

SPRING 2007

Volume 2 • Issue 1

FROM THE GENERAL MANAGER:

ANNUAL MEETINGS RECAP:

Thank you for attending our annual cooperative meetings. Your feedback and input regarding our business is extremely valuable both for our employees and our boards. Each cooperative had at least 120 voting members and served over 200 meals for these meetings.

LAVALLE BOARD UPDATE:

At the LaValle meeting, after the votes were counted, there was one change in the board of directors. Long time director and board president, Lester Woolever, was defeated by Tim Novy in District 8. In the other districts Vince Duren and Don Douglas were reelected.

I am deeply appreciative for Lester's dedication to LaValle Telephone Cooperative over the past 33 years. All of us at the cooperative thank him for his service and wish him and his wife Rita the very best.

On behalf of the LaValle board, we welcome and look forward to working with our new board member, Tim Novy, representing District 8. I am sure Tim will find the cooperative's business interesting and challenging.

Finally, during our annual meeting the board held an organizational meeting and elected the following 2007 officers: President- Richard

Sheahan, Vice President-Paul Bodendein, and Secretary/Treasurer-Rodney Henke.

RICHLAND-GRANT BOARD UPDATE:

At the Richland-Grant Annual Meeting there were no changes in the board of directors this year.

The organizational meeting of the board was held and the following were elected as officers for 2007: President – Larry Jewell, Vice President – Keith Chamberlain, Secretary/Treasurer – Byron Hillberry.

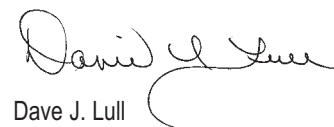
2007 INFRASTRUCTURE UPDATE:

This summer, Richland-Grant will be adding 11 miles of additional fiber optic cable and electronics. At LaValle, additional electronics will be installed including the fiber to the home equipment for the Village of LaValle. These projects support our ongoing effort to expand customer access to advanced services, like high-speed Internet, Digital TV and Digital Video Recorder (DVR) service.

Thanks again for your support of our cooperatives. We'll be announcing the dates of our summer customer appreciation picnics in our next newsletter. Please stay tuned and we hope to see you there.

Remember to CALL BEFORE YOU DIG!

Sincerely,



Dave J. Lull

Let's Play Ball!

FSN NORTH, WMLW TV-41, AND THE MILWAUKEE BREWERS ANNOUNCE MOST TELEVISED GAMES IN TEAM HISTORY

FSN North, WMLW TV-41, and the Milwaukee Brewers announced a 140-game regular-season television schedule recently. The 2007 campaign marks the Brewers' tenth season on FSN North, the first season on WMLW, and features the most televised games in Brewers history.

FSN North's 125-game schedule includes five afternoon games that also will be re-aired in primetime the same day.

Highlights on this year's telecast schedule include:

- 12 games against the defending World Champion St. Louis Cardinals.
- 14 match-ups with the division rival Chicago Cubs.
- 6 games against the Minnesota Twins (May 18-20 and June 15-17).

Play-by-play announcer Brian Anderson begins his first season in the Brewers television booth working alongside Bill Schroeder, who enters his thirteenth season as a Brewers analyst.

Former Brewers first base coach Dave Nelson will provide analysis during Brewers Live before and after the game.

YouTube.com – What's it all about?

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YouTube is the most popular Internet television or video distribution site on the Internet and currently ranks number 4 on Alexa (web search rankings) for most visited websites. YouTube offers anyone with an internet connection the ability to upload video clips and share them with friends, family, and the world, all for free. Users are invited to leave comments, pick favorites, send message to each other and watch videos sorted into subjects or channels. Videos are served with Adobe Flash and are viewable on almost any modern computer.

For Content/Video Producers YouTube is a snap. Currently, YouTube approves most anything. And because YouTube receives lots of visitors, your videos have the potential to get viewed hundreds of times, especially if your video makes it on one of the top viewed, or most discussed video lists for the week, month, or for all time.

For YouTube Viewers/Consumers there are lots of videos to watch. Being the 4th most popular site on the Internet, you get the largest

total amount of videos and video creators. Users can embed videos in their regular blogs, Myspace, or on their personal websites. You can view videos sorted by most recent, most viewed, top rated, most discussed, and top favorites, to name a few.

Almost all of the videos are short amateur clips, meaning that most of the content is relatively low quality. You may find yourself sorting through quite a bit of mediocre content to find anything good, or you may see copies of things broadcasted on regular television.

The future of YouTube seems to be uncertain for several reasons. The viability of their business model, some copyright violations and the difficulty they have managing the content on the site imply a need for major changes from its current state. YouTube will not likely go away, but may work substantially different in the very near future. Finally, YouTube is not the only Internet television content site. Google Video, Veoh, Yahoo Video, and Addicting Clips are a couple of others worth a viewing too.

– A review by Solomon Rothman

No more commercials!

20% of Digital Video Recorder owners use the word "love", when referring to their DVR.

