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SEPTEMBER/OCTOBER 2010

THIS ISSUE

- 01 Celebrate Your Cooperative
- 02 Amateur Photo Contest
- 03 Capital Credits Checks
- 04 Lee National Denim Day

Yellow Page Advertising Works

Advertisers always ask, "Do the Yellow Pages really work?" *Do they?* The Yellow Pages are the single most targeted medium on the planet—and virtually the only one you've got that reaches prospects who are *ready to buy*.

Our Pinnacle Publishing salespeople will help you choose the right ad for your business this fall. If you are new to yellow pages advertising, call our office at 837-5151 or toll free 1-800-945-2163 for an appointment.

Don't miss your opportunity to renew or place a new ad in the upcoming 2011 West Central Telephone Directory.



Celebrate Your Cooperative

Each year, October is recognized as National Co-op Month. From childcare to healthcare, agriculture to housing, electricity to telephone service, hardware stores to grocery stores, credit unions to media outlets, cooperatives provide Americans with the basic services they depend on everyday.

Cooperatives benefit the economy of the communities served by returning revenues generated by the cooperative to local members rather than removed shareholders. Co-ops are motivated by service to their members in addition to profit.

Independent telephone companies began to develop in the late 1890s, soon after the original Bell patents on the telephone expired. Many of these new providers were mutual organizations, formed by rural residents banding together to bring the benefits of telephone service to their communities—usually in sparsely populated areas that larger providers deemed unprofitable, and, hence, not worthy of being served. West Central Telephone's articles of incorporation were filed in 1950; soon after incorporation, the Sebeka, Menahga, and Verndale exchanges were purchased from local telephone entrepreneurs.

Today's telecommunications cooperatives, including West Central Telephone, offer an ever expanding list of services including broadband



"This is our special 60th year celebration!"

services such as digital TV, high speed Internet and IP Network cameras as well as telephone, long distance, custom calling features, business phone systems, and more.

In recognition of Cooperative Month, our annual Co-op Celebration Day is scheduled for October 15, 2010, from 11am to 4pm. This is our special 60th year celebration—West Central got its start in the fabulous 50s! With door prizes, lots of special deals, cookies, cider, and more, you won't want to miss this fun event! We'll have more information about this special celebration in your October billing.

Check Your E-mail While Traveling

When you're away from your home computer due to a vacation, you can still stay on top of your e-mail thanks to Webmail from West Central Telephone. Webmail lets you check your West Central e-mail from anywhere you have Internet access, such as a public computer in your hotel or a friend's laptop.

If you haven't tried Webmail yet, we encourage you to do so — it's free and very convenient!

Here's how easy it is to use:

1. Go to www.wcta.net.
2. Click on the "Webmail Login" button.
3. Enter your username.
4. Enter your e-mail password.
5. Click "Login."

Your e-mail messages will then be displayed for you to read and manage as usual. If you have questions about using Webmail, please call our office at 837-5151.



Amateur Photo Contest

The search is on for the winning photo to grace the cover of our 2011 West Central Telephone Directory.

E-mail your photograph entries taken in our service area to geris@wcta.net. The photos must be submitted in JPEG format with a high enough resolution to allow for resizing to fit the directory cover. Only ONE entry will win. The winning photo is worth \$200, but you can't win if you don't enter! Send your photos to geris@wcta.net with "Photo Contest" in the subject line, a brief description, and location of the photo; include your address and phone number. If you are not reducing the size of the photo when you e-mail it, please only include one photo per e-mail entry.

Please read the rules and regulations that apply to the contest. Be creative and remember—originality counts!
Good Luck!

\$200 Cash For the Winning Photo

Rules and Regulations:

1. Any amateur photographer who is a West Central customer, or members of a customer's family, are eligible to enter; except that employees or directors of the cooperative or

members of their household, shall be ineligible.

2. Eligible participants may submit as many photographs as they choose.
3. Pictures submitted must be:
 - a. Good quality photographs or high resolution unaltered digital photos (in JPEG format).
 - b. Scenes must be within the West Central area, such as farms, lakes, woods, community events, points of local interest, or telephone industry related;
 - c. Persons should not appear in the photograph, unless they cannot be identified clearly (such as fishermen on a lake, a farmer working in a field, etc.);
 - d. Trademarks, commercial names, or advertisements must not appear anywhere in the photograph.
4. Please include your name, address, phone number, and brief description of the picture with your e-mail.
5. NO PRINTED PHOTOS WILL BE ACCEPTED; DIGITAL COPIES ONLY.
6. To be eligible, all entries must be received by West Central Telephone at its headquarters in Sebeka by Friday, October 1, 2010.

