



Loyalty Has Its Rewards

Your loyalty to this telephone cooperative has had its rewards. Over the last 53 years LaValle Telephone Cooperative provided telephone and now Digital TV and High Speed Internet over a reliable and robust network, which we were able to maintain due to your continued support. We've brought state-of-the-art broadband services to rural areas, when neighboring telephone companies wouldn't make the investment for their customers.

Now it's time for another reward. Sign-up for a Silver or Gold Total Package or a Silver or Gold Video plus High Speed Internet Package by September 1st and get a FREE cordless phone PLUS 1 month of FREE HBO. If you aren't already enjoying the great channel line-up and the amazing speed of High Speed Internet, now is a good time! Entertain the entire family at home with local programming, news, sports, and music. Add optional premium channels like HBO, Cinemax, Showtime, and Starz. Travel the

world online this summer. Check out some fun websites such as: www.exploratorium.edu (Great for kids); www.solitairecentral.com (Solitaire rules, Online games); www.ipl.org (Great for kids); www.ecola.com (Browse magazines, resources, television networks & newspapers from every country); www.oneacross.com (Crossword puzzle help for everyone). ♣

2009 SCHOLARSHIP WINNERS

Winners for LaValle Telephone Cooperative's scholarships:

- Weston High School - Kristin Jasper, daughter of David and Dawn Jasper, Cazenovia, WI
- Wonewoc High School - Ashley Miller, daughter of Steve and Laurie Miller, Wonewoc, WI
- Reedsburg High School - Brennen Marshall, son of Brent and Terri Marshall, LaValle, WI
- Winner of the Wisconsin State Telecommunications Foundation scholarship: Ashley Miller, daughter of Steve and Laurie Miller, Wonewoc, WI

Step Back in Time at the Treasure Mill

When you visit the Treasure Mill in La Valle, WI you get the feeling that you've stepped back in time. Built originally as a saw mill in 1851, the structure has been a hub of activity ever since.

The business is owned by Mike and Jody Cummings who decided to save the old building from demolition and give it a new lease on life as an antique mall in 2000. They currently have over 40 different consigners selling antiques, collectables and crafts.

The Treasure Mill also gets a fair share of tourists and Mike is always happy to take them on a personally guided tour. After descending into the bowels of the building visitors are treated to a demonstration on how the mill's ancient mechanisms convert water pressure to a rotating force sufficient to run a hammer mill or turn the mill stone. The gears are iron but the mechanism's teeth are made of hard maple. The drive line stretches throughout the entire bottom story of the mill where various pieces of machinery used to receive power. One of the most popular tourist attractions in the machine room is the toilet. A casual look inside reveals the churning waters of the Baraboo River below. Mike says he's given the tour to about 2,000 folks to date.

Mike gives a verbal history of the venerable old mill during the tour. In addition to being a mill for over 150 years, the building used to produce barrels, broom handles and even electricity. At one time all of the electricity for the village originated here, first from hydroelectric means and then by diesel-powered generators. The mill was totally burned out in 1898 and again in 1937.

The newest part of the business is all about alternative energy systems. The couple sells wind turbines, solar panels, multi-fuel stoves and high efficiency electric heaters. The electronic systems and storage batteries associated with the wind turbine and solar panels have been moved from the basement to the display area so customers can get a firsthand look. Alternative energy systems can be

pricey, but Mike says recently enacted federal legislation allows homeowners to deduct 30% of their investment in the technology.

One unique part of the business is how they use the Internet to sell antique farm tractors. Mike has sold them all over the world including Germany and Australia. The tractors, primarily old John Deere models, are crated up elsewhere and put on a ship. The high-speed connection to the Internet may seem in stark contrast to the old wooden beams, augers and milling equipment, but it is the modern way of doing business.

Theft isn't a favorite subject for any retail establishment, but merchants continue to find innovative ways to protect their inventory. The Cummings have a security system in the building that is connected to La Valle Telephone's Central Station Monitoring Facility. The Facility knows within 15 seconds if the building has been entered and is instructed to contact law enforcement.

The Treasure Mill is a unique gem that combines the best of the old and new, powered not only by wind and sun, but by La Valle Telephone Cooperative as well.



