



# The Telco Times

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## This 'n That

- You may notice a change in the format of our bill starting April 1st. We know that you will think it is easier to read, but please call us if you have any questions about it.
- Local private or public non-profit organizations are invited to pick up a PTLD Community Grant application at our office. The application deadline is May 1st and awards will be announced June 1st.
- The Panora Fire Department received a \$500 donation in February.

## Annual Meeting—March 7th

Shareholders, please plan to join us for the Panora Cooperative Telephone Assoc. Inc. and the Panora Cooperative Cablevision Assoc. Inc. Annual Meetings to be held Monday, March 7th at 7:30 pm in the Panorama High School auditorium.

Three directors will be elected and we will vote on the amended and restated articles of incorporation. Door prizes will be awarded and refreshments will be served in the commons after the meeting. Please, make plans to join us.

## On-screen guide hidden 'gem' for Digital Cable users

There are many benefits to Digital Cable, but the most beloved seems to be the most unheralded—the on-screen programming guide.

People laud this feature and it is understandable. The feature makes finding what you want to watch A LOT easier, especially given the broad spectrum of programming that is now available.

If you have tried surfing through all the channels to find something to watch, you know what we are saying.

Seasoned Digital Cable subscribers talk about using the guide to find a specific genre of programming that they want to watch—like movies, sports or documentaries. Another clever benefit is the programming reminder feature, that reminds you that a show that you marked is about ready to start. This can be handy if you are channel surfing and don't want to miss any of your favorite show.

Digital Cable has a reputation for providing very clear video and sound to the subscriber which makes it a step up even from the very best analog cable product.

Digital Cable from Panora Telco provides an expanded line-up beyond basic that features channels like Outdoor Life, Speed Channel, Golf Channel, ESPN Classic, 3 Fox Sports Channels, Lifetime Movie Network, WE - Women's Entertainment, Bravo and the Biography channel, just to name a few.

For the full line-up, go to the cable section of our web site at [www.panoratelco.com](http://www.panoratelco.com).

With basic Digital Cable, subscribers also get to enjoy 31 different digital music channels from Jazz to Country and Alternative to Reggae.

Also included with basic Digital Cable is access to Pay-Per-View movies and events.

These range from newly released movies to sporting events. Buying a pay-per-view movie is easy: just use your remote and follow the on-screen instructions.

Finally, Digital Cable subscribers can customize their line up even more with multi screen movieplexes from HBO, Cinemax, Showtime and Starz/Encore.

Stop in our office to check out the on-screen guide or any of the channels.



## The Tech Closet—we can be your tech resource

Today, we live in a world of specialists. From my point of view, this is a good thing. It is good because we are a knowledge-driven society and the information we rely upon everyday has become overwhelming.



**Curtis Thornberry**  
Technology Development  
Director

So, in this space from time to time, I will try to educate, inform or maybe even demystify my area of expertise: computing and computing technologies.

### Computer and Network Security

Over the years, many of the customers with whom I have worked have told me that they just can't keep up with all the security issues that threaten their networks, personal computers, and hand-held devices.

I can relate to this concern. Keeping on top of security threats and security products is a full-time job; one that is constantly evolving, in many cases on a daily basis.

Now, with the addition of my position, customers can call on us for help in this area. We can be your local specialist that assists you with all of your technology needs.

As your specialist, we come right to where you are, so there is no need to disconnect and haul your PC off site to get service. We find it is best to work with your network and computers in their normal working environment. This allows us to realize all the factors that might be affecting your security and performance.

These performance factors include more than viruses. Spyware, wired and wireless networking issues, encryption, and firewalls are all points to consider. The bottom line is that we can help you with these issues and give you peace of mind, all without breaking your budget.

### Networking and High-Speed Installs

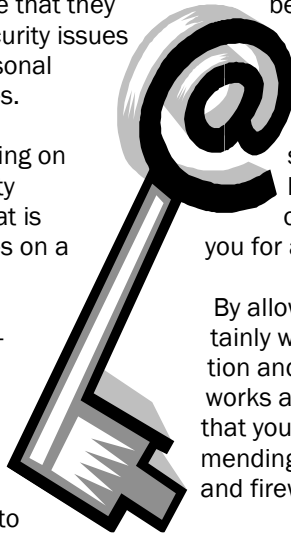
We are qualified and ready to help you with your existing network or in building a new network.