Voice Mail Plus

Fall is a busy time of year—kids go back to school and we all have a lot to do to prepare for the winter ahead. Don't sacrifice important phone calls—get Voice Mail Plus and get your messages from any telephone, e-mail account, or smartphone.

With Voice Mail Plus, enjoy:

- **24/7 service.** Retrieve, send, and manage voice mail messages from any phone, even when you're traveling.
- **No more missed calls.** Voice mail answers, even when the power is out, or you're on another call.
- **Greater capacity.** You can store messages—which means you can keep important or memorable calls from family and friends.
- **Ability to divert calls.** Calls can be automatically directed to voice mail; voice mails can be delivered right to your e-mail inbox.

In honor of our 60th year, you can get Voice Mail Plus for only 60 cents a month, for the next six months! This offer is available only to new subscribers and available for a limited time. Call today!

Return to Sender: Address Unknown

As a member of a cooperative, each year that we are successful, members are rewarded with a capital credits check. Unfortunately, allocations are not retired until years later, and some members move out of the area but forget to give us an updated address. In some cases, a member may no longer be living. In either case, the checks are returned to us; members below all had checks returned. If you know the whereabouts of any of the people listed below, (or the administrator of the estate) please give us a call at 837-5151 or toll free at 1-800-945-2163.



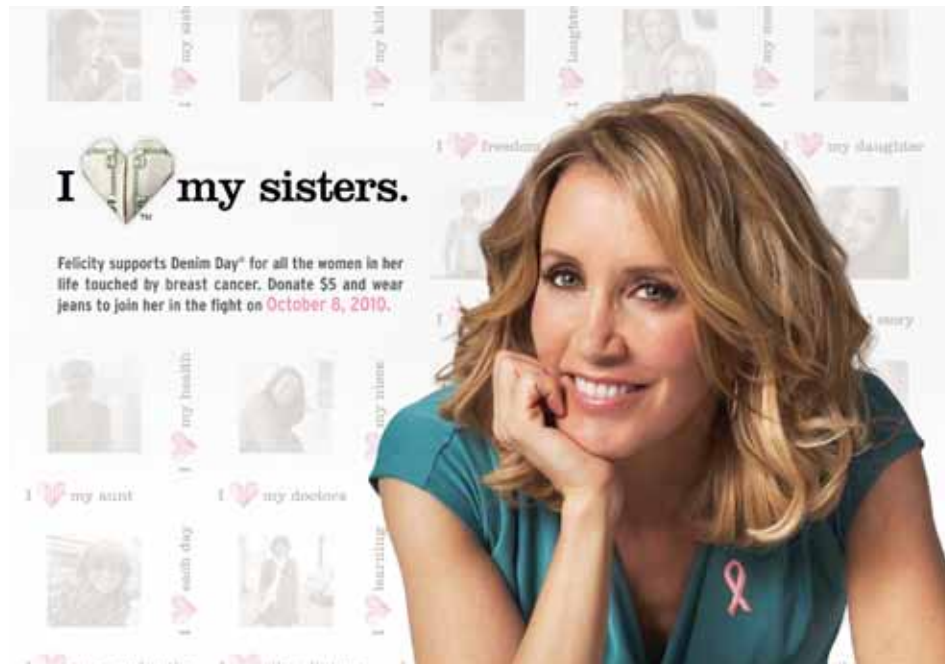
Aho, Elias & Diane
Aho, Melvin & Sari
All American Towing % Jay Kopp
Ament, Ryan
Amundson, Bryan & Shanna
Anderson, April
Anderson, Debbie
Anderson, William
Aldrich Community Center
Arens, Nathan & Emily
AT&T: Voice
Automated Wagering Inter. Inc
Bachleitner, Loretta
Barnes, Tina
Barnett, Edith
Barrett, Gary & Mary
Beach, Deb
Beavers, Gena
Benson, Alice J
Bettin, Daniel
Bonkoski, Nathan
Borchers, Morris
Bortle, Chuck
Bouchard, Mike & Stacia
Bowen, Denise
Brander, Richard
Bremer, Steve & Vicki
Brenden, Norris
Brenk, Jessie
Brenna, Todd & Kris
Bromen, Ron
Brown, Dave
Buckley, Eric & Gwendolyn
Busker, Lewis
Buderus, James
Bunnell, David & Dori
Burcham, David & Karen
Butler, Virginia
C&E Construction Manage
Cain, Elaine
Cain, John
Cameron, Russ
Carblom, Marlyn & Beverly
Carnell, Ron & Sandra
Carpick, Michael A
Carstens, Jim & Deana
Chapman, Marjorie
Cherne, Ferne
Christensen, Tina
Comeau, Richard
Cory, Sandra
Crabb, Melissa
Crider, Dean W
Crider, Kevin
D&S Plumbing/Repair
Dahl, Angie
Dahl, Richard
Daughterty, Ronda & Bill
Dave's Verndale Grocery
Davis, Anna
Davis, Donna
Davis, Ginny
Devereaux, Ann
Devore, Joe
Diamond, Jolene
Dohman, Robert
Dumpprope, Darrin & Vanessa

