

Your Connection

Borderline Info

Halloween
October 31st

Veteran's Day
November 11
PSC closed

Thanksgiving
November 25
PSC closed

School Visits
Look for PSC to visit 2nd graders at area schools with a program on phone safety and etiquette.

ATV Safety Program & Certification
(Sponsored in part by PSC)
Saturday, October 2
9:30 AM - 4:30 PM
Perry County
4-H Fairgrounds

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From the President's Desk...Broadband, why is it important?



On several occasions I have had the opportunity to write and/or speak about PSC's successful deployment of broadband

throughout our entire cooperative serving area. Most members are aware they have access to this modern, reliable broadband network. But, many do not realize the importance of its deployment ... especially in rural America.

Why? Why is broadband deployment important to rural America? Why has President Bush announced the goal of making advanced broadband network service available and affordable to all America by 2007? Why have the candidates for the Indiana governorship made broadband deploy-

ment a major campaign issue? Namely, because it's widely recognized that broadband can be the ultimate economic, educational and cultural growth engine for rural America.

By enabling virtually anyone, anywhere to send and receive voice, video and data communications of all types, advanced broadband networks can

finally erase many of the disadvantages of living outside larger urban areas. Affordable access to advanced broadband networks is important to ensure that individuals living in rural America are not left behind in this age of digital migration. Across America, the availability of reliable, high-speed broadband access is changing the way we work and live. Computer ownership and Internet access

have grown substantially. High-speed broadband connections are growing quickly as well, with the number of high-speed users surpassing dial-up users recently on a national basis.

The Internet is increasingly becoming a critical source of information, as well. Online news, health information, e-commerce, online banking, government web sites...it's all at our finger tips, and it doesn't matter if you live in downtown Chicago or Holland, Indiana.

Furthermore, broadband deployment aids economic development. The availability of broadband access is critical in attracting new businesses to rural areas and giving existing businesses the availability to compete with companies in more urban settings.

Continued on page 3

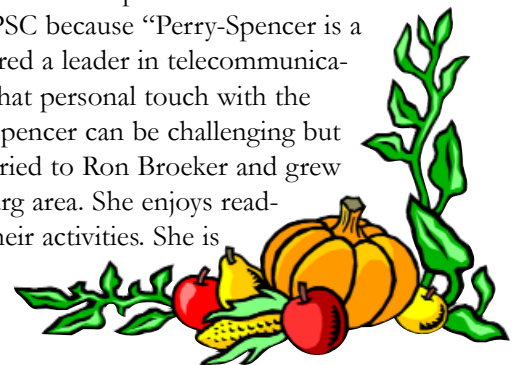
Why is broadband deployment important to rural America?

Getting to Know...Cindy Broeker



Cindy works for PSC as a Plant Support Representative. Her responsibilities include maintaining plant records, mapping plant equipment and facilities and taking trouble calls and requests for locating underground cables. Cindy graduated from Southridge High School and went on to obtain a Bachelor of Science degree in Marketing from Indiana State University in Terre Haute, Indiana. Before coming to work for PSC, Cindy worked as a Customer Service Representative for Contel and GTE. She likes working for PSC because "Perry-Spencer is a company that can be considered a leader in telecommunications but still wants to keep that personal touch with the members. Working at Perry-Spencer can be challenging but very enjoyable." Cindy is married to Ron Broeker and grew up in the Holland-Huntingburg area. She enjoys read-

ing and walking and following her nieces and nephews in all of their activities. She is a member of St. Paul UCC of Holland as well as a member of the Kappa Delta Phi Sorority.



Focus on . . . Woods Printing Company

It began in 1961, when Maurice Woods moved to Holland, Indiana, to become Superintendent at Shamrock Printing. By 1971, he was starting his own printing company in the back room of a barber-shop. Woods Printing Company began with a staff comprised of family members. Before the end of the first year, business was such that they hired the first of many non-family employees.

Currently Woods Printing has 18 employees. Of

these, several are members of the Woods family, including Maurice, his daughter Sharon, son-in-law David (who joined the company in 1984 and now serves as President) and David's sister Linda Hall. David and Sharon's son Derek and daughter Devin have also worked part time over summers and school breaks.



Maurice Woods checks a print layout

Expansions to the building housing the printing company took place in the '70's and 80's. The most recent expansion was in the spring of 2004, giving Woods Printing approximately 10,000 square feet of floor space.

Woods Printing Company had traditionally been a 1 to 2-color printer and that met the needs of most of their customers. When needed, they used 2-color presses and ran full-color pieces through the second time. The trend in the past couple of years, however, has moved toward using full color in

print pieces such as direct mail, flyers, posters, etc. This trend led to the last expansion on the Woods Printing building.

Woods Printing recently purchased a top of the line, 5-color Heidelberg Speedmaster 52, allowing them to offer fully automated full-color printing. This

equipment allows Woods to offer quick turnaround time and competitive prices on high quality work that can include adding a fifth color such as a metallic



Left to right: Curt Mendel, Steve Curtice, Dave Springston and Steve Millis

color, special spot color or even a protective coat of varnish.

