



THE TELCO TIMES

Volume 6

Issue 3

September 2007

Inside this issue

Cooperatives Contribute to National Economy	2
Disaster Planning	2
Free Training Classes	2
Business Spotlight Harmann Excavating	2
Randol Report The Price is Right	3
Internet Offers More Networking Options	3
Fire Department & EMS Donations	4
Which HDTV is Right for You?	4
Cellular Corner	4

Customer Service Corner

Big 10 Network is Coming!

We will soon be launching the Big 10 Network on our Basic cable lineup. For more details on programming, go to www.big10network.com.

Check Out Ebilling!

Experience the convenience and simplicity of our new online billing system, plus it's FREE! Visit our website to register at www.panoratelco.com.

Training Classes Offered

See page 2 OR our website for the many FREE Computer Training classes offered. Mark your calendar today!

Do you have questions about your bill or any service you get from Panorama Telco? If so, please call our office at 755-2424. We love serving our customers and we hope to hear from you!



Make an educated decision

Education is a lifelong endeavor. Regardless if you have someone in your home that is headed 'Back To School', now is a great time to think about learning and helping yourself or your family continue to learn for a lifetime.

If your family has a child or grandchild preparing for school, you have probably seen the school supplies shopping list that may include notebooks, pencils and pens. We think today, that two other items should be on everyone's school supplies list: high speed Internet and SecureIT Plus – and, with our promotion, we have tried to make those two products easy to attain.

educational resources for everyone from elementary students to those just wanting to learn something new.

SecureIT Plus automatically protects your computer from viruses, spyware and adware, all of which can rob your computer of speed and power. Now, there are also Parental Controls to keep your kids safe on the Internet. Additionally, SecureIT Plus keeps your Windows operating system up-to-date and your hard drive operating smoothly.

Back to School time is a great time to upgrade your Internet and protect your data. Call us for details or to sign up.

From now through September you can access the benefits of high speed Internet for two months for the price of dial up AND you can protect your computer and all your data with SecureIT Plus for \$2.95 for two months. After two months, the rate goes to the regular price of \$9.95/month.



One of the benefits of high speed Internet includes quick access to a wide array of

New privacy rules will soon be in effect

Panora Telco will soon be implementing rules regarding customer privacy due to new regulations by the Federal Communications Commission (FCC).

As part of the new FCC rules regarding Customer Proprietary Network Information (CPNI), phone companies must now positively

identify a customer before providing account information.

These changes will be implemented over the next few months. As we develop our processes, we will keep you informed of changes that will affect you. We appreciate your cooperation in keeping account information secure.

Cooperatives contribute \$100 billion annually

October is National Cooperative Month, a time to recognize the many contributions that cooperatives and their members make to this nation's economy.

Each year, cooperatives generate more than \$100 billion in economic activity and bring people together to provide a wide variety of goods and services including telecommunications, health care, groceries, crops, electricity, and financial products.

As a cooperative, Panora Telco is dedicated to benefiting our

membership. We do this through technological upgrades to our infrastructure, expansion of our telecommunications services, and the return of capital credits to members.

Our goal is to work with you, our members, to enhance this community and contribute to our shared prosperity.

In this age of conglomerates, we are proud to be locally owned and operated. It keeps us close to our customers and enables us to better serve your changing needs. We look

forward to pulling together for many years to come.



Disaster planning will aid recovery efforts

It is critical that telecommunications companies like ours prepare for nearly any situation that could disrupt services to you and we take that responsibility very seriously.

There are many weather situations or other disasters that could adversely affect your family or your business. Those same circumstances could also impact our ability to provide some or all of the services that you have come to rely upon.



Because of that, we have done a great deal of planning to prepare for the restoration of services to you, your family and your business. There are many local, state and sometimes federal organizations which work together to restore services to customers.

We understand that it is difficult, if not impossible to plan for every scenario, but the exercise alone of planning for service restoration will help us overcome even unplanned occurrences to return service to normal as quickly as possible.

Training Classes Offered

Join us for upcoming classes and learn how to become computer savvy. Call to register soon!

Intro to MS Word..... Sept 6 in Guthrie
Intro to MS Excel..... Oct 11 in Panora

Call us at 755-2424 to register.

