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Southeast Nebraska Communications • Falls City, NE

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Buyers Prefer Homes With Fiber-Optic Connections

According to a survey commissioned by the Fiber-to-the-Home (FTTH) Council, very high speed Internet service via fiber is considered the most important amenity for a future home purchase, among homebuyers.

The national survey by RVA LLC Market Research and Consulting shows that 82 percent of those buyers who have had broadband service over FTTH rank it as the leading amenity in a future home, and nearly 70 percent of those who hadn't had FTTH say it's the amenity they want most in a future home.

Other amenities against which fiber-optic connections were compared included green space or walking, jogging, biking trails; community parks and pools; 24-hour neighborhood patrols; and fitness centers/clubhouses. The only thing that came close to very high speed Internet access from a direct fiber line was green space/walking or jogging trails, with scores of 62 percent among current FTTH users and 65 percent among non-FTTH users.

These survey results send a clear message to the real estate market: If a home for sale has a fiber-optic connection available, you should clearly advertise that fact. Fiber is a sought-after feature among today's homebuyers, and not every home can offer this valuable amenity. 245-5375

Keep in mind that fiber-optic connections — unlike adding a pool or a deck — are an amenity that homeowners usually can't choose to get on their own. 883-2041 Most often, the communications provider in a community has to decide to invest in a fiber-optic network and bring that network to particular neighborhoods or streets.

SNC is proud to bring FTTH to our service areas. Not only does our fiber-optic network enhance the performance of Internet and other services, it also enhances the value of homes. Put simply, having FTTH-based service available to your home could help it sell more quickly, and for a higher price, than it would otherwise.

SNC Rural FTTH Update

The Fiber to the Home (FTTH) Project for SNC's rural subscribers is in full swing. Our contractors, Telcom Construction and CCS, are continuing to bury the fiber-optic cable. They have buried approximately 40 percent of the estimated 510 miles and they have bored approximately 42 percent of the service lines up to the houses located in Stella, Shubert, Verdon, Barada, and to the rural customers in these areas.

245-3194 We will begin our rural customer cutover from the existing copper lines to our NEW FTTH later this fall. Once the cutover is complete, each resident or business will have their own direct "non-shared" fiber connection. This direct, non-shared connection provides every customer with their own dedicated fiber-optic line which will provide amazing quality, reliability, and speed for phone and Internet service.

If you have any questions about the Rural FTTH Project, please feel free to contact our office at 402-245-4451.



Southeast Nebraska
COMMUNICATIONS

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SNC Introduces New Email Service

SNC consistently strives to bring you the highest quality service. That's why we are excited to announce that you now have an improved email service. The new email offers many great features:

- Easy to use format
- Calendar for scheduling appointments
- More storage capacity
- Improved spam control

The conversion took place July 17, 2012. All sentco.net users were affected by the change. If you use an email client such as Outlook or receive your messages on your smartphone, you are required to update your settings. More information on how to update your settings is available on our website at www.sentco.net under the "SNC News" tab.

As always, feel free to contact us with any questions at info@sentco.net or 402-245-4451.



A *Pinterest*-ing Way to Collect and Connect

Pinterest (www.pinterest.com) offers a virtual place to house collections of the images you believe are beautiful, funny, important, or otherwise interesting. 245-3391 On a Pinterest pinboard, you can even collect intangibles like the snippets of stories, sayings, and ideas you used to tack onto a bulletin board or glue into your scrapbook.

Most Pinterest users are women (80 percent, according to a recent Google Ad Planner inquiry by Ignite Social Media), so collections tend toward fashion, cooking, home décor, crafts, and children. Men tend to collect images related to automobiles, sports, men's fashion, gadgets, and travel. Practically everyone on Pinterest collects images representing movies, music, books, humor, and inspiring sayings.

The beauty of Pinterest is you can collect whatever strikes your fancy. Pinboards are personal and often highly unique. You get a sense of who people are by looking at their pinboards and pins. If you like what you see, you can follow them or click on their pins and Repin them on your own boards. You also can add pins to your Like list or Comment on them. You can even click on a pin and go to its original source to find out more. Click on names, pins, and boards in activity feeds to see new things and meet new people. 883-2293

You can use Pinterest pinboards to help you accomplish tasks from big to small. Collect ideas to help plan a wedding, decorate a home, organize recipes, document your style, or organize your office. Pin funny or inspiring images to cheer up your family during a difficult time, add to an intellectual dialogue, or introduce yourself to a new group.

Pinterest is an invitation-only website, so to get started you need to ask a friend who's already on the site to invite you. Once you receive your email invitation, you simply click the link to set up your account. The Pinterest wizard will take you through the steps, and you can start pinning!

Fun at Customer Appreciation Night

On Thursday, May 24th, SNC held its Annual Customer Appreciation Night at Prichard Auditorium.

During the evening, customers and their families were treated to a picnic-style dinner, along with face painting, balloon shapes, and cotton candy. The highlight of the evening for all the kids was the Inflatable Slide and the kid's Wheel of Communication. Everyone enjoyed games of toilet paper toss, cup stacking, and the hula-hoop contest. Our employees also delivered approximately 85 meals to individuals who were unable to make the event. 245-6034

We hope all who attended had a fun evening. We thank you for your business throughout this year and look forward to seeing you again next year!