Your network may be at home or at your business, and it can be either wired or wireless or a combination of the two. Give us a call and we can help you determine which solution is best for you.

Many customers are finding the need to network computers for the first time in order to share a high-speed Internet connection. With our high-speed service, you can do your own installation or we can handle it for you for a small additional fee.

By allowing us to do the installation, you certainly will be freed from any potential frustration and you will be assured that the service works as designed. We will also make sure that your connection is secure by recommending and installing antivirus, spyware, and firewall software, if needed.

Whether it is networking, security software, computer trouble, or high speed Internet service, **we are the only local company that can handle all your technology needs** with one phone call. Call us today or stop by.



*"We are qualified and ready to help you with your existing network or in building a new one".*

## Construction Update

With Spring right around the corner, we are finalizing our plans for Spring and Summer construction. The first project that we will undertake is burying the temporary telephone and cable TV 'drops' that we installed over the winter. The second project that will be done is to complete all the cabling to newly constructed homes throughout our exchange.

Finally, we will plow new telephone cable in the rural areas and on both sides of the lake—specifically in the East Burchfield Cove area and the West Lake Shady Beach area. This is part of our on-going process of keeping our facilities up-to-date. Please, call before you dig. Thanks!

## The Randol Report

As I prepare for the Annual Meeting that will be held March 7th, I have reviewed the happenings of our past few Annual Meetings—from the agendas, to the financials to the reports. These meetings are all similar in form and function as you would expect.

What I was trying to confirm, however, is something in which all members of our cooperative can take pride. At first, it is easy to see a year full of activity as just that, but with careful review it becomes clear that our staff has shown steady progress toward the goals that our company has set.

We are involved in similar activities year after year: community activities, legislative and regulatory issues, and technological advancement. But, what is pleasing from my perspective is that we have gotten progressively better at each of those activities throughout the years.

As a cooperative, we continue to make investments into the organizations, events and people that make our community the great place it is to live, work and raise a family. This year, we have done this by making financial donations to our regional hospital foundation, our park and recreation department, and to two

different branches of law enforcement. Additionally, we have awarded scholarships to deserving high school seniors on our own and in conjunction with netINS. And, we have worked with our local development organizations to showcase all that our area offers to both businesses and residents.

From a regulatory and legislative perspective, we have continued to build relationships with and educate our regulators and representatives.

To those ends, we have hosted three different legislative and regulatory meetings at our company this year. Also, we participated in a trip to Washington DC to work with both our national legislators and members of the FCC on issues that will be affecting our cooperative.

On the state level, we have been equally involved—attending similar events in Des Moines for our local legislators and regulators.

We continue to add the technology and services that we see our customers will need, so that when you need them, they are available.

Success in our industry is not like a sprint to the finish, but rather it is a long, tactical marathon. Right now, we are in the lead pack.



**Andrew Randol**  
General Manager

*“Success in our industry is not like a sprint to the finish, but rather it is a long tactical marathon.”*

## Cellular Corner—Family Share Plans

Verizon Wireless is revamping the America’s Choice Family Share plans and also offering expanded minutes in some America’s Choice plans—both Single and Family Share.

The revamped Family Share plans feature two lines for a set price, plus unlimited IN calling and unlimited night and weekend calling.

Additionally, you can add up to three more lines to your Family Share plan for only \$9.99 per line.

All of the America’s Choice calling plans are getting a larger ‘footprint’ and getting rid of roaming charges. That’s right...no more roaming. Ask us for all the details.



As always, we want to be sure you are on the plan that best suits your calling needs. We are here to help you with product use, billing, and general product questions.

This is another advantage of the Power of One company working for you. Our People Make it Happen!

## Do you know where any of these people are?

We have uncollected dividends for the following people. If you know them, please have them contact our office. Thank you.