Classes are free to our customers and held at the libraries in Panora and Guthrie Center.



Dave Sherlock



Curtis Thornberry

Courses will be taught by Dave Sherlock, Training Coordinator with Iowa Network Services and Curtis Thornberry, Technology Development Director with Panora Telco.

BUSINESS SPOTLIGHT Harmann Excavating

Matt Harmann established Harmann Excavating in 2003 after working for several years with his father in their family construction business. The excavating portion of the business had grown and both father and son felt it was time to branch out.

Today, Harmann Excavating employs 6 people, including Matt. They do nearly every kind of dirt work requested including digging basements, water & sewer work, septic & trenching, demolition and even trucking. To keep everyone busy throughout the year, they do snow removal in the winter.

Most of their work is done in Guthrie County but, stated Matt, "We do some

work outside the county, mostly within a 50 mile radius of Panora."

When asked what makes their business unique, Matt replied, "We take care of all our customers' dirt work needs, whether they are big jobs or small. We have a lot of different types of equipment that allow us to do most anything that is requested."

Harmann Excavating purchases cellular, landline telephone, long distance and high speed Internet services from Panora Telco. They like the combination of landline and cellular phone service which provides customers convenient access to them anywhere, anytime.



Matt Harmann of Harmann Excavating

High speed Internet serves a variety of needs including email, purchasing, research and even checking the weather before scheduling and heading out to a jobsite.

Harmann Excavating is located at 2214 Redwood Road in Panora. Their phone number is 641-755-3640. Thanks for all you do for the citizens and businesses of Guthrie County!

The price is right!?

It would be easy and maybe even more fun to talk about Bob Barker's retirement from the long running and popular game show "The Price is Right." It might even be fun to talk about the new host, Drew Carey and how he got injured during rehearsal for the show, but neither topic will address the issue that I hope to raise in this space.

Like the show, this issue has to do with television and prices, but in a completely different context. This topic is not as much fun as the Showcase Showdown, but it likely is more relevant to you and me.

“... WE UNDERSTAND THE ECONOMICS THAT ACCOMPANY EACH AND EVERY CHANNEL ON OUR LINE UP.”

The heart of the matter is this: cable channel programmers are continuing to raise the per customer rates they charge

to cable systems like ours. That situation makes it increasingly difficult to keep the price for cable TV services down.

Additionally, as new channels begin to emerge, their demands to be placed on 'basic' further elevates the problem. Often these new channels would fit nicely into a digital package, allowing customers who want specific programming to get it. At the same time,

it would not force others to pay for something they do not care to receive.

Also, this is not an issue that is specific to small cable systems like ours

because large cable companies and satellite providers are experiencing the same challenges. Long ago we learned that providing cable television to our members would not be a big money



maker; however that is not to say that we can afford to consistently lose money in that area either.

So, rest assured that we heavily weigh decisions involving new channels because we understand the economics that accompany each and every channel on our line up. We work diligently to walk the line between providing members with a great product and, at the same time, trying to keep the costs for that service down.

Thank you for your business.

Internet offers more networking options

It used to be that people had to travel difficult journeys to meet, socialize and connect. These trips could take months, finally resulting in a face-to-face meeting.

How the times have changed. Today, people meet and greet in cyber space on networking websites, via email and in chat rooms.

Most tweens and teens are very familiar with today's 'social networking' platform available to them on sites such as myspace or facebook. Online, they can meet and learn about people across town, the state, nation or even world.

Users setup their own page that lists their interests, future plans and activities, typically with a photo or a graphic to represent themselves. They then request permission to link to other users (friends) who have to give their permission before pages can be shared.

Business people can network with sites like LinkedIn or Ecademy. You can find

people that graduated from your alma mater or who work in the same industry as you.

Have an interest? Then there is surely a site that will introduce you to people who share that interest; from dog lovers to motorcycle enthusiasts to doll collectors.

Some sites allow you to explore your roots, gather information about genealogy, then assist in finding your long lost relatives. Nearly every ethnic background, interest group and age

has a website just for them.

