, do you intend to provide CMRS service in Wisconsin at a future date? (Blank/Y/N)

2) Do you believe that this year's CMRS revenues have already been reported to the Commission? N (Y/N) \*

2a) If yes, provide particulars concerning annual report (utility name and number, report name, page and line number and dollar amount).

2b) If no, provide your assessable revenues (in 000's) for Universal Service Fund assessment purposes.  
 Wisconsin Gross Intrastate Operating Telecommunications Service Revenue

(000's)  
**CONFIDENTIAL**

**Annual Report Notes (if applicable)**

**Please print this report before submitting it to the Commission. Once the report is submitted you will not be able to print it.**

When the submit button is clicked, the program will check for errors and display a message to the right of any box with an error. If there are no errors, a confirmation page will appear.

Print

Check for Errors & Submit

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Confidentiality Request of Wireless Alliance LLC  
Concerning certain information in its 2008  
Annual Report as a Commercial Mobile Service Provider

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Affidavit of Stacy Peterson in Support of the Confidentiality Request of Wireless Alliance LLC.

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1. Name and address of applicant: This confidentiality request is being submitted on behalf of Wireless Alliance LLC ("Applicant"). Applicant is a provider of commercial mobile radio services in Wisconsin. It maintains its primary business address at 3905 Dakota Street SW, Alexandria, Minnesota 56308. Relevant telephone and facsimile numbers are set forth in paragraph 2 below.

2. Name and position of the Individual filing the Confidentiality Request: I am employed by Rural Cellular Corporation d/b/a UniceL (Wireless Alliance), the Tax Analyst of Finance. My business telephone number is (320) 762-2000. My business facsimile telephone number is (320) 808-2120. In my capacity as Tax Analyst, I am familiar with the operations of the Applicant and I have knowledge of the matters set forth below. I have been authorized to file Applicant's confidentiality request and to offer this affidavit in the support of confidentiality request.

3. Description of Specific Information for which Confidential Status is requested:  
Pursuant to PSC rules, Applicant must file a 2008 Annual Report as a Commercial Mobile Radio Service Provider ("CMRS Annual Report"). Applicant is requesting confidential treatment of its response to the request in the CMRS Annual Report form

requiring disclosure of its "Wisconsin Gross Intrastate Operating Revenue"). The requested Wisconsin Gross Operating Revenue essentially reflects Applicant's gross intrastate revenues from business operations in Wisconsin as a provider of commercial mobile radio services.

4. Facts and Legal Authority Supporting Request for Confidential Treatment:

Applicant is a commercial mobile radio service (CMRS) provider. Applicant is requesting confidential treatment of its Wisconsin Gross Operating Revenue because, as discussed in further detail below, the information is confidential and proprietary and disclosure of the information would allow competitors of the Applicant to obtain confidential financial information, which they could use to their competitive advantage.

5. Number of People Who Have Knowledge of the Information: The Wisconsin Gross operating Revenue for which the applicant seeks confidential treatment is known only by a very limited number of employees. This information is not available to the public and is not known outside the company. Applicant maintains internal procedures to prevent disclosure of the information to third parties.

6. Value of the Information: Applicant's annual Wisconsin Gross operating revenue is extremely valuable to the company. It serves as an objective measure of the company's business performance in the year in question and provides a measure to competitors. Competitors of Applicant would find such information extremely valuable in their efforts to compete and could gain an advantage. Public disclosure could drive the Applicant's market share, disclosure marketing and strategic planning, their initiatives, and could gain insight into economic and business planning information.

7. Damage to Applicant/Benefits to Competitors Resulting from Disclosure: The damage to the applicant and the benefits to competitors that will result from disclosure of the information in question are described in paragraph 6 above.

8. Benefits to the Public Resulting from Disclosure Applicant is a single provider of a discretionary service in a highly competitive industry. Wireless Alliance and applicant will go to such lengths to safeguard this data because they reasonably believe that this information would be used by its competitors to compare unfairly with Applicant.



Stacy Peterson, Tax Manager

On behalf of Wireless Alliance LLC.

Subscribed and sworn to before me

On this 1<sup>st</sup> day of April, 2009



Notary Public, State of Minnesota My commission: Jan 31, 2012

