

Your Connection

Borderline Info

October 29
Daylight Savings
Time

October 31
Halloween
Watch for
children on the
streets

November 10
Veteran's Day
Observed
Office Closed

November 23 & 24
Thanksgiving
Holiday
Office Closed

Ward Visits Nation's Capital



Travis Ward at
George Washington's Mount Vernon
during the
2006 FRS Youth Tour

Travis Ward was selected as this year's PSC representative for the 2006 Foundation for Rural Service (FRS) Youth Tour to Washington, D.C. The tour was conducted June 3rd through June 7th. National Telecommunications Cooperative Association (NTCA) members, such as PSC, provide the opportunity for a junior student to attend an annual trip to Washington.

The FRS Youth Tour offers students from rural areas a once in a lifetime experience. Students get a first-hand look at the telecommunications industry, learn about the legislative & governmental process, and get the rare opportunity to visit our nation's capital. Travis was one of 108 students selected nationwide.

Travis stated, "Taking advantage of this situation provided me a greater understanding of the challenges our nation faces each and every day. Visiting Washington allowed me to see the importance of recognizing the efforts of our founding fathers and maintaining the history of major events and special people. All of the monuments have an effect on you as you visit

them and every area of Washington, D.C. provides you a sense of honor and pride and brings a person closer to what our country stands for." Travis said that the areas of the tour having the greatest effect on him were The Declaration of Independence, the WWII Memorial and the Library of Congress.

Travis is the son of Kevin and Tracy Ward. In addition to the Youth Tour, he spent his summer working at Holiday World and on a mission trip to Minneapolis, MN.

From the President's Desk . . .



The Importance of Universal Service Support to Rural America

As Congress looks to reform our nation's telecommunications laws, it is critical that policy-makers understand and appreciate the importance of Universal Service Funds (USF) support. A state-of-the-art, modern communications infrastructure in rural areas, such as PSC's, will only be possible with the continuance of USF.

What exactly is Universal Service and why is it so important? The Universal Service program is a commitment by the United States Government to provide to all Americans *communication services at comparable and affordable rates*. Through legislative design, Congress has demonstrated its intent to establish and promote universal service as a worthy social goal. First, in the groundbreaking Communications Act of 1934, lawmakers resolved to make affordable telephone service available to as many Americans as possible - rural or urban, rich or poor. Six decades later, in the landmark Telecommunications Act of 1996, Congress added access to information services (i.e., Internet) to its universal service mandate.

To achieve this commitment to *universal service at comparable and affordable rates*, the Universal Service Fund was established. It is an industry funded mechanism that helps independent providers, such as PSC, recover the extremely high costs of building and maintaining the vital communications networks which connect rural consumers and communities to the world. No federal monies are appropriated to support this fund. Instead, telecommunications companies and consumers pay a specific percentage of their interstate communications activity into the USF. Funds are then distributed back to carriers, such as PSC, to help

Continued on Page 2 ...



Getting to Know... Dale Carter

Dale Carter began working for PSC on June 1, 1998. As an Outside Plant Technician, Dale installs and maintains phone service, DSL high-speed Internet, Wireless High-Speed Internet and PSCtv service. He had 4 years of schooling in the telecommuni-

cations field along with additional schooling during 4 years in the United States Air Force. Dale came to PSC from GTE.

Dale, originally from southern Illinois, has a son, Zachary, 14 years old. He also has 2 brothers and 3 sisters. Dale is a member of the North American Hunting Club, the North American Fishing Club and Everbody's Fitness Center. He enjoys motorcycle & ATV riding, hunting, fishing, working out and traveling to new places.

Dale discussed his employment at PSC: "In the years I've worked here, we've gone from offering voice service and dial-up Internet to Wireless High-Speed Internet to video with PSCtv. PSC is an ever-changing company, constantly working to improve its service and product offerings and this gives me a sense of pride. I enjoy working with the other employees. And, I find that even though the new technologies are challenging, they make my job satisfying and exciting."

From the President's Desk . . .continued

cover the costs of maintaining their networks. The more expensive an area is to serve (i.e., high-cost, rural), the more dollars a company receives from the fund. Universal service support is vital for most independent carriers to maintain and improve their advanced communications network.

