

Madison in Motion

April 2011

Inside this Issue:

Role of Rural Telcos	2
Marketing Calendar	2
Get Healthier Macoupin	2
Brag and Boast Corner	3
Easter Egg Hunt!	3
Birthdays	4
Anniversaries	4
Winners!	4

Tour DeDonut Bike Race

Registration forms are now available at: <http://www.bebikeclub.com/tourdedonut/about.html> for the July 9th race. Those interested in assisting with the race are invited to attend the first volunteers meeting April 12th at 6:00 p.m. at Sullivan's Drug Store on Main Street in Staunton.



gomadison.com

Message from Bob



It was reported recently in the news that AT&T was endeavoring to purchase T-Mobile. This kind of consolidation has become relatively common place in the years after deregulation. Deregulation was intended to provide consumers

with more choices. However, what has happened is that companies in the telecommunications field have started to merge and engineer buy-outs. The end result has actually been the establishment of new, larger companies, not more, smaller firms.

Why is this good news for us? It's simple. When a customer calls Madison, he gets a person who lives and works in the same area he does. The call doesn't go overseas to someone with an accent that makes it difficult to understand, or to someone hundreds of miles away who has no idea where Hamel, Staunton, or any of our service areas are. Additionally, our phone system is set up to quickly route calls to a real person in our hometown office who can be addressed by her first name and even called direct if need be. We don't have an automated attendant that keeps customers from speaking to a "live" representative. There's no long pre-recorded menu of endless options customers prefer to avoid only to find they are ultimately told how long they get to wait on hold for the representative they wish

to speak to. And, by the way, we even have a beautiful local office customers can visit in person and a new, customer-friendly website that can provide pricing and service information any time of day.

All this is very good news for us because it gives Madison the opportunity to provide something most of our competitors will not. We offer friendly, professional one-on-one service provided in a way the customer wants, not in a fashion that makes it cheaper or more convenient for us. Certainly, we could cut corners just like the monster companies do and depend on an impersonal computer system and complicated auto-attendant menu for so-called excellence in customer service. But, at Madison, that's not our mission or style, and it is not the way we will ever treat our customers.

So take pride in this very special area of differentiation which Madison has over our competitors. Make certain that every customer contact you have, whether by phone or in person, reflects our hometown values and 100% commitment to personal, professional customer service. When dealing with customers, treat them like individuals with unique needs and concerns, not callers merely to be "handled." It is a major strength and opportunity for all of us.

Staunton Main Street Project



The Street Breaking Ceremony for the Staunton Main Street Project will take place on Friday, April 8th, at 8:30 a.m. in front of City Hall. While only three consecutive blocks of Main Street will actually be undergoing construction during the 6-month project, the entire business district will be impacted.

Since traffic will be detoured away from the downtown area, merchants have concerns about customer parking and potential sales declines. To address concerns and keep the public informed on construction updates, our Channel 8 local access channel will be utilized throughout the project.

(continued on Page 4)

Agriculture Secretary Points to the Vital Role of Rural Telcos



Tom Vilsack was appointed by President Barack Obama as the 30th Secretary of the U.S. Department of Agriculture (USDA)

During the recent NTCA Legislative & Policy Conference held in Washington, D.C., USDA Secretary Tom Vilsack told more than 500 attendees that "rural America really matters to the country" and that "no one in the government is more concerned than the U.S. Department of Agriculture" concerning the role of rural telecom providers in ensuring economic and other opportunities in rural

communities. This is really good news for Madison and other small telecommunications providers who are challenged by the ongoing changes being proposed at the national level.

Noting his concern about the aging population in rural America and the decline of rural communities, Vilsack said that "a revitalized rural economy" is needed to counter the decreasing rural population and to provide opportunities for children who grow up in rural communities to remain in those areas. He was also quoted as saying that the work being done by rural telcos to create the

nation's 21st century communications infrastructure is "so vital, so important" to ensuring rural communities remain viable. While he acknowledged the need to "be careful about what we spend" in stimulating economic growth in rural America, Vilsack said rural communications providers play a critical role in that economic growth and development because they provide the connections needed for "farmers, ranchers, consumers, students, medical and public safety personnel to serve rural communities and benefit the nation as a whole."

April Marketing Promotions

TRY a new Madison service- we know you'll like it- Guaranteed!
Try out a new Madison service for 30 days. If you change your mind, just give us a call within the first 30 days, and we will refund your money.

Digital Television **High-Speed Internet** **Digital Voice**

ASK us how you can save money with a **Madison Bundle**.

Upgrade your Madison service today- risk free.
Already have Madison High-Speed Internet, Television and Digital Voice? Enhance these services with the following add ons:

Supplement your featured service with:	Upgrade your TV service to include:	Enhance your Voice service with:
<ul style="list-style-type: none"> Increased speed - see new offer up to 10M SecureIT Plus - protect your computer from internet threats Online Backup - back up files, photos and email automatically 	<ul style="list-style-type: none"> HD - includes 45 HD channels, plus your first HD TV set-top box is free and includes free DVR service Premium Movie - choose from HBO, Showtime, Starz, Encore, Cinemax, and The Movie Channel! 	<ul style="list-style-type: none"> Calling features Voice Mail Unlimited Long Distance

1.800.477.4848
gomadison.com

After 30 days, if you are not happy with your service, we will refund your money.

- Refer a friend to Madison and get a \$50 bill credit.

- Try out a new Madison service for 30 days. It's guaranteed or your money back!
- Free HBO/Cinemax Preview April 15-18th. Free activation on new movie packages.

