



4th Quarter 2013 Edition

Board of Directors

- Officers -

President

Joyce Nelsen

Roome Telecommunications Inc.

Vice President

Tom Barth

Scio Mutual Telephone Association

Secretary

Renee Willer

Frontier Communications

- Directors -

Brenda Crosby

Cascade Utilities, Inc.

John T. Dillard

Monroe Telephone Company

John Hoffmann

Gervais Telephone

Rusti Lattin

Eagle Telephone System

Don Lawrence

Stayton Cooperative Telephone Company

Gail Long

TDS Telecom

Mitchell Moore

Clear Creek Communications

Jim Rennard

GVNW Consulting, Inc.

Jerry Schlachter

Pioneer Telephone Cooperative

Nick Schneider

St. Paul Cooperative Telephone Association

Barbara C. Young

CenturyLink

Consumer Services & Marketing Seminar Review

The Consumer Services & Marketing group held their 2014 annual seminar at The Best Western Agate Beach Inn located on the Oregon Coast in Newport.

Attendees gathered to enjoy a full schedule of speakers and relevant topics to the marketing and customer service arenas— not to mention some pretty fantastic beach weather during our stay! Comedian & Motivational Humorist Sharon Lacey kicked off the first morning with a light hearted look at our industry, offering practical suggestions on how to better communicate with co-workers and customers. There was great interaction with the group and everyone seemed to enjoy her presentation — so much so we have invited Sharon back to open up this year's OTA/WITA Joint Annual Conference in May!

Dave Nieuwstraten with **Pivot Group** joined us to share his insights into recent developments and ongoing trends in the rural telecom marketplace.

Randy Trost of **GVNW Consulting** kept the groups attention with his presentation on emerging technologies. Randy offered a show-and-tell look at some of the latest products and services commenting on how our companies might prepare to deliver them to our customer base. There just never seems to be enough time for Randy— everyone wants him to stay & talk longer!

Brant Wolf, **OTA** gave his Oregon Legislative & Regulatory Update and **Julie Thompson** from the **OPUC** joined us to provide an update on the RSPF and some of the challenges from the impact that FCC rules had in Oregon and the remaining potential for further changes.

continued, see **CSM**



Get informed 24/7/365

Go to www.ota-telecom.org

- up-to-date industry news
- event calendar
- seminar information
- member directory
- legislative updates

Show off your stuff...

Are you a new member? Would you like your fellow OTA members to notice your company and products? If so, this quarterly online newsletter is a great way to be seen and make new contacts!

Contact the OTA office today!

503.581.7430



Althea Rizzo of OEM giving her presentation

CSM continued

An interactive round-table discussion facilitated by **Mike Reding, Stayton Cooperative Telephone and Harry Lee Kwai, Gervais Telephone** covered what companies are doing to be successful in our changing marketplace. The focus was "Renew...Rejuvenate...Reinvent!"

Althea Rizzo of Oregon Emergency Management presented a very interesting session on "Earthquake and Tsunami Preparedness." This was one of the best liked presentations of the program. She was a wealth of information and kept everyone's close attention.

Jennifer Larsen Morrow of Creative Company provided sharp insights and real take away information in her "Marketing in the Highly Competitive Telecommunications Business" segment. She discussed how our audiences are changing and how to distinguish your company and services to build your unique position and brand.

Dale Merten from Toledo Telephone wrapped up the seminar with a session on "Strategic Marketing of a New Product or Service." Dale is always a favorite speaker at OTA events offering his entertaining and insightful views on successful marketing tools that provide results with techniques that work, and how to rid yourself of ones that don't.

Amy Fenerty, AKT amidst a panel discussion

Accounting Seminar Review

The Accounting Group held their 2013 Annual Seminar at the Sheraton Portland Airport Hotel on the Columbia River. Attendees came from four states to network and participate in this year's event.

Opening up the program was **Randy Trost of GVNW Consulting** with his ever popular "Emerging Technologies" presentation. Everyone loves to see and hear about the latest technology products that Randy brings to talk about. He shared his insights on how our companies might prepare to deliver these products to our customer base. His fun show-and-tell sessions have become a real crowd pleaser at our seminars!

Heather Wonderly of AKT Wealth Advisors provided attendees with a session on "Rising Rates: How to Prepare Your Portfolio." Heather had a lot of good information to share and a myriad of strategies that should be considered as we navigate the challenges ahead.