Dunbar, L (Skeets)
Eastling, Everett
Eastling, Randy
Edelman, Russel & Kathy
Erckenbrack, Nat
Erickson, Clara
Erickson, Harvey
Erickson, Penny
Faerber, Tim
Felstet, Deborah
Finders Keepers
Fisher, Nichole
Fonder, Clinton & Christa
France, William
Fuller, Jeffrey
Fyock, Lee & Claudia
Gaertner, Nicole
Gambino, Joe & Nancy
Garoutte, Dennis
Gedde, Dan
George, Kyle
Gillespie, Renee
Godlevske, Kevin
Gonzales, Daniel & Carol
Grand Financial Group
Gratke, Kelly
Gregory, Gary & Nowelle
Grinnen, Walter
Grotberg, Jim
Grove, John C
Haataja, Linne
Hable, Richard
Haffner, Laura
Halonen, Katie
Hammerbacker, Lawrence
Hanneken, Chris
Haraldson, Martin & Ardith
Harris, Dennis & Angela
Harris, Tonya
Hauck, Roxy
Hayes, Daniel
Hendricks, Lizabetha
Hendrickson, Carl
Hendrickson, David
Hepkoski, Lisa
Hershberger, Roy
Heyn, Roger
Hoefs, Dustin
Hoefs, Dana
Holland, Angie
Holmquist, Debby
Holweg, Tom
Hotakainen, Leonard
Huhta, Andrew
Hull, Charles & Erica
Hunter, Steve
Jacobsen, Leroy
Jacobson, Dan
Jensen, Marlys
Jessup, Dale
Jim's Drywall
Johnson, Mary
Johnson, Gale A
Johnson, Scott
Johnson, Steven
Johnson, Theresa
Johnston, Andrew

Jones, Steven & Teresa
Juntunen, Jeffrey & Melanie
Kalba, Linda
Kaufman, Roy
Kelly, Heidi
Kerns, Richard & Sandra
Kern, Virginia
Keskitalo, Susan
Kirchner, Peter Father
Kjellberg, Lisa
Kliever, Constance
Knudson, Jennifer
Knutson, Gayle
Korstad, John & Pat
Koski, Jody
Kraft, Holly
Kraus, Andrew & Mandy
Kray, Louanne
Ladd, Kerry
Lapinoja, Lonnie & Pat
Laposky, Russell
Larson, Gerald & Gloriann
Larson, Tamara
Larson, William
Lehmkuhl, Travis & Samantha
Lenoir, Jessica
Lorentz, Mark
Lund, Curtis
Ma's Country Café
Makela, Eric
Marotte, Benjamin
Marthaler, Kevin
Martin Instrument Co.
Martinez, John
Marx, Christopher
Mason, John & Brenda
Matheny, Kent
Mauna, Norman
Maves, Jerri Anne
Mayo, Stanley
McAllister, James
McAllister, Peggy
McGrath, Karen
McLouden, Helen
McManigle, Curtis
Menahga Auto Sales
Mensen, Betty
Metteer, Jimmie
Mettler, Janice
Milbradt, Ryan & Kerry
Miller, Ernest R
Miller, R E
Modern Banking Systems
Moore, Kymm
Moren, Michael
Munger, Dorothy
Musgrove, Carol
Myers, Scott
Neisen, Daniel
Nelmark, Jason
Nelson, Lacey
Nemeth, Marian
Neuerburg, Eric
Nevala, Marilyn
Newberry, Cathy
Nichols, Jean
Niemela, K C