- Area residents are invited to vote for their favorite teacher in Madison's Teacher of the Year Contest. Voting will be accepted online through April 21st. The two teachers receiving the highest number of votes will be announced the first week of May, 2011.

- Add new whole house wire maintenance to your bundle and receive a \$1 discount. Cost without a bundle is \$8.95. Single-product wire maintenance is \$6.95.

Get Healthier Macoupin!



As Jennifer Hopper from the Macoupin County Public Health Department recently advised during her Lunch and Learn presentation, the "Get Healthier

Macoupin" initiative includes funding for 10 community walk/run events during the Spring of this year. The official dates for these events have now been posted to their website located at healthiermacoupin.net. To participate in one of these walks, you may download a registration form at this site. Following are the communities which will be participating:

Carlenville - April 6
Benld - April 30
Virden - May 7
Brighton - May 14
Bunker Hill - May 14

Girard - May 21
Gillespie - June 4
Palmyra - June 11
Mt. Olive - June 18
Staunton - June 18

A special "Newton Award" is available to anyone who participates in at least 7 out of the 10 events. Sir Isaac Newton's Law of Motion states that "an object in motion stays in motion." The award is designed to encourage residents to actively engage in multiple events to create a habit of "staying in motion." Questions regarding this program may be directed to Jennifer Hopper at 217-839-4114.

Brag and Boast Corner



Pictured left is Kim Harber with daughter, Jennifer Swan, shown holding her daughter, Blakely Ann. Also pictured is Kim's wife, Lois. Blakely Ann was born March 18th, weighing 8 lbs. 15 oz., and 21.5 inches long. The proud grandpa hasn't stopped smiling since the new arrival. Please take a moment to congratulate Kim!



Pictured left is Jill Kohlhaas holding new grandson, Chase Patrick Wilson, born March 17th, weighing 8 lbs. 12 oz., and 20 inches long. Jill's daughter, Brooke, and her husband, have 3 other sons.



Chase Patrick Wilson

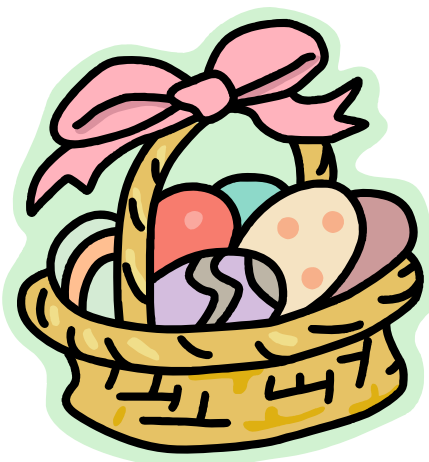


Mason Elliott Mandeville



Pictured above is Mason Elliott Mandeville, Jill Kohlhaas' other grandson born March 17th, weighing in at 8 lbs., 2 oz., and 21 3/4 inches long. Heather and Steve Mandeville are Mason's proud parents. Heather is Jill's step-daughter.

Easter Egg Hunt!



Beginning April 1st, Madison CSR's will be able to participate in an Easter Egg Hunt! Each time a CSR sells one of the following services they get to choose an Easter egg from the basket:

- Green: New Telephone Service
- Yellow: New High Speed Service
- Blue: New Cable TV Service
- Purple: Upgrade Service
- Pink: Add Wire Maintenance

Each colored egg contains special treats. In addition, some eggs contain

little tickets which provide opportunity to win a larger prize! The Easter sales contest will continue through April 21st.

April Anniversaries

<u>Employee</u>	<u>Years</u>
Mary Schwartz	21
Chris Birdsell	10
Sharon David	10
Jason Lowry	10
Dennis Russell	9
Josh Boente	6
Ryan McDowell	2

April Birthdays

<u>Employee</u>	<u>Date</u>
Sara Crook	April 8
Steve Dubbs	April 27

April Lunch & Learn

Our next Lunch and Learn Workshop is April 21st. Sondra Stallman will demonstrate a variety of musical instruments and discuss music. Sondra plays in a local blue grass band and teaches students of all ages.

April Food Fest

Food fest day will be April 29th. Please bring your favorite dish to the lunch room by 11:30 am.

April 2011

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1	2
3	4 T-shirt Orders Due	5	6	7 Breakfast with Bob	8 Street Breaking	9
10	11	12	13	14 Internet Workshop	15 Internet Workshop	16
17	18 Passover Begins	19	20	21 Lunch and Learn	22 Good Friday	23 Office Closed
24 Easter	25	26 Passover Ends	27	28	29 Food Fest Day	30
31						

Staunton Main Street Project (Cont'd)

A marketing effort sponsored by MEDP and member businesses will encourage traffic to the downtown area and keep residents engaged in the benefits of this project.

The first phase of the marketing campaign includes "Buy in the Zone" t-shirts which will be ordered by submitting your name, t-shirt size(s), and quantities to Linda Prante by no later than 4 pm Monday, April 4th. The cost for shirts is \$5.25 each, (add \$1.75 for 2XL—5XL). Orders placed by the Monday deadline will be available for pickup Thursday, April 7th, between 9 and 5 pm at the Staunton MEDP office. Area residents and businesses are being encouraged to wear their shirts on

Fridays and/or Saturdays to remind all to "keep business local." Madison employees may wear these shirts on the Saturdays that they work.

According to project engineers, an "80-work day timeframe" has been defined for this project by IDOT. Therefore, it is anticipated construction will conclude around October of this year, weather permitting.

Winners!

The following CSR's each achieved their sales goals during the month of March: Zina Maurer, Beth Dufrain, Tammy Sievers, Sara Crook, Shelly Dewey, Penny Smith, Sharon David, and Jo Atwood.

Congratulations for your hard work!