MySpace, Facebook, and Internet Safety

What You Need to Know for Yourself and Your Children.

MySpace and Facebook are two of the most popular online community sites on the Web today. These sites make it easy to express yourself, connect with friends and make new ones, but remember that what you post publicly could embarrass you or expose you to danger. For teens, MySpace and Facebook are popular online hangouts because these sites make it easy for them to express themselves and keep in touch with their friends.

As a parent, please consider the following guidelines to help your children make safe decisions about using online communities.

- Talk to your kids about why they use MySpace, Facebook, or any other on-line community site. Ask them how they communicate with others and how they represent themselves on these sites.
- Kids shouldn't lie about how old they are. MySpace members must be 14 years of age or older. Facebook members must be 13 or older. Both sites take extra precautions to protect younger members and are not able to do so if they do not identify themselves as such. Typically these sites will delete users whom they find to be younger than 13, or those misrepresenting their age.
- MySpace is a public space, Facebook profiles are viewed by members as connected friends. Members shouldn't post anything they wouldn't want the world to know (e.g., phone number, address, IM screen name, or specific whereabouts). Tell your children they should avoid posting anything that would make it easy for a stranger to find them, such as their local hangouts.



- People aren't always who they say they are. Ask your children to be careful about adding strangers to their friends list. It's fun to connect with new friends from all over the world, but members should be cautious when communicating with people they don't know. They should talk to you if they want to meet an online friend in person, and if you think it's safe, any meeting should take place in public and with friends or a trusted adult present.

- Harassment, hate speech, and inappropriate content should be reported. If your kids encounter inappropriate behavior, let them know that they can let you know, or they should report it through the sites' reporting links or the authorities.

Always follow these important safety tips when using MySpace, Facebook, or other online communities:

- Never share your password with anyone.
- Adjust privacy settings to match your level of comfort, and review them often.

More information regarding Internet safety can be found on the following sites:

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| OnguardOnline.gov | WiredSafety.org | CommonSense.com |
| TRUSTe.org | ConnectSafely.org | NetSmartz.org |
| WebWiseKids.org | facebook.com/safety | myspace.com/safety |

Digital Signal – the New Method for Video Transmission

Since Feb 17th most of us are watching television in digital format, whether we subscribe to cable, satellite, video from the cooperative, or even if we use an antenna. The components of what make up a television picture are a very complex formula of information that became the basis for our national TV standard known as NTSC video.

Prior to Feb. 17th, the analog video was transmitted over the air and you tuned the receiver in your TV to that channel and were able to see the picture and hear the sound. Because analog signals are subject to destructive manipulation, electrical noise and other interference can degrade the picture.

Digital picture and sound information is encoded into a series of ones and zeros and it is this information that is transmitted. A digital TV picture should theoretically be an exact copy of the original signal. Imagine 10,000 tiny trains going to your TV, with each car in the train carrying a bit of the color, or a bit of the sound needed for the broadcast (the ones and zeros). Now imagine that the caboose suddenly gets ahead of the engine going down a hill. The picture is no longer perfect because the packets of ones and zeros are out of order. You, the customer, might see what we call tiling or pixels. If the picture gets bad enough, our video customers can often correct the problem by restarting the Comtrend modem---just pull the electrical power cord out for about 10 seconds. This allows the train cars (your video signal) to get realigned.



What Did You Say?

YOUR GUIDE TO TEXT TALK

Here are just a few of the most common abbreviations used in text messaging. Get up to speed, and soon you'll be "texting" as fluently as your kids!

<3	Sideways heart, meaning Love, friendship	G2G	Got to go
@TEOTD	At the end of the day	IKD	I don't know
2MI	Too much information	ILBL8	I'll be late
AFAIK	As far as I know	ILU	I love you
AITR	Adult in the room	IMHO	In my humble opinion
BBIAF	Be back in a few	L8R	Later
BTW	By the way	LOL	Laughing out loud
CUA	See you around	ROFL	Rolling on floor laughing
G/F	Girlfriend	TSNF	That's so not fair
G2CU	Good to see you	TTYL	Talk to you later