

Marquette Adams 60th Anniversary



Marquette-Adams Telephone Cooperative recently celebrated our 60th Anniversary as a Cooperative. We held the event at our office in Oxford, on October 1st. What a great turnout! We anticipated a large community response and we weren't disappointed. We were expecting around 800 people, but we were pleasantly surprised to serve almost 1300 people!

To highlight the celebration, local celebrity Maggie Mae gave an outstanding country-western performance with a patriotic touch on the back lawn, drawing in people from Oxford's Fall Festival, as well as the Cooperative's guests. We were pleased to see people dancing and singing along to the music!



In the office, we featured demonstrations of 3D television, allowing customers to try on our 3D glasses and watch movies like never before.

It feels like you're actually in the movie! We also had demonstrations of Video On Demand, one of the newer services offered by Marquette-Adams. Video On Demand (VOD) allows television subscribers to rent various movies at the touch of a button, and watch them immediately, without having to wait for a specific start time. In our board room, we set up demonstrations to allow customers to see our High Speed Internet in action, and to view the differing speeds we offer. SecureIT Plus, our antivirus, antispyware, and computer protection software was on display as well for potential and current customers to view. Also in the office were hundreds of people signing up to win our raffle prize give-away. Grand prizes included a laptop, a 3D television, Packer's tickets, and a Garmin. Congratulations to those who won both our Grand Prizes and our many other prizes. The first 800 guests received free Marquette-Adams Telephone t-shirts and winter hats.

Up in the warehouse, we served free lunch to all who attended, and had quite a spread of good eats! We had Brakebush chicken, burgers, brats, and hotdogs, as well as potato salad, coleslaw, chips, soda, and our 60th anniversary cake. Hopefully no one went home hungry!

All in all, the day was a huge success, and even a few special guests arrived. To add to the festivities, Officer Kowalski from the Marquette County Sheriff's Department came to introduce the crowd to the newest canine member of the Department, Officer Axel. He was a crowd pleaser! While waiting to eat lunch, guests could pet and watch the German shepherd as he responded to commands, and displayed his intelligence and loyalty. The Marquette-Adams Telephone Cooperative's Board of Directors and staff were also on hand to help serve food, give demonstrations, and assist customers throughout the day. A major highlight of the event was the appearance of Wisconsin Congressman, Tom Petri. He gave a heartening speech about rural telecommunications during a break in Maggie Mae's performance, and showed his support for our Cooperative and the continued burying of fiber optic cable to connect our local communities to more current technology. State Senator, Luther Olson, awarded us a plaque on behalf of our state legislative representatives, in honor of the Cooperative's 60th Anniversary, and our dedication to bringing rural areas the best technology available.



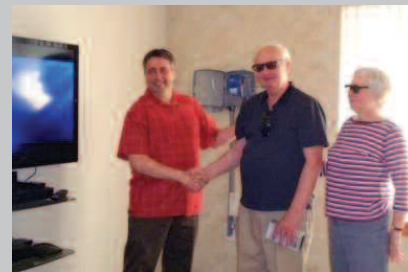
We'd like to thank our customers and local supporters for being there to share the moment with us. We'd also like to thank all the directors and employees again for all the hard work they put into making our 60th anniversary a success.

And The Winner Is...

As Maggie Mae finished up her last set and our 60th Anniversary Celebration was coming to an end, we held our final drawing. Some of our vendors really stepped up to the plate and donated some very impressive prizes for our Grand Prize Drawing, which consisted of four major prizes. Power and Telephone provided us with two tickets to see the Green Bay Packers play at Lambeau on Dec. 10th. Kratz Communications donated a Garmin GPS along with a lifetime of free updates. Mid-State Consultants contributed an Acer Aspire Laptop Computer. And Central Cable really came through, donating a 51" Samsung HD 3-D TV along with 2 sets of 3-D glasses.

WINNERS:

- Joyce Hauser - Oxford Township: 2 Green Bay Packers vs. Oakland Raiders tickets
- Santiago Camacho - Easton Township: Garmin GPS and free updates for life
- Mary Sebastiani - Oxford Township: Acer Aspire Laptop Computer
- Richard Meyer - Moundville Township: 51" Samsung HD 3-D TV w/ 2 sets of 3-D glasses (pictured)

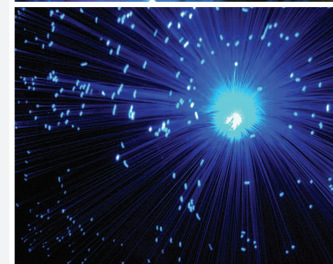
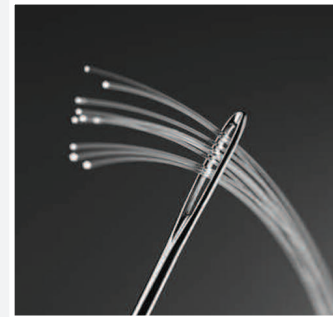


OnLine

SEPTEMBER 2011

"On Line" is a quarterly newsletter intended to inform and update cooperative members about all aspects of telecommunications.