How important is USF to companies such as PSC? Incredibly important! Elimination of support from the USF would result in dramatic increases in the prices consumers pay to receive telecommunication services. Studies show that many rural carriers would have to raise local rates five to tenfold to make up for the elimination of USF dollars. In 2004 alone, Indiana telecommunications companies received \$75,310,000 from the USF. These dollars ensure that all Hoosiers receive telecommunications services and the latest technologies at affordable prices, no matter where they live.

How important is USF to our communities? Extremely vital...our future depends on it. USF helps PSC, and other independent providers, build the broadband-capable networks that deliver communication technologies like the Internet, wireless applications and more to our rural communities. In addition:

- USF makes it possible for rural businesses to participate in the global economy.
- USF support is key to boosting economic development in rural communities which translates to job creation and increased financial benefits.
- USF support helps fund telemedicine centers in rural America.

Continued on Page 3 ...

Focus on . . . Spencer County Co-op

The Spencer County Co-op was founded in 1928 by local farmer producers. It is a cooperative, owned by its members and managed by its Board of Directors. The co-op has three locations - Chrisney, Saint Meinrad and Richland - and employs 34 full time employees and 15 seasonal employees. All three locations are open Monday through Friday from 7:00 AM to 5:00 PM and Saturday from 7:00 AM to Noon.

All three offices offer field crop scouting, soil sampling, custom applications of herbicides, crop nutrients, a full line of bulk & bag field seeds, crop insurance and crop loans. Chrisney, the main office, offers pet, equine and beef feed along with fencing supplies, animal health supplies, lawn and garden seeds, LP gas and petroleum products.

The Saint Meinrad branch also offers custom-made feeds including swine, beef and dairy - all of which are available in bulk or bag, petroleum products, lawn & garden supplies, hardware supplies, pet food & supplies including koi food, gates, feeders, stock tanks, rebar, animal health products & vaccines, fence posts and fencing supplies.

For more information on the Spencer County Co-op's complete line of farm supplies, call them at one of the following numbers: Chrisney - 362-7701, Richland - 359-5381 or Saint Meinrad - 357-5861.



From the President's Desk . . .continued

- USF connects schools and libraries in our communities to the Internet and provides them limitless opportunities to educate our kids.
- USF enables rural Americans to stay connected with friends and loved ones throughout the nation and world.

As you see, USF is vitally important to rural America. However, with the current review on telecom policy taking place, Congress is debating the necessity of the fund's existence. With the advent of telecom competition and the advancement of telecommunications technologies (i.e., wireless, Internet, etc.) many question the need for such support. The bottom-line is, *rural is different*. In fact, it is doubtful whether many high-cost rural markets will ever be in position to attract and sustain multiple competitors. It is pure economics, for a carrier to deploy advanced communications services in a high-cost, rural area would be cost prohibitive. Without support, service rates charged to consumers to cover such costs would skyrocket.

It is essential that policymakers maintain their commitment to universal service and the high-cost support programs if the nation is to foster the continued availability of telecom services in rural communities. These programs on both the federal and state levels provide revenue that enables rural companies throughout the nation to keep service and rates *affordable* and *comparable* to those in urban areas where costs are not as high and where there are many more customers across whom to spread costs. These programs - and the funds they provide - are not optional for community based telecom providers. The stakes in the ongoing federal universal service debate indeed are high, for rural providers rely on this support - based on their necessary and costly investments in switching, distribution, and network equipment - to ensure that their customers have access to broadband and other advanced services.

Let me be clear, as a community based telecom provider PSC is not opposed to or afraid of change, competition, technological advancement, or self-examination. Neither do we mean to infer that universal service should not be reviewed or revised to adapt to changing legal, economic, and industry conditions. What we, as a rural provider do demand, however, is federal and state acknowledgement of the statutory responsibility to support the objectives of universal service. For as long as a truly national network is the goal, universal service remains their mission.

Note: Material for this article was taken from the Foundation for Rural Services whitepaper, "One Nation Indivisible: The Case for Universal Service", and the Coalition To Keep America Connected - www.keepamericaconnected.org.