Woods Printing Company is a full-service printing company, offering prepress work (design, layout, etc.), 1, 2 and full-color printing, color copies, hi-speed B/W copying, die cuts, collating, stapling, bindery and mailing services, folding, envelope insertion, double-face tape application, tag stringing including elastic string attachment and much, much more. For more information contact Curt Mendel at Woods Printing Company. Call 812-536-2261 or e-mail him at woodsprinting@psci.net.



Woods Printing Company, Holland Indiana

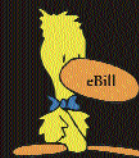
If you have a PSC member that you feel should be featured in PSC's "Focus On" section of our newsletter, please contact Colleen Smith, Director of Marketing at cpsmith@psci.net or call 812-357-2123.

PSC Scholarship Winners - May 2004



PSC granted scholarships in 2004 to eight area students. College scholarship winners were Courtney Ferguson, William Hagan, Phillip Flamion, Melissa Spath, Ashley Brooking and Jason Broeker. Christopher Kamuf was awarded the Lincoln Trail College Scholarship and Brett Luker was sent to the FRS Youth Tour in Washington, DC.

Pictured are two of the 2004 scholarship recipients. From left are Courtney Ferguson, Paul Dauby, Vice-President and COO for PSC, and William Hagan.



**Say Hello
to
eBill!**

**Receive a \$1 credit each
month for the rest of 2004!**

**How? Visit www.psci.net/eBill
or call 357-2123, 536-3344 or
843-5951 for more information.**

Denu Elected to Board of Directors



Tim Denu was elected to PSC's Board of Directors at the 51st Annual Meeting on July 9th. He will represent District #3, St. Mark's. Tim is a self-employed farmer with a farrow-to-finish swine operation, a cow/calf operation and an 800 acre grain farm..

He is a past member of the Lincoln Hills RC&D Fish and Wildlife Committee. He was a Supervisor for the Perry County Soil & Water Conservation District from 1991 to 1996. Tim was also named Soil Conservationist of the year in 1997.

Tim is married to Julie, who is a registered nurse. They have a twenty-month-old daughter, Kelsi. Tim enjoys spending time with family and friends and playing cards.

When asked why he chose to run for the PSC Board, Tim responded that he hoped to bring new ideas and possibly new services to the members and customers of PSC.

Please join all of us at PSC in welcoming Tim to the PSC Board of Directors.

From the President's Desk...Continued from page 1

With broadband access, worker productivity increases, jobs are created and hopefully wages grow. When rural schools can provide their students with the same resources and information as those in urban areas, businesses will benefit from a more highly skilled workforce.

Hopefully, this combination of new, higher-paying jobs and a highly skilled workforce will create opportunities for our youth and stop their migration to larger cities.

The bottom line is broadband deployment will help build stronger rural communities. Everyone will benefit...from the farmer who will utilize it as a link between buyer and seller or to monitor market conditions, to the local doctor who will have on-demand access to leading medical specialists through telemedicine technologies.

PSC remains committed to bringing the benefits of broadband and digital

technologies to our serving area and surrounding communities. Through our DSL and fixed-wireless broadband offerings, thousands of members and customers are experiencing the advantages of high-speed access.

We look forward to working with others, including local industry and government leaders, to ensure our "piece" of rural America participates in this digital communication revolution. Working together, we can make a difference!



The bottom line is broadband deployment will help build stronger rural communities.

Get the advantage!



With RapidAccess ADSL, you'll get an always-on high-speed connection. Plus, you can be on the phone and surf the net at the same time!

For more information, visit www.psci.net/rapidaccess or call 357 2123, 536 3344 or 843 5951.

Swedish Nut Cake

2 c. sugar
2 c. flour
1/2 c. chopped pecans
2 eggs

2 tsp. soda
2 tsp. vanilla
1 -20 oz. can crushed pineapple undrained
1 pinch of salt

Combine ingredients and bake in a 13 x 9 inch pan at 350 degrees for 30-40 minutes.

Topping

1 - 8 oz. pkg cream cheese
1 stick margarine

1/2 cup chopped pecans
1 3/4 c. powdered sugar

Cream all ingredients together and spread over hot cake. Then refrigerate. Delicious!

Contributed by Linda Mullis

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

NAME: _____

TELEPHONE NO.: _____

Please return all entries by October 17, 2004

Word Search Drawing Winners from the Spring 2004 edition

These names were randomly drawn from the returned entries.

- Edward Kahle
- Dan & Mary Bertke
- Stephen Lasher
- Edward & Faye Hagedorn
- Dean Hanloh

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



Fall Favorites

back to school
fall back
Halloween
hayrides
scenic drive

candy corn
foliage
harvest
Labor Day
shorter days

Columbus Day
football
haunted house
pumpkin pie
Thanksgiving

Inside *Your* Connection . . .

From the President's Desk Page 1

Getting to Know . . . Cindy Broeker 1

Focus On . . . Woods Printing 2

PSC Scholarship Winners 2

Denu Elected to Board of Directors 3

Recipe 3

Word Search 4

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