A Word From Your General Manager



Quality Connections - Today, Tomorrow and Always! This is a tag line we've used at Marquette-Adams Telephone Cooperative for quite some time. Our mission statement asks us to be, "committed to continue the cooperative spirit upon which this company was founded; to provide high quality ... to investigate new technology and endeavors for the benefit of the company and its members." As the year draws to a close and with the Holiday Season upon us it seems appropriate to reflect upon if we are operating on these principals. Some examples follow illustrating our commitment.

- In the middle of November we had weather conditions that resulted in some extensive power outages. Due to our network design (buried cable and backup power) your services from us continued uninterrupted. (We did have fewer than 10 customers without service for less than two hours).
 - A reminder - it is still a good idea to have at least one telephone that is line powered (not a cordless phone that needs power at the base station).

- Messages were still being received by our voicemail system; even though answering machines had stopped working during the power outage.
- The March newsletter spelled out a half dozen benefits of a landline based telephone connection - so I won't repeat them again so soon.
- As was the case when this Cooperative was formed in 1951, we are reaching out and expanding our service area to some of our neighbors that don't have the level of service they want and our customers have (most notably our robust High Speed Internet and television - with Video On Demand). Additionally our voice services are a great value for these areas.

- This expansion was made possible by a federal award that your Cooperative competed for and was the first awarded in Wisconsin (69% grant and 31% low interest loan). We made a good start this year and hope to finish next year, adding more than 500 miles of fiber optic cable in this expansion effort over this 2 year period.
- We continued to expand fiber to the home in our core territory this year as well.
- The percentage of customers taking advanced services continues to increase.
 - Currently 67% of our customers take High Speed Internet. Last summer 54% of customers did.
 - Currently 46% of our customers take television service from us. Last summer 37% of our customers did.
- In our expansion area, 58% of our customers take a triple play bundle from us (High Speed Internet, television and telephone service).
 - These same bundles are available to all our customers. I encourage you to review your situation with one of our Customer Service Representatives and see if bundling your services with us could be a value for you. Bundling does sound like something good for winter.

Capital Credits

Capital credit checks related to 1999 service were mailed out on November 14th. If you had service with us in 1999 and didn't receive a check, please give a call to make sure we have your correct address.

If you have questions about the Cooperative, services available (Internet & data, television and telephone), how a service works, or are having problems with a service or questions on a bill or information we've sent you, please give us a call.

During this holiday season it is also time to be thankful for the trust you've placed in our services. Finally, from everyone at Marquette-Adams Telephone Cooperative, wishes for a Merry Christmas and joyous holiday season.

Holiday Hours

Marquette-Adams Telephone Office will be closed on the following holiday dates:

December 23rd, 24th, 26th and 31st and January 2nd
We are always available should a service issue arise, and our 24 hour Technical Support line will still be available during all holiday hours. The phone number for Technical Support is 608-586-5910, or 800-497-7887. Have a great holiday season!

PAGE 1

From The GM Hours

PAGE 2

Products and Services
Featured Employee/Local Honors

PAGE 3

McCann Technology
Office Remodel

PAGE 4

60th Anniversary
Winners

Products and Services

Featured Employee

McCann Technology Update

Office Remodel

Enjoy The Full Potential of VOD - Video On Demand

Video On Demand (VOD) is a library of entertainment. At the push of a button you can watch what you want when you want. With Marquette-Adams Television's Video On Demand, you can select from a list of recently released movies, music, television shows, and more. Usually Marquette-Adams Television's VOD will have new movies the same day that they are released on DVD or earlier.

Something you may not know is that if you subscribe to one of our premium channels, you can now watch that content at our convenience. For example, if you have HBO, you can simply click the 'Menu' button on your remote control and select 'Premiums' then 'HBO'. From here you can access all of the current movies and shows that are available on HBO for free!

We currently offer the following VOD channels:

Studio Release Movies	HBO ON Demand
TMC ON Demand	MAX ON Demand
Starz On Demand	Encore On Demand
Showtime On Demand	UFC On Demand
History On Demand	Speed On Demand
HD On Demand	A&E On Demand
Karaoke Channel	Disney Family Movies
Research Channel	Discovery On Demand

Coming soon...
 Cartoon Network On Demand
 The Cooking Channel On Demand
And more...

Be aware that our content will constantly be changing as new programming and networks are being added on a regular basis. So be sure to explore the categories and sub-categories, as there is much more content than you may have thought. For additional information, we encourage you to visit channels 1 & 2 for more details.



