

Propelling Us Toward Entertainment How IPTV Technology Is Going To Change Your World

Later this fall, we will begin the live test with a few customers and then roll out the full scale plan of a fully digital television service that comes to you via the telephone lines you have come to rely on, known as IPTV. We've just completed a 48-month, multi-million dollar project to fully enhance all of our switching facilities in 127 locations throughout the service area. We're now installing our programming receiver equipment and securing all the necessary programming agreements.

When you really want television programming that's fair minded and easy to work with, we hope you'll choose MRTC's IPTV Video Services. We're committed to bringing our customers a fully advanced video product, complete with High Definition and Digital Video Recording services plus the local charm of being treated special because you've got the cooperative clout of a locally owned network!

Allen Gillum

General Manager

Taking a Climb Of a Lifetime

If you think it seems too far fetched to create a company folks from all around the world would know and patronize in the middle of the Kentucky hills - then think again! Torrent Falls Rock Climbing Adventure Company is inspiring local businesses and they are now in the process of adding local links. Soon the worldwide traffic on their Internet site, driven by MRTC's technology, can experience more of the beautiful area of Kentucky surrounding the canyon's gorge as well as being introduced to local business. They are the first rock climbing business to apply the Via Ferrata'- iron path to climbing in America. An Italian inspiration meaning to use climbing cable and hand- feet rungs as a sport utilizing the concept earlier war rungs left by armies crossing the Alps and other mountain ranges. Today, this iron gear approach creates a safe and rewarding experience for beginner and advanced climbers alike.

The horseshoe canyon is a picture surrounding their location with its own sense of vocabulary. Climbers can experience tighrope walks, suspended bridges and trailing through a 120 foot waterfall. The course has 6 sections and 4 levels of difficulty.

"People get ecstatic when they reach a goal in climbing. Most climbers are doing it for the first time. We serve families, churches, scouts and companies who want leaders to experience a challenge course as well as local folks who appreciate the vastness of being outdoors. It's great, Nicole reports!"

With the majority of their visitors from out of town - even out of state - the Internet is their main source of advertising. "It's really the only way people are finding out about us,"Nicole says.

You can go to their website too: www.torrentfalls.com.



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Your Landline Stands the Test of Dependability: Cheryl McGraw's Story

Cheryl's husband is a detective with the Kentucky State Police.

He's on call every day and around the clock. "That's the job and what he's committed to do. Last Tuesday- his birthday- the call came at one of those unexpected hours but it led to resolving the case- protecting citizens- a murder case of magnitude. And the call was on our landline! I know the reason for a landline, and I can't give it up," says Cheryl.

Cheryl also has a cell phone, like most of us, but it's the good ole' home phone that's the family friend when it comes to staying in touch. "My grandmother is on oxygen all the time. The ice storm last year knocked out all her electricity. The cell phones didn't work. The oxygen depended on getting a generator... FAST!! And the phone in the house was right there and became the "lifeline."

Proof enough! It's all about dependability and making a decision that's

DEPENDABLE too," Cheryl believes.

DSL Puts An "A" In School!

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The Heroes of the Network

IT Pro Says Natural Curiosity Was the Seed In Career

A Close Up Look at Our IT/Data Department

MRTC's Network Administrator, Adam Mann, carved his path for information technology when he was in the 8th grade. Computers were making baby steps, and it took a brave view of the world to picture where they were going. "I remember when I would get called out of class to help write

some code that could help teachers. I learned to write computer code by reading PC magazines and experimenting with my basic simple computer from a local electronics store,"Adam tells us.

"The way I knew the computer code I wrote was really helpful and making a difference was when I would write code and place it on a computer at the local K-Mart and watch to see what kind of response it got. And I would see folks gather one by one to see what the computer could do. It was the beginning of new entertainment. And it was just a simple application of code I would place on the computers that got attention, but people were interacting with information, making it fun,"Adam explains.

From this early curiosity then to college where computer science was his focus of study, Adam puts the two together: practical advice with technology know-how, to help the employees of MRTC keep their computers moving." The employees are my customers. Keeping their connections always working, fast and without delay is essential," he says.

Three Questions for Adam:

1. What keeps people away from technology like computers and the Internet?

Answer: The fear of the unknown. But, "necessity is the mother of invention." Take the Internet, it's become the public domain to almost all information sharing.

2. Do you have a personal testimony that makes the investment in technology worth it?

Answer: Our son's teacher sees the difference in what he is doing in the classroom. When he started school he knew what the tallest building in the world was, why you can't breathe on the Moon and other information he picked up from fun, learning games on the computer. It gave him a head start! He likes to play dirt bike games too. His grandparents can't believe what all he can do and he's only 7. We keep the computer right in the living room so we can all watch and make it a family thing.

3. What's your best advice to folks about technology?

Answer: Get on the information super highway with DSL. If you don't, you're cheating yourself!

Success Continues To Build Online, Morgan Tire Center Spins On DSL

Gary and Billy Sheets are brothers and co-owners of Morgan Tire Center, now celebrating 40 years in business. They were the very first business customer to get DSL from MRTC, and today the Internet helps them create up to 30% of their sales. "A business just has to have high speed Internet. Access to information is key," says Gary.

Inventive and aggressive about business, Gary points to several things that the Internet makes happen: purchasing, showcasing their inventory of used cars, buying cars for resale and securing data from affiliated shop managers.

"We're using the Internet for training too. It is a great way to stay in the know. It's all kinds of stuff," Gary says.

Morgan Tire Center has a service philosophy that defines its brand:" Being here and being good to customers!" Local does seem to lay ground rules of service that only a company with roots at home can promise.

Because You're Everything To Us

Join us for Customer Appreciation Days:

September 24 - Elliott County City Park

September 29 - Morgan County @ the MRTC Park

Both events are 11 to 4. We have already enjoyed great Customer Appreciation Days in Menifee and Wolfe Counties. Come out and let us show you how much we appreciate your business!

A One-Time Registration Restricts Telemarketing Calls Indefinitely Here's How:

Register your home telephone and cell phone number to the National Do Not Call List. Your registration will be good until you decide to discontinue it. For more information or to make an initial registration on the Do Not Call List, visit www.donotcall.gov or call 1-888-382-1222.

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