Of course, with this new way to meet and greet, precautions need to be put in place. People can pretend to be anything or anyone online. **Parents, it is a good idea to discuss online sites with your children, so they understand the risks.** Make sure they know not to give personal information and you know their online 'friends' just like their local friends. Get their user name & password for any pages they post and then, periodically check their site and discuss potential issues.

Below are just a few sites you might want to check out.

- Kids** www.clubpenguin.com
www.disney.com
- Tweens & Teens** www.facebook.com
www.myspace.com
- Adults** www.classmates.com
www.ivillage.com
- Business** www.linkedin.com
www.ecademy.com



Donations given to Panora Fire Department and EMS

Panora Telco recently made donations to the Panora Fire Department and Panora EMS.

Shown at **right** is Brian Dorsett (left), representing the fire department and Andy Randol, Panora Telco General Manager.

Shown at **far right** is Joe Hupp with the Panora EMS and Andy Randol.



Which HDTV should you buy for your home?

There is A LOT to know about TVs today. We will only scratch the surface here, but hope to provide you with some info and additional resources to assist you. Remember, the TV is just the 'display' piece of a three piece HD puzzle.

The other two pieces are getting an HD signal and having the right tuner. If you think of it this way, it may be easier: correct signal connected to the correct tuner connected to the correct display gives the HD experience. In this article, we are going to talk about TV (or display) options.

There are two main categories for HDTVs: Flat Panel and Projection. Within each category, there are further options like plasma, LCD (Liquid Crystal Display) or DLP (Digital Light Processing).

The advantages of Flat Panels, beyond their 'hang-on-the-wall' slimness, are a wider viewing angle, a brighter picture

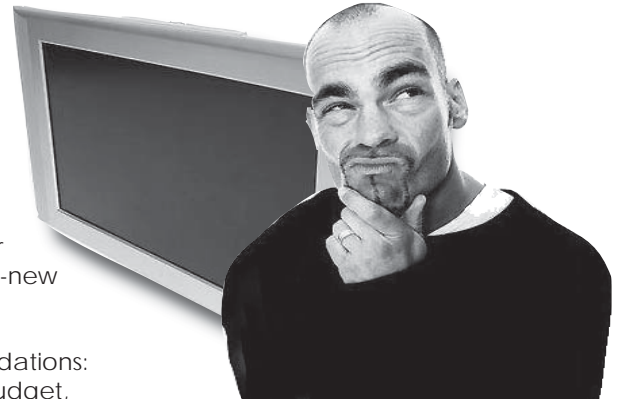
to overcome bright rooms, a long-life span for the panel and no lamp replacements.

The advantages of Projection TVs are: they are more affordable, they provide outstanding contrast & 'black level' performance and a user replaceable lamp restores like-new picture quality.

Two other general recommendations: first, buy the largest set your budget, your space and your needs require.

Second, try to buy an HDTV with at least two HDMI ports on it and buy the HDMI cables when you buy your TV. The ports will allow you to connect your TV to the external tuner, a DVD player or another device.

www.hdtvgalaxy.com/index.php
www.crutchfieldadvisor.com/tvglossary
www.dtv.gov



Visit Us
114 East Main
Panora, IA 50216
8:00am-5:00pm Mon-Fri

Call Us
641.755.2424

Internet Tech Support
800.205.1110

Online & Email
www.panoratelco.com
panora@netins.net

After Hours Repair
641.755.2424

Payment Info
Submit your payment via
- Mail
- E-billing - NEW!
- Walk In
- Drop Box
- Auto Bank Deduct

*The Service & Technology
You Deserve!*



CELLULAR CORNER PHONES THAT MAKE LIFE EASIER



Music, music, music. People love music. Everywhere you go, there are people listening. Sometimes, they're listening to music, sometimes the latest news or sports information or even the latest talk radio show.

The newest phones also give you the convenience of connecting to your email accounts. Texting and IM can easily be performed as well as surfing the web.

Our phone choices include many that

integrate your desire for music with the ability to connect to email and the Internet, not to mention the ability to talk!

We offer a wide variety of data & music devices including:

- Motorola Q
- RIM Blackberry
- Palm Treo
- LG Chocolate
- Motorola RAZR & KRZR
- Many more!

Call or stop by our office to find out which phone is best for you!