C	S	A	N	I	M	A	L	P	L	A	N	E	T	Y
L	T	B	I	O	G	R	A	P	H	Y	U	S	R	R
A	A	Y	F	J	L	I	R	M	A	U	C	O	N	E
S	R	X	Z	F	I	T	T	V	W	I	T	E	L	V
S	Z	O	Q	F	N	J	N	C	F	S	D	N	D	O
I	E	M	L	L	Z	F	E	I	I	R	X	M	V	C
C	N	N	E	W	S	C	H	A	N	N	E	L	S	
M	C	B	C	Z	N	H	Y	G	P	W	E	N	M	I
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S	L	L	M	H	K	E	C	T	U	A	F	I	J	U
S	I	O	F	O	O	D	N	E	T	W	O	R	K	K
M	H	O	M	E	B	O	X	O	F	F	I	C	E	K

NAME: _____ TELEPHONE NO.: _____
Please return all entries by November 3, 2006

PSCtv Time

- | | | |
|------------------------|-----------------------|------------------|
| Animal Planet | Biography (Channel) | Cinemax |
| Classic Movies | CNN News Channel | Comedy Central |
| Discovery (Channel) | Fit TV | Food Network |
| Home and Garden (HGTV) | Home Box Office (HBO) | Military History |
| SciFi Channel | Showtime | Starz - Encore |

Hobo Stew

Lean Beef Patty (Salted & Peppered)

Onion

Potato (Sliced)

Carrots

Bacon (1 Piece)

Stack in order, wrap tightly in aluminum foil and cook on grill or bake at 400 degrees for 1 hour or 350 degrees for 1 1/2 hours. Makes 1 serving.

Contributed by Mary Kay Shearn



Satisfaction Survey To Be Done

PSC is again doing a survey of our customers. As in previous years, we have hired Satisfaction Development Systems (SDS) to do this telephone survey for us. SDS contacts a sampling of our members at random. The survey will be done in September and will take approximately 7 minutes to complete. Comments received from this survey let us know how we are doing, where we need to improve, how well we communicate with our members, what other services you might be interested in, etc. PSC does not know who is to be surveyed.



We carefully analyze the responses and will address various issues as a result of this survey. We thank those of you that agree to be interviewed. We also encourage those of you not given that opportunity to provide us with your input, good or bad, whenever the urge to do so strikes you. You can drop us a line at PSC Marketing, PO Box 126, St. Meinrad, IN 47577, e-mail us at marketing@psci.net or give us a call at 800-511-4899. If it's after hours, we have a voice mail system that is checked each morning.

Please help us get it right.

Word Search Drawing Winners from the Spring 2006 edition

These names were randomly drawn from the returned entries.

Ann Blessinger
Alan Washington
Shirley Brang

Richard Lindauer
Jamie Collignon

Each winner received a 30 Minute PSC Long Distance Calling Card.

2007 PSC Regional Directory

Representatives of Directory Publishing Solutions, Inc., (DPS) will be calling on area businesses for Yellow Page advertising in the 2007 PSC Regional Directory. Sales should begin by the first of October. Yellow Page advertising in the most-used local directory is a great way to make the most of your advertising dollars. Plus, PSC's directory is now available online at <http://directory.psci.net>. Advertising in the PSC Regional Directory can be very cost effective for your business. If you are interested in advertising in the 2006 PSC Regional Directory or have any questions, please contact DPS at 1-866-221-4300 or call our office at 812-357-2123.

Inside Your Connection . . .

Page 1	Ward Visits Nation's Capital
1	From the President's Desk
2	Getting to know . . . Dale Carter
2	Focus on . . . Spencer County Co-op
3	Recipe
3	Word Search
4	Word Search
4	Satisfaction Survey
4	Word Search Winners
4	2007 PSC Regional Directory

PRSR STD
US POSTAGE
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ST MEINRAD IN
47577
PERMIT NO 33

PSC
P. O. Box 126, 11877 E State Road 62
Saint Meinrad, Indiana 47577-0126