Jay Henke, Clear Creek Communications, provided an overview of their newest technology product "ClearView" which offers Security Home Automation Services over broadband.

"Today's Issues and Tomorrow's Possibilities" was the focus of a panel discussion facilitated by **Jim Rennard of GVNW Consulting, Chad Duval of Moss Adams, Amy Fenerty of AKT and Doug Neff of Johnson, Stone & Pagano** made up the panel participants. The group provided an update on the regulatory environment and looked at what may be coming down the road. They touched on strategies to consider that may help our company's survive and thrive!

Craig Phillips of OECA joined us to discuss the continuing changes at the Oregon Exchange Carrier Association and the ultimate resolution of the pooling process in Oregon.

Rick Rebel with AKT Benefit Advisors presented a historical overview of small group reform in Oregon and discussed how the PPACA impacts small & large groups. He also discussed tax credits for employers, federal subsidy for individual coverage, how small groups are rated and the latest about the Oregon Exchange (renamed Cover Oregon). Rick was a wealth of information and we look forward to having him join us again with updates.

OTA's Brant Wolf rounded out the seminar with his ever popular "Oregon Legislative and Regulatory Overview focusing on current issues of concern and interest to the telecommunications industry. He also discussed recent activities of the Oregon Public Utility Commission and related issues at the Federal level.

Craig Phillips, OECA responding to attendees.





Canby Telcom Vice President of Network Operations, Brandon Zupanic, accepts award for Telco Vision Service Provider of the Year.

Canby Telcom Receives National "Service Provider of the Year" Award

San Francisco, October 25, 2013 – Canby Telcom receives award for new entertainment product, EZVideo.



TelcoVision (formerly TelcoTV), the industry's largest conference and expo focused on small and mid-tier broadband network service providers, honored Canby Telcom and Entone as winners of its annual awards program. The TelcoVision Awards recognize exceptional communications service providers and products in the broadband telecommunications industry. The TelcoVision Awards Judging Committee selected Canby Telcom as Service Provider of

the Year, recognizing their commitment to customer service and customization. Canby Telcom's new EZVideo makes the company the first telco in the country to offer live programming from local broadcast stations via an exclusive private Roku channel. Canby Telcom accepted the award from the keynote stage on Thursday, October 24. Entone received the Product of the Year award on Friday, October 25.

EZVideo is a first-of-its-kind product that provides live, local broadcast television using proprietary, adaptive streaming technology to deliver HD quality programming to Canby customers. It augments existing Canby Telcom triple-play services with ten live local broadcast channels, video on demand from local access channel CTV5, and other video applications without a traditional managed video infrastructure. EZVideo service is powered by Canby Telcom's high-speed Internet over a company-provided and supported Roku box. Roku is the top-rated streaming video player in the market and

currently offers more than 1000 additional video channels, entertainment and game options. In other words, EZVideo turns homes into the ultimate entertainment zone!

"I continue to be amazed by the visionary thinking that Canby Telcom and Entone have displayed," said Shirley Bloomfield, NTCA Chief Executive Officer. "These innovators have shown a keen ability for outside-the-box thinking that keeps their customers' needs top of mind and serves as an example for the entire rural industry. I congratulate them both."

EZVideo was designed for those seeking a more economical, responsive and OnDemand entertainment environment without sacrificing their local channels. It offers customers live broadcast television channels ABC (KATU), CBS (KOIN), NBC (KGW), OPB, PDX, FOX 12, Azteca, Inspiration and Portland's CW in HD resolution and the elusive OPB Plus in SD resolution over a company provided Roku box. It also offers exclusive OnDemand local content in HD from Canby's local access CTV Channel 5 like the 2013 Canby High School Graduation ceremonies, city council meetings, school sporting and arts events, and more. CTV5 promises an ongoing and expanding library of local content.

"Our new EZVideo channel on Roku allows us to provide an affordable, premium-quality video service targeted to customers who are looking to augment their current digital television service or those looking for alternatives to standard cable television or digital antenna service options" said Paul Hauer, general manager of Canby Telcom. "We will continue to develop and implement new products and services that ensure our customers and community remain current with the latest technology trends."

"Canby Telcom's new EZVideo makes the company the first telco in the country to offer live programming from local broadcast stations via an exclusive private Roku channel."