Patrick Scully

Patrick Scully, the new Product Manager at Marquette-Adams Telephone Cooperative began working with the company earlier this year and has enjoyed the opportunity to work with such a wonderful group of people. As Product Manager, he oversees a variety of areas from marketing and public relations efforts, to coordinating a wide range of in-house projects, such as our 60th Anniversary Celebration and most recently, the remodel of our office lobby.

A little about his personal background; Patrick was born and raised in Wisconsin Dells. For the last five years, he has held the position of Marketing Director for the Bank of Wisconsin Dells, as well as coached the Freshmen Boys Basketball Team at Wisconsin Dells High School. After high school, Patrick spent 10 years working his way up the ranks at the Original Wisconsin Ducks, and attended Chippewa Valley Technical College in Eau Claire, where he earned an Associate Degree in Marketing. Additionally, he has taken quite a bit of graphic design coursework from Madison Area Technical College.

Patrick joined the Marquette-Adams team in July, and in the short time that he's held this position he's had the good fortune of meeting and working with many of our customers, local business owners, staff members of area school districts, and many others. He looks forward to continuing to cultivate relationships with the people of our communities.

Safe Online Holiday Shopping

Holiday shopping has always been a bit of a hassle. Fighting crowds in stores is never fun; that's why more and more people are turning to the computer to do at least part of their shopping. It's easy, it's convenient, but is it safe? In my opinion it is, and following these simple tips, we can keep it that way.

For online shopping, try to use a credit card instead of a debit card. If there is an issue, credit cards, for the most part, offer more protection for discrepancies. If a hacker or phisher did somehow get your information, they couldn't access your whole checking or savings account like a debit card could.

Make sure that your anti-virus and anti-spyware software is up-to-date. Most of the time hackers and spyware aren't looking for one individual account to hijack, but on the rare occasion that they do, you don't want to make it an easier on them. Make sure that you have all of the most recent updates for whatever software you may use.

Check the privacy policy of the website that you are ordering from. Most of the time, before you enter in any credit card information, many websites will make you agree to their privacy information. Often times these policies are long and drawn out, but it's your money, and it may be worth it.

Never enter personal information into a pop-up. If you do encounter pop-ups while shopping, close them. Likely, these are phishing attempts, and should be ignored and closed.

Finally, if something doesn't seem right, or seems too good to be true, do a little research. Start with a Google search on the company, or just find a new vendor all together. I usually try to stick with the big reputable companies like Amazon. Shopping online can be safe as long as you feel good about the vendor and the information that you share with them.



Before

See the Improvements We've Made!

For those of you who haven't come to see us in a while, our office looks a little different than it did before October. Over the course of seven short days in mid-October following our 60th Anniversary, our front lobby was cleared out, stripped down, re-painted, re-wired, re-floored, and built back up with brand new furniture. Our goal in this undertaking was to create a more functional environment for our employees while providing customers a more private setting to speak with our customer service staff.

Some of our new features include: two private office spaces as you walk through our front doors where customers can feel comfortable in having a private conversation with our customer service representatives. These front spaces provide convenience and privacy for new customers signing up for services, and existing customers with questions or comments on their service. We also added a convenient payment counter for those who just wish to drop off a quick payment. This should relieve congestion in the office, allowing both for quick bill payments as well as extended visits.



After

Finally, our newly furnished conference room offers a place where customers can discuss service packages as well as observe product demonstrations. This is a prime set-up for group discussions and families who come in together. We are excited to have the extra space to allow for more visitors.

The response has been very positive and we're proud of the changes we've made. So if you're in the neighborhood, feel free to stop on by to check out our remodeled office.

Local Honors

Congratulations to Rosedale Genetics Ltd, out of Oxford, Wisconsin, for having the 2011 Wisconsin Cow of the Year! Lavender Ruby Redrose-Red, an 11 year old White Holstein, was awarded the title on October 3rd, 2011. What an honor for the community!

Redrose has accumulated many honors over her lifetime, including Supreme Champion Honors at the 2005 World Dairy Expo, and Grand Champion Honors at the 2005 and 2007 World Dairy Expo. At Marquette-Adams Telephone, we are excited to exhibit local accomplishments that increase a sense of community pride, with Redrose and Rosedale Genetics Ltd as a prime example.

We encourage readers to participate in the Local Honors column by sending in information on anyone in the local areas of Adams and Marquette Counties whom you think deserve local honors. From the mail-ins, we will choose a person for our column in upcoming newsletters. If you have any stories or pictures to share, please send them to Marquette-Adams Telephone Cooperative at PO Box 45, Oxford, WI 53952, Attention: Patrick Scully. We look forward to reading your entries, and showcasing our pride for our member communities!

MANAGER: **Jerry Schneider**
 NEWSLETTER EDITOR: **Jenna Giese**

BOARD OF DIRECTORS: **Al Sebastiani** *President*
Steve Sell *Vice President*
James Larson *Secretary-Treasurer*

DIRECTORS: **Diane Elderkin** **Ken Huber**
Richard Wirth **Daniel Wood**