7th Annual Dodge Ball Tournament

SNC is proud to sponsor the Falls City Area Chamber of Commerce's Annual Dodge Ball Tournament for the seventh year. The youth competition is scheduled for Saturday, August 25th at Prichard Auditorium and is open to kids, ages 2nd grade through 8th grade.

Registration forms and tournament details are available at the SNC office or on our website at www.sentco.net.

245-2578 The Dodge Ball Tournament is just one of many exciting events taking place during Falls City's Cobblestone Festival. Please see the City's Chamber of Commerce website at www.fallscityareachamber.com.

Towle Golf Tournament Raises \$3,275.75 for Local Charities

The 8th Annual Edwin S. Towle III Memorial Golf Tournament was held on Saturday, June 9th at the Falls City Golf Club. There were 21 teams that participated and \$3,275.75 was raised, with funds going to nine local charities. 883-2728

The funds were divided among the following organizations in honor of Edwin S. Towle III: Falls City Backpack Project (\$2,025.75); CMC Building Fund (\$271.25); Richardson County Cancer Fund (\$192.50); FC Travelers Softball (\$113.75); Sacred Heart Booster Club (\$113.75); Ball Park Improvement Fund (\$192.50); Richardson County Historical Society (\$138.75); Jaycees (\$113.75) and American Legion Baseball (\$113.75). A grand total of \$27,083 has been raised with the funding going to 18 local charities in the last eight years.



This event is sponsored annually by Dorothy Towle and SNC. Our thanks to all who participated in and donated to the tournament. Your help has made this event a huge success!

Dial Before You Dig

SNC reminds you to pick up your phone before you pick up your shovel. Call 811 at least two (2) days before you dig to have your buried cable located free of charge. If you dig without such markings, you run the risk of hitting underground lines that deliver phone, sewer, gas, water, cable television, and electrical service to your home. Making this call not only saves you time and protects you from potentially dangerous and costly damages, but it's required by Nebraska law.

It's Important to Understand the Rural Call Completion Issue

Are long-distance calls not getting through to you? Many people living in rural America are still experiencing intermittent problems receiving long-distance phone calls from across the country. You may have encountered any of the following:

- Someone tells you he/she tried to call you but the call didn't get through, or the caller heard ringing but you didn't.
- A call came through to you but the quality was poor.
- A call came through but the Caller ID was incorrect.

Failed or degraded calls not only undermine the integrity of the nation's telephone networks and frustrate consumers, but they also pose a serious risk to public safety and harm the rural economy. For example, schools may not be able to reach parents with critical alerts, and small businesses may be losing customers.

The problem starts with the long-distance carrier used by the customer who makes the call, and can only be resolved by this carrier. Local telecommunications providers, such as SNC, are not the cause of the problem. We strive to provide excellent service at all times, and are as frustrated as you are by the illegal practices of some long-distance carriers and their agents. 245-5335

Action is currently being taken by the FCC and its Rural Call Completion Task Force. It includes staff from the agency's Wireline Competition, Public Safety and Homeland Security, and Enforcement Bureaus. Most recently, the Wireline Competition Bureau issued a Declaratory Ruling to clarify the FCC's stated prohibition on actions taken by companies which may restrict telephone traffic in any way.

This ruling reminds long-distance carriers that it is illegal to block, choke or



reduce long distance traffic and that this prohibition also includes any practices that lead to call termination or call quality problems as well. These practices would violate the Communications Act of 1934 because it is seen as unreasonable discrimination of those of us who reside in rural areas of the United States. To read the entire document, visit: www.fcc.gov/document/wcb-issues-declaratory-ruling-rural-call-completion-issues

There are things you can do to help:

- Ask for the name of the long-distance carrier used by the person trying to reach you.
- Call SNC and give us the name of the carrier used by the caller, your phone number and the number of the person trying to call you, and the date and time of the problem call. We'll contact the carrier on your behalf to try and resolve the issue.
- Go to www.fcc.gov/encyclopedia/problems-long-distance-or-wireless-calling-rural-areas for more information on the call completion issue or to file a complaint with the FCC against the carrier used by the person trying to call you (not SNC). Encourage your caller to do the same.

We'll continue to monitor this situation and keep you updated. As always, please contact us if you have concerns, and we'll assist you in any way we can.

FCC Regulations Brings Changes

The new FCC regulations will impact all rural telephone companies including SNC and require us to raise rates to our customers. The rate increase is in the form of a line-item charge on your phone bill, designated by the FCC as an ARC (Access Recovery Charge). 245-3623 It will apply to Residential and Single-line Business Service with a \$0.50 per month charge. The ARC fee went into effect on July 1, 2012.

This monthly rate will increase \$0.50 each year for the next five years (reaching a total of \$3 per month in year six). Multi-line Business Service will also see an increase with an ARC fee of \$1.00 per month per line which began on July 1, 2012. This monthly rate will increase \$1.00 per year over the next two years (reaching a total of \$3.00 per month per line in year 3).

Hidden Number Contest

If you find your number in italics anywhere in this newsletter, please call our office at 402-245-4451 by August 15, 2012, to be eligible for \$20 off your next month's phone service. One lucky person's name will be drawn. Last newsletter's winner was Jerry Joy. Good luck and happy reading.