To create the EZVideo product, the Canby Telcom research and development, television technicians and marketing team worked closely with the Saratoga, California based Roku, Inc., Portland-based encoding company Elemental and Tony Gonzalez and his team at Canby's CTV Channel 5. The Canby Telcom team designed programming with a digital encoder from Elemental that auto-tunes the video picture every ten seconds to SD or HD quality video, depending on the immediately available Internet bandwidth and the television set capability. This proprietary auto-tune feature eliminates annoying pauses in video feeds to buffer more video data and prevents tiled imagery.



To read the entire article, <https://www.canbytel.com/about/company-news/10-25-2013/>

Safety Seminar Review

Attendees gathered in Salem for the 2013 Safety Seminar this past November.

Mike Riffe, an Accident Investigator with **Oregon OSHA** opened up the event with a compelling and informative presentation complete with visual objects and props. Mike has handled hundreds of accident investigations over his many years with Oregon OSHA. His goal is to make sense of what went wrong and to help prevent future accidents by documenting, analyzing and re-creating accidents. Mike was well received by the group and we have asked him to join us again for the Outside Plant Seminar in April 2014.

Shane Goldsby, Sr., Loss Prevention Consultant with **Great American Insurance** joined us to look at some practical Loss Prevention and Claims Administration techniques including accident investigation, trending analysis and establishing return-to-work programs.

Mike Hetzel, Loss Control Consultant, presented a session on "Emergency Preparedness Planning: Developing, Implementing or Improving Your Plan." Mike focused on the key to effectively handling these events, providing information and tools needed to develop and implement plans and offered suggestions to improve any existing plans which may already be in place.

A discussion panel consisting of **John Hoffmann of Gervais Telephone, Randy Morgan of Pioneer Telephone Cooperative and Mitch Johnson of Scio Mutual Telephone Association** talked about "Perspectives on Company Safety." The goal in mind with this discussion on the differing company perspectives and approaches, was to learn to implement safety committees and risk management policies.

OTA/WITA 2014 Joint Annual Meeting May 19th - 21st

at
Skamania Lodge, Stevenson WA

Call the Lodge today at 800.221.7117

Please be sure to ask for the "OTA/WITA Annual Meeting" Group Rate

Reservation deadline: April 18th, 2014

OTA COMMITTEE MEETINGS CALENDAR



FEBRUARY 2014

- 4th *Outside Plant Seminar Planning Sub-Committee Meeting*
Tuesday – 1:00 p.m. at OTA; Conference Rm A – Salem
- 6th *Accounting Seminar Planning Sub-Committee Meeting*
Thursday – 8:30 a.m. at OTA Conference Rm - Salem
- 11th *CO/IT Committee Meeting*
Tuesday – 10:00 a.m. at OTA; Conference Rm A – Salem
- 19th *Consumer Services Seminar Planning Sub-Committee Meeting*
Wednesday – 10:30 a.m. via Conference Call

MARCH 2014

- 5th *Outside Plant Committee Meeting*
Wednesday – 12:00 p.m. at ITA Showcase – Holiday Inn at the Portland Airport
- 6th *Associate Member Committee Breakfast Meeting*
Thursday – 7:00 a.m. at ITA Showcase – Holiday Inn at the Portland Airport
- 7th *Legislative Committee Meeting*
Friday – 9:00 a.m. via Conference Call
- 18th *OTA Board of Directors & Small Company Meetings*
Tuesday – 9:30 a.m. at OTA; Conference Rm A – Salem
- 19th *Consumer Services & Marketing Committee Meeting*
Wednesday – 10:00 a.m. at Beaver Creek Cooperative Telephone – Oregon City

APRIL 2014

- 10th *Safety Committee Meeting*
Thursday – 10:00 a.m. at OTA Conference Rm - Salem
- 23rd *Outside Plant Committee Pre-Seminar Meeting*
Wednesday – 6:00 p.m. at Best Western Agate Beach Inn – Newport