Niemela, Kenneth
Nissila, Marlene
Nohrenberg, David
Nordling, Pete
Norris, Mary
Northway, Raymond Sr
Notsch, Joe
Oja, Katie
Olmstead, Christopher
Olson, Bradley
Olson, Clarence
Olson, Glenn F & Eunice
Olson, Nancy E
Osborn, Sandy
Osterman, Sidney & Twyla
Ottens, George
Otteson, Beth
Palloch, David
Parker, Stephanie
Paski, Bronte
Perron, Karen
Petersen, Cheri
Peterson, James & Gail
Peterson, Cindy Mobile Trans
Peterson, Joe
Peterson, Josh
Peterson, Marie R
Phillips, I H
Pietila, Willard
Pink Pony Ceramics
Pinkston, Charles
Polum, Desiree
Poppenga, Duane
Potter, Georgine
Price, Robert
Pride, Debra
ProGraphix
Pulju, Ervin
R & M Verndale Grocery
Rand, Sheila
Ranua, Todd
Rasmussen, Dick
Rehm, Terry
Reynolds, L G
Richards Repair
Risley, David & Marla
Rodriguez, Ash Synette
Ronning, Robert & Anna
Rundell, Jay
Ruotsala, Greg
Rutkowski, John
Ryland, Georgette
S & M Auto
Sabinash, Jeremy
Sainsbury-Nelson, Melanie
Sandbek, Marv
Savarese, Vincent
Sazama, Vivian
Schemmel, Maria
Schmitz, Steven
Schoon, Casey
Schowinsky, Lisa
Schultz, Dennis & Linda
Schumacher, Bonnie
Schwartz, Charles
Schwartz, Marianna
Scribner, Steve

Seals, Ira & Tracy
Seales, Josh
Seaton, Michelle
Seedorf, Will
Settle, Lorraine
Seward, Leslie
Sharp, Danny
Sheldon's Car Care Corner
Shepersky, Debra
Shepersky, Jamie
Sheridan, Holly
Skinner, Sarah
Skoog, Earl R & Beulah E
Slavick, Joe & Susan
Smith, Harry & Renee
Smith, Tom
Snook, Jenny
Solem, Megan
Sparby, Paul
Spirit Lake Café
Standfield, Bill
Stanhope, Frank
Stark, John
Stark, Josh & Tatiana
Starr, Melissa
Stetzler, Thomas
Stockwell, Harlan
Strohschein, Todd
Sturges, Sue (Moench)
Suhl, Christina
Suhl, Julie
Sullivan, Tim
Stundheim, Shane
Tann, George
Thompson, Doris
Thompson, Kenneth & Dolly
Thomton, Shaun
Tiede, Jason
Tuodot, Kurt
Trademark Homes
Twidwell, Darlene
Utz, Jason
Van Heel, Wayne
Verndale Tire & Storage
Varriano, Michelle
Waghorne, Mark & Christine
Wahl, Charlie
Wanderi, Brent
Wanderi, Jessica
Wealot, Bill & Karen
Wegner, Daniel
Weston, Terry
Weber, William & Julie
White, Steven & Shawn
Williams, Michael
Wicklund, David
Wilson, Clyde
Williams, Leroy
Winch, Roger Jr
Wittstruck, Doug
Yliniemi, Richard & Darcy
Zanutto, Gabriele



Welcome New Members

Bakken, Randy.....	837-5295
Fischer ,Lee	564-6508
Gentz, Paul E.....	837-5786
Goddard, Sam.....	445-5891
Haverinen, Robert.....	472-3141
Kapela, Robert	564-5380
Larson, Matthew.....	564-5396
Malone, Paula	837-5757
Mclennan, Logan M	472-3137
Nelson, John H.....	445-1830
Paananen, Reino	564-2222
Payne, Amanda.....	445-5462
Peterson, Derek	445-9340
Reese, Jane S.....	564-5399
Robinson, Connie	445-5454
Rood, Mike O	837-5712
Roth, James	472-3355
Seip Drug	564-4655
Skalisky, Vern & Fran....	564-5393
Tate, Frederick Jr	472-3134
Koehne, Steven & Betty	564-5394
Watson, Nile.....	837-5815
West, Thomas G	564-5405

Lee Denim Days

On Friday, October 8, West Central Telephone will be joining together for a very special “casual Friday” to help Lee National Denim Day® celebrate 15 years of fighting breast cancer. West Central Telephone is gearing up to participate in this grassroots program which has raised more than \$80 million for breast cancer research by simply asking the nation to put on their jeans for a \$5 donation to the Women’s Cancer Programs of the Entertainment Industry Foundation (EIF).

This year, Lee National Denim Day is proud to partner with the Cancer Support Community, an international nonprofit dedicated to providing support, education and hope to people affected by cancer.

Funds raised from participation in Denim Day will support:

- Groundbreaking research at Lee Translational Laboratories nation-

wide to find less toxic, more effective treatments.

- Development of an early detection blood test in collaboration with the Breast Cancer Biomarker Discovery Project.
- Cancer Support Community centers nationwide which provide emotional and social support to cancer patients and their families.

West Central Telephone employees that make a \$5 donation will get to wear jeans to work on October 8, 2010, with the money being donated to help fight breast cancer, a cause that is very important to many. It’s a simple and fun way to donate and we encourage you to join us!

Stop by our office in Sebeka or Menahga Friday, October 8 to make a donation, or e-mail Jennifer Grewe at jenniferg@wcta.net to learn how you or your company can participate.