Does skipping commercials, and watching your favorite TV shows at your convenience sound too good to be true? It's not – with a Digital Video Recorder. For just 9.95 per month you can add DVR service to your digital TV line up. DVR service allows you to record, rewind, and pause live TV. You can even skip through commercials. According to Forrester Research, a national technology watch dog group, consumers who use digital video recorders (DVRs) spend nearly 60% of their time watching recorded or delayed programs, in which they skip 92% of ads.

Consumers told the research firm that they "love" the control DVRs give them. The ability to record programs easily, pause live TV, and skip ads creates a powerful change in the way they view television.

DVR owners rated their improved enjoyment of TV at an average 4.4 on a five-point scale. Nearly 20% of respondents used the word love in response to an open-ended question regarding how they feel about their DVRs. Don't miss this great opportunity to watch TV on your time. Call our cooperative office today to check for DVR service availability in your area.

Diggers Hotline – Make the Call!

• **IT'S FREE:** Contact Diggers

Hotline (800) 242-8511 at

least three working days

(excludes Saturdays

and Sundays) before

starting the work, or file an

Email-A-Locate online.

• **IT'S EASY:** Protect yourself from putting a

shovel through a buried electric line or from damaging

a gas pipeline by calling Diggers Hotline first.

• **IT'S THE LAW:** Wisconsin Statute 182.0175 requires all

excavators – including homeowners and construction contractors

to have locations marked. If you damage a buried facility without

a call to Diggers Hotline, you will be financially responsible for the

damage, as well as a fine of up to \$2,000.

And the Annual Meeting winners are...

RGTC

Early Bird Drawing
(10) \$10.00 Winners

Alan Toney, Grace Cerven,
Colleen Peterson, Culver Johnson,
Elaine Olson, Chuck Doherty, Betty Olson,
Vicky Grimesey, Bill Meyer, Iris Wagner

Regular Drawing

1. (2) SSC 3-day passes
2. \$40.00
3. \$35.00
4. \$30.00
5. \$25.00
6. \$25.00
7. \$10.00
8. \$10.00

Wes Lovejoy

JoAnn Weadge

Marvin Eng

Rose Martin

Becky Varney

Ron Randall

Chuck Doherty

Patty Olson

LTC

Early Bird Drawing
(10) \$5.00 Winners,
prior to the meeting:

Barb Thompson, Anna Gates, Juanita
Oetzman, John Peterson, Emily Berberich,
Celia Klang, Joe Fry, Karen Jacobsen,
Jake Rockweiler, Helen Cummings

Following the adjournment, door prizes were
given to registration numbers drawn.

1st prize: \$50.00	Elaine Mortimer
2nd prize: \$20.00	Dorothy Johnson
3rd prize: \$15.00	Robin Landsinger
4th prize: \$10.00	Carol Neumann
5th prize: \$ 5.00	Gerry Chasteen

Terry Muhlbauer and Reuben Miller
won the (2) 100-minute LaValle
Long Distance pre-paid
calling cards.

Top 5 reasons why our voice mail is better than your answering machine.

1. With Voice Mail there is no equipment to purchase or replace.
2. Voice Mail will work even when the power is off.
3. Voice mail will answer your calls when you choose not to answer or even if you are on the telephone or computer.
4. Your calls can be retrieved remotely from any telephone regardless of where you are. Your messages can be listened to privately.

5. You have the ability to save, delete or even transfer your messages to others who have our voice mail. A visual message waiting indicator is also available if your telephone is equipped with this feature.

Choose voice mail today for as little as \$4.00 per month or choose our new Enhanced Package which includes e-mail notification for your voice mail! Please call our business office to sign up today.



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 LaValle WI 53941
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Cooperatives' Digital TV Service is "Digital Transition" Ready

What you need to know about the 2009 digital TV transition.

The switch from analog TV (*the traditional TV system using magnetic waves to transmit and display TV pictures and sound*) to digital television (*the new TV system using data bits to transmit information like a computer does for movie-quality pictures and sound*), is referred to as the digital TV (DTV) transition. In 1996, the U.S. Congress authorized the distribution of an additional broadcast channel to each TV broadcaster so that they could introduce DTV service while simultaneously continuing their analog TV broadcasts. In addition to improved picture and sound quality, an important benefit of DTV is that it will free up parts of the broadcast spectrum for public safety as well as other valuable uses. This is possible because the modern technology of DTV is more efficient than analog TV technology. DTV allows the same number of stations to broadcast using fewer total channels (less of the broadcast spectrum) leaving scarce and valuable spectrum for public safety and new wireless services.

Congress passed a law on February 1, 2006, setting a final deadline of February 17, 2009 for the DTV transition. Most television stations will continue broadcasting both analog and digital programming until February 17, 2009, when all analog broadcasting will stop.

For our cooperative members using our digital TV service, no change will be required. As long as your TVs are connected with our digital TV set top boxes you do not need to do anything.

However, if you are not a digital TV customer and you use analog TV's receiving over-the-air programming, you will need to either buy a special converter box to receive your broadcast service as is... or better yet – join us and use your cooperative program-rich digital TV service. By choosing our digital TV service, not only will you be transition ready, you'll enjoy many more programs with a much higher quality picture! Call our offices today for more information.

Source: FCC.gov