Allbery, John & Leslie  
 Bainter Lloyd, Tina  
 Beaman, Pamela J  
 Beason Jr, Victor L  
 Behrens, Chad  
 Branch, Ellen M  
 Brody, Brad  
 Brokaw, Paul D  
 Buckeridge, David  
 Buda, Robert & Kathy  
 Bursell, Kenneth W  
 Chapman, Skip  
 Clark, Daniel  
 Clymer, Doug  
 Ducharme Jr, Timothy  
 Edwards, Mandi  
 Eklofe, Chris  
 Everhart, Jim  
 Frank, Glenn & Dona  
 French, David  
 Geopfert, Theresa L

Gonnerman, Greg  
 Graubard, Benjamin M  
 Harrison, Jennifer L  
 Harvey, M L  
 Henderson, Thomas  
 Hoyt, Chris  
 Hutt, Brenda  
 J J's Restaurant  
 James, Lawrence E  
 King, Walter M  
 Krell, Kevin R  
 Leadley, Merle L  
 Leesley, Shellie Lee  
 Lewis, Cameron  
 Malott, Bonnie  
 Marsh, Tony Dale  
 Mattes, Michelle  
 Mcbride, Buck  
 Mcgathy, Gary  
 Mckinney Heirs Lloyd  
 Merical, Justin  
 Merritt, Gene R  
 Middleton, Elsie  
 Miller Heirs, Virgil  
 Miller, Ryan  
 Murphy, J  
 Nees, Lisa  
 Nolan, John C  
 Ocker, Sondra  
 Panorama Video & Arcade

Parker, Larry  
 Pearson, Dr Paul H  
 Pendergast, Ron  
 Pettit, William R  
 Phillips, Michael T  
 Quintero, Henry M  
 Rogers, Sean  
 Scheuermann, Terry  
 Scott, Joshua  
 Smidt, Mark  
 Smirl, George  
 Soltanzadeh, H  
 Somer, Mark  
 Spulak, Steve  
 Square Inn  
 Standlee, Diane  
 Stroud, James Brian  
 Throckmorton Jr, Larry  
 Vanpatter, Robert T  
 Wagoner Heirs, Paul  
 Welborn, Terry  
 Western, Layne  
 Wheeler, Floretta  
 Wilkens, Marcia B  
 Wilson, Melissa  
 Wilson, Sue  
 Wilson, Wendy  
 Worcester, Darlene  
 Wright, Valerie

Find us on the web at [panorateelco.com](http://panorateelco.com)



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The call could save you costly repairs or maybe even your life.

ONECall...it's the law.

## Digital Cable & HDTV—defined

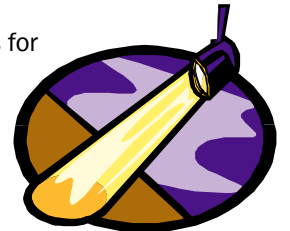
Television used to be simple, but since the transition from black and white sets to color began the flood gates of change have been thrown wide open.

Now, there are questions about the differences between Digital Cable TV and HDTV, and those questions are understandable, given the jumble of acronyms.

Distilled to the basics, Digital Cable TV is a way to deliver more channels in the same amount of space that fewer analog channels used to occupy. In the end, the technology that drives Digital Cable TV is a method that compresses information to allow it to fit in a smaller space—allowing providers to get more channels to you in the same pipe or cabling.

The interesting thing about this, however, is that the picture and sound are clearer when they are compressed because it is a digital rather than an analog process.

HDTV, which stands for High definition Digital TV, is a method of production and transmission that is controlled by the programmers.



Today, more programmers are producing and transmitting at least some of their content in the HDTV format. Since they can't send HDTV and regular format programming on the same channel, many programmers now have an HDTV channel in addition to their regular channel.

As with most new technology, there is a cost to programmers who produce the HDTV format, providers that deliver it and customers that want to view it—usually in the form of new hardware and electronics. As more programmers produce HDTV content, we will continue to monitor costs, as well as customer interest for the product.