



This Week's Headlines

Online Registration
Open for Golf Day

Membership in the
'Club' Growing Daily

Still Time to Register for
Next MTA-U

Companies Protesting
FCC TV Fines

EarthLink Shutting
Down Philly Wi-Fi
Network

Embarq to Hold On To
Wireless Customers,
For Now

Qwest Rolls Out New
Campaign

Digital TV Transition to
Be Tested In N.C.

FCC & Regulatory Filings

INDUSTRY CALENDAR

PEOPLE & COMPANIES

Do you have an
announcement for
People & Companies?
Send an e-mail
(info@mnta.org) or fax
(651-291-2795) to MTA.

[Save The Date](#)

May 16, 2008

MTA UPDATE

Online Registration Open for Golf Day

"Hole" Sponsorships Available

MTA's online registration process allows members to register, choose which players they want in their group and sponsor a hole. The entire process only takes a few minutes. The 35th annual event is Monday, July 7, 2008 at Crow River Country Club in Hutchinson. The \$135 fee includes golf, cart, club house facilities, hors d'oeuvres, dinner and prizes. For non-golfers, a \$40 dinner-only option is available.

The MTA Golf Committee is once again offering telcos and associate members the opportunity to sponsor a hole for \$125.00. This sponsorship enables you to publicize your company by providing a sample of company colored logo. This will be placed on your sign. A sign will be provided indicating your sponsorship on the hole, in the MTA Weekly Bulletin and the MTA Web site. There are 36 sponsorships (tees and greens) available on a first-come first-serve basis. Deadline for sponsorship of holes is Friday, June 6. To register or sponsor a hole, [click here](#)

Membership in the 'Club' Growing Daily

Embarq, Hanson Communications, Hector Communications, Home Telephone Company, Larson Utilities, Martin Group and Moss & Barnett lead the list of new members of the Centennial Club. With one week remaining, nearly 60 MTA members have joined the Centennial Club.

Contributions to the 'Club' will be used to help the MTA properly observe its 100th anniversary. The Centennial Club is open to all MTA members. At its meeting this week, the Centennial Committee members indicated they were extremely pleased with the response from MTA members. The committee will continue accepting club contributions for another week to give more MTA members an opportunity to be a part of history.

The MTA will mark this milestone with a commemorative picture book, a special centennial convention and celebration, as well as publicity across the state and nation.

In recognition of your contribution of \$500, your company will be listed as

MTA Fishing Day
July 10-11, 2008

MTA Golf Day
July 7, 2008

Stat of the Week

Google is now the nation's most popular Web site surpassing Yahoo by nearly half a million visitors, according to comScore Incorporated rankings. Google has been the search leader but trailed Yahoo when counting such service as e-mail and photo sharing.

WEEKLY BULLETIN

Is there someone in your organization who you would like to add to the distribution list? Send their name, company, and e-mail address to info@mnta.org and we'll add them to the list.

WEEKLY BULLETIN is intended for MTA members. Redistribution is limited to internal audiences only.

If you wish to be removed from the MTA e-List, click here to [unsubscribe](#).

© copyright 2008,
Minnesota Telecom Alliance
www.mnta.org
Tel: 651-291-7311
Fax: 651-291-2795
E-mail: info@mnta.org

MTA Officers: John Finke,
Chairman; Robert K. Eddy,
Vice Chairman;

a 'Centennial Club' member in the commemorative picture book and at next year's convention. The book will be found at telephone companies, libraries and museums across the state for years to come. Questions about the Centennial Club may be directed to Mike Nowick at 651-291-7311. Send your contribution to the MTA office, 30 East 7th St, Suite 1650, St. Paul, MN 55101

The following companies have joined the Centennial Club.

Centennial Club Members

702 Communications

Ace Telephone Association

Albany Mutual Telephone Association

Alexicon, Inc.

Alliance Communications Cooperative, Inc.

Arvig Communication Systems

- Callaway Telephone Company, Inc.
- East Otter Tail Telephone Company
- Midwest Telephone Company
- Osakis Telephone Company
- The Peoples Telephone Company of Big Fork
- Twin Valley-Ulen Telephone Company

Badger Communications Corporation

Benton Cooperative Telephone Company

BEVCOMM

Blackduck Telephone Company

Calix

CC & I Engineering, Inc.

Christensen Communications Company

CoBank

Consolidated Telephone Company

diversiCOM

- Mainstreet Communications, LLC
- Melrose Telephone Company

Dunnell Telephone Company

Embarq

Farmers Mutual Telephone Company

Finley Engineering Company, Inc.

Federated Telephone Cooperative

Garden Valley Telephone Company

Halstad Telephone Company

Hanson Communications, Inc.

- Clara City Telephone Company
- Sacred Heart Telephone Company
- Starbuck Telephone Company
- Zumbrota Telephone Company

Hector Communications, Inc.

- Arrowhead Communications
- Eagle Valley Telephone Company
- Felton Telephone Company
- Loretel Systems
- Pine Island Telephone Company
- Sleepy Eye Telephone Company

Home Telephone Company

Interstate Telcom Consulting, Inc.