Skamania Lodge
Scenic Columbia River Gorge

OTA EVENT CALENDAR

2014 ITA Showcase March 5 – 6

Holiday Inn – Portland Airport Hotel – Portland, OR

2014 National Electric Code Update Class March 18

Pioneer Telephone Cooperative – Philomath, OR

2014 National Electric Code Update Class April 8

Monitor Cooperative Telephone – Woodburn, OR

2014 Outside Plant Seminar April 24 - 25

Best Western Agate Beach Inn – Newport, OR

2014 OTA-WITA Joint Annual Meeting May 19 – 21

Skamania Lodge – Stevenson, WA

2014 Central Office & Information Technologies Seminar

September 11 – 12

Best Western Agate Beach Inn – Newport, OR

2014 Consumer Services & Marketing Seminar October 13 - 14

Best Western Hood River Inn - Hood River, OR

2014 Safety Seminar November 19

Salem location to be determined

2015 OTA-WITA Joint Annual Meeting June 3 - 5

Salishan Spa & Golf Resort - Gleneden Beach, OR



In Memory of Diana Coleman

Diana passed away December 18, 2013 following a battle with cancer.

Diana served the OTA well during the past several years as a member of the Accounting Committee and the Scholarship Foundation Board of Directors. She served as Vice President and General Manager of Mt. Angel Telephone Company.

Outside the Association, she volunteered in many community activities and roles. She served as treasurer of the Silverton Health Foundation Board of Directors and was a member of the Mt. Angel Lions Club and Sacred Heart Altar Society.

Raised in the farming community of St. Paul, Oregon, Diana was one of nine children in her family. She attended high school and met her sweetheart, whom she later married. She also attended Chemeketa Community College earning an Associate's Degree in Accounting. Diana is survived by her husband and three sons.

Diana will be graciously missed, but forever in our hearts.

Notification of OTA President of Any Antitrust Concerns

OTA members, representatives and attendees should promptly bring any antitrust concerns to the attention of OTA President. Because antitrust law and policy is legally complex (especially in view of the heavily regulated nature of the telecommunications industry), all OTA members, representatives and attendees are expected and instructed to seek promptly the advice of counsel for OTA in the event that there is any question as to whether any contemplated action, activity, proposal, or other course of action may be in conflict with applicable law.

OTA members, representatives and attendees should terminate any discussion, seek legal counsel's advice, or, if necessary, leave any meeting or discussion where improper subjects are being discussed and explain the reasons for departure to those still in attendance.

For a copy of OTA's Antitrust Policy in its entirety, please contact the OTA office.

OTA Legal Counsel

Duncan, Tiger & Niegel, P.C.

582 E. Washington Street
Stayton, OR 97383
503.769.7741
Fax: 503.769.2461

Jennifer Niegel

jennifer@staytonlaw.com

Law Offices

of Richard A. Finnigan

2112 Black Lake Blvd SW
Olympia, WA 98512
360.956.7001
Fax: 360.587.3852

Richard A. Finnigan

rickfinn@localaccess.com

New Members

The OTA would like to welcome the following companies who have recently joined the association. For contact info and links to their websites, please visit the OTA website.

New Telephone Company Provider Member:

Hunter Communications, Inc.

Security and Home Automation Service

Protect your customers.
Protect your Future.

Offer your customers a reliable security and home automation service they can access remotely through a custom app on their smartphone, tablet and web-portal.

- ✓ Interactive home security
- ✓ Web-Based system monitoring & control
- ✓ Live & recorded video monitoring

Contact Jay Henke at

jhenke@ClearViewAlarm.com

(503) 631-2101 | (855) 709-4466

 ClearView



Connecting you to your customers.



As the nation's largest telecom insurer, we've earned the trust and respect of more rural companies than any other provider.

Learn how we can help keep you connected to your customers.

877.987.8281 or 303.984.2000
farmersunioninsurance.com



QBE and the links logo are registered service marks of QBE Insurance Group Limited. Coverages underwritten by National Farmers Union Property and Casualty Company. California Company ID #3078-3. © 2012 QBE Holdings, Inc.

 PUBLIC WORKS
SUPPLY

Jim Casqueiro
503-678-2981
cell 503-348-0560
jim@publicworkssupply.com
10751 Oak Street Suite #2
Donald, OR 97020

Your One Stop Safety Shop

www.publicworkssupply.com

Need to contact the Oregon Telecommunications Association?

Mailing Address:

777 13th St. SE, Suite 120
Salem, Oregon 97301-4038
Telephone: 503.581.7430
Fax: 503.581.7457

Brant D. Wolf, CAE

Executive Vice President
email: bwolf@ota-telecom.org

Susan E. Allen

Administrative Assistant
email: sallen@ota-telecom.org