Brent J. Christensen,
Secretary-Treasurer;
Randy Young,
President/CEO

Weekly Bulletin editor:
Moses Dennis

KM Telecom
Lakedale Communications
Larson Utilities

- Minnesota Valley Telephone Company
- Winthrop Telephone Company

Lowry Telephone Company, LLC
Martin Group
Midwest Data, LLC
Moss & Barnett
MP Nexlevel, LLC
MRV Communications
National Information Solution Cooperative
NECA
North Star Chapter Pioneer Club
NU-Telecom
Onvoy Voice Services
Olsen Thielen & Company, Ltd.
Park Region Mutual Telephone Company

- Otter Tail Telcom
- Valley Telephone Company

Paul Bunyan Rural Telephone Cooperative
PCS Technologies, Inc.
Pinnacle Publishing, LLC
Polar Communications
Rothsay Telephone Company
Runestone Telecom Association
Sherburne Tele-Systems, Inc.
Shields Environmental, Inc.
Spring Grove Communications
Suttle
TDS Telecommunications Corporation

- Arvig Telephone Company
- Bridge Water Telephone Company
- Mid-State Telephone Company
- Winsted Telephone Company

Walker and Associates
West Central Telephone Association
Wikstrom Telephone Company
Windstream Supply
Woodstock Telephone Company

Still Time to Register for Next MTA-U

Attendees at the next MTA-U will come away with a better understanding of basic finance and accounting, and tips on handling emotionally charged people. Now in its fourth year, MTA-U for managers and supervisors is the annual source for developing leadership skills and learning important human resources responsibilities. Members have the option of taking the one-day course on June 5 or June 6 at the Radisson Suite Hotel in St. Cloud. The course will cover de-escalating emotionally charged people; industry update & technology trends; and finance for non-accounting professionals. Online registration for the course is available at www.mnta.org

INDUSTRY UPDATE

Companies Protesting FCC TV Fines

Best Buy, Sears and Circuit City are challenging the Federal Communications Commission's authority to fine them for failing to warn buyers that some television sets may obsolete when the digital conversion takes place next year. Those companies and Target were fined more than \$6 million last month for not putting warning labels on or near analog televisions they sold to alert consumers about the coming digital conversion. Such labels are required by the FCC. Best Buy, according to media reports, said because it doesn't oversee retailers, and the complexity of the regulation also makes it difficult to be held to a "standard of flawless compliance."

EarthLink Shutting Down Philly Wi-Fi Network

EarthLink announced this week that it is terminating its Philadelphia Wi-Fi service. The Atlanta based company said it is providing its customers a thirty-day transition period through June 12, 2008.

EarthLink said it offered to transfer to either the City or to a non-profit – for free – the entire \$17 million Wi-Fi network, as well as pay cash and donate new Wi-Fi equipment. The transfer unraveled due to unresolved issues among the City, Wireless Philadelphia and the non-profit, according to a EarthLink news release.

EarthLink has also filed today a proceeding in federal court seeking a declaration that EarthLink may remove its equipment from the City's street lights and that EarthLink's total potential liability may not exceed \$1 million.

Embarq to Hold On To Wireless Customers, For Now

After failing to acquire enough customers, an Embarq executive revealed this week that the company will hold onto its wireless customers for now but may leave the market next year, according to media reports. Gene Betts, the company's chief financial officer, told industry analyst that the company would continue to serve customers until at least 2009. At that time, the company could hand those customers off to another company, he said. Embarq, which sold wireless services in its 18-state service area through a partnership with Sprint, its former parent company, stopped marketing the service after the first quarter of the year., according to media reports. Overall, the company had 112,000 wireless customers at the end of last year, well under the reported one million the company originally expected to acquire.

Qwest Rolls Out New Advertising Campaign

Qwest is dropping its "Sprint of service" campaign for a new one that invites consumers to "Get in the loop." The new campaign features consumer testimonials with actual customers. It will run in 16 markets in Qwest's 14-state service area.

[Reprinted From Last Week](#)

Digital TV Transition to Be Tested In N.C.

Federal Communications Commission (FCC) Chairman Kevin Martin this

week announced Wilmington, North Carolina, will be the first market to test the transition to digital television (DTV) in advance of the nationwide transition to DTV on February 17, 2009. The commercial broadcasters serving the Wilmington television market have voluntarily agreed to turn off their analog signals at noon on September 8, 2008. Beginning at 12:00 pm on September 8, 2008, some local stations will broadcast only digital signals to their viewers in the five North Carolina counties that comprise this television market. The DTV transition for the whole country will take place on February 17, 2009, when all full power television stations must turn off their analog signals and broadcast only digital signals. This test market will be an early transition that will give broadcasters and consumers a chance to experience in advance the upcoming DTV transition, according to a FCC release.

FCC & REGULATORY FILINGS

MAY 31: EMPLOYMENT REPORT: FCC FORM 395, all carriers, including wireless carriers, with 16 or more full-time employees must file their Common Carrier Employment Report by May 31. This report tracks carrier compliance with rules requiring recruitment of minority employees. The FCC also requires all common carriers to report any employment discrimination complaints they received during the past year with the May 31st filing.

INDUSTRY CALENDAR

MTA & Industry Meetings/Events This Week

May 16,:MTA Legislative Committee

Upcoming MTA & Industry Meetings/Events

May 22: MTA Video Group, MTA office, 9:30 a.m.

May 28: MTA Board of Directors, Pt. Douglas, 2:00 p.m.

May 28: MTA Regulatory, Tariffs & Services Committee, MTA office, 9:30 a.m.

For a look at 12 months and more of industry events, [click here](#)

PEOPLE & COMPANIES

Do you have an announcement for *People & Companies*? Send an e-mail (info@mnta.org) or fax (651-291-2795) to MTA
