

The

# Communtor

JANUARY/FEBRUARY 2016

## LASTING IMPACT

Longtime teacher and  
coach continues to give

## CYBER SENIORS

Teen tutors give technology  
lessons in new film

## HISTORIC JOURNEY

Southern destinations with  
legacies from 50 years ago

HUNTSVILLE-MADISON COUNTY  
ATHLETIC HALL OF FAME



## With the help of your telco, NTCA charts a course for 2016

By SHIRLEY BLOOMFIELD, CEO, NTCA—THE RURAL BROADBAND ASSOCIATION

With so many issues impacting the future of telecommunications, it is important that our nation's independent and cooperative providers speak with a unified voice to lawmakers and regulators. NTCA—The Rural Broadband Association has long been that voice in Washington, D.C.

As 2015 drew to a close, NTCA's board of directors created a strategic plan to help guide us through 2016 and beyond. This plan reaffirms our vision and mission, and sets goals that reflect a desire to continue our outstanding grassroots efforts to shape public policy, to build on and improve our top-notch programs and, of course, to communicate with member telcos like yours about changes that affect their company, our industry and ultimately, the service they provide you.

Your telco had a voice in this process, and that means you had a voice, too. I therefore wanted to share a few parts of our strategic plan with you, in order to highlight the focus and commitment to

excellence that your telco and its partners demonstrate as they work hard to bring quality telecommunications to rural America.

### MISSION

#### *Our Core Purpose*

The mission of NTCA—The Rural Broadband Association is to promote and sustain advanced communications services in rural America by supporting the viability and vitality of our members.

### VISION

#### *Our Picture of the Ideal Future*

To be widely recognized as the premier national advocate and essential partner for small, rural, community-based communications providers.

### GOALS

#### *Outcomes on the Path to Achieving Our Vision*

##### ADVOCACY AND LEADERSHIP

Lead and shape industry change for the

benefit of rural telecommunications providers and consumers.

##### COMMUNICATION & EDUCATION

Broaden the scope of education and communication opportunities to our membership.

##### MEMBERSHIP VALUE

Sustain, market and expand benefits to our membership.

##### OPERATIONAL EFFICIENCIES

Enhance operational efficiencies for opportunities to maximize the organization's ability to be more flexible and nimble.

In the coming months, NTCA will implement steps to achieve these goals. I will continue to keep you updated on industry activity at the national level, which may impact you and your community. As I do, know that your needs and concerns are at the forefront of NTCA's work as we continue to represent the collective voice of telcos like yours. ☎

# LIFELINE



*Landline phone OR cell phone*

**NOT BOTH!**

Do you qualify for the federal Lifeline program? If so, you need to know that the credit, which helps you pay for a phone connection, can only be applied to one service at a time.

You can apply for the Lifeline credit on your home landline or your cell phone — but not both.

If you receive the Lifeline credit on your home phone and decide to move it to your cell phone, the credit will stop appearing on your home phone. If you decide to move it back, the process could take a few months, and you will not receive your credit during that time.

Before moving your Lifeline credit to another phone, please contact your local telephone company where you have your credit now.



**More questions about Lifeline?**

Contact us at the phone number listed on Page 4.



# Age does not matter

'Cyber-Seniors' shows technology's power to connect generations

BY NOBLE SPRAYBERRY



Photo courtesy of Cyber-Seniors.

The film "Cyber-Seniors" drives home the point that senior adults can use technology — whether it's emailing, video chatting, streaming videos or even taking selfies.

The documentary film "Cyber-Seniors" follows the effort to connect generations through technology. The film's success created a campaign to encourage seniors to better use the Internet and social media. For director Saffron Cassaday, a Toronto native, the project was both personal and informative.

**Q: What was your link to the topic, and why did you choose to make this film?**

A: When my two younger sisters were in high school, they started a community service project called Cyber-Seniors. It was small-scale, just them and a few of their classmates visiting a local retirement residence a couple of days a week to teach computer lessons. They got the idea because our grandparents were 80 years old when they learned to use the Internet for the first time. It changed their lives and our relationship with them.

**Q: Going into the project, what was your goal?**

A: In the beginning, we thought of it almost as a social experiment. What happens when you put these two groups, seniors and teenagers, together in front of a computer? What we found was that a program like this can really positively impact the lives of senior citizens.

**Q: How long did it take before the technology started to click?**

A: Right off the bat, we could already see magic starting to happen. In the first few lessons, we witnessed a series of "ah ha" moments. The seniors' eyes would light up, and they would lean in close to the computer screen with awe each time they discovered something new.

**Q: It's striking how quickly some seniors embraced the technology, particularly Facebook. How did you move beyond that?**

A: The introduction to YouTube really brought some of the seniors out of their shells; we even witnessed a few sing-alongs. As the lessons continued, we began to see the generation gap narrow and friendships develop.

**Q: Aside from friendship, what were the seniors getting out of this program?**

A: In the beginning, we didn't know how easy it would be for seniors to learn this new skill. We didn't know how it would benefit them, or what kinds of things they would be drawn to online. Seniors who were in the habit of learning new things had an easier time catching on, and we started to realize how important lifelong learning is to health and vitality in one's older years.

**Q: Having access to all the information the Internet has to offer must be empowering. What were the reactions of the seniors?**

A: When you can't move around as much as you once did, the Internet can be used to make day-to-day tasks like banking and shopping easier. But, the No. 1 motivator for most of the seniors was the ability to connect with family and friends around the world. ☺



For resources to help introduce technology to seniors or for more information about the documentary, visit <http://cyberseniorsdocumentary.com>.

# Consider Rural America

**A**fter hearing politicians talk about this important year for several months, it's finally upon us — welcome to 2016!



**JIM COOK**  
General Manager

Later this year, you and I and millions of other Americans will be casting votes to choose the next leaders of the United States.

Around the country, we will elect congresspeople, governors, mayors, councilpersons and other officials to represent us.

Unfortunately, that means we have several months to listen to candidates as they try to convince us they have the answers to all our problems. For the past several months, it's been hard to escape the campaigning on TV, in newspapers, on social media and on news websites.

I'm sorry to add another voice to all of that noise, but I believe the next few months represent an important time for Americans as we make up our minds on who will get our votes to lead our nation.

In that time, candidates, staffers, political action committees and others will ask you to consider their positions and their points of view. I'm not here to tell you who to vote for. Rural America and rural telecommunications have friends on both sides of the aisle. There are many strong leaders out there with excellent ideas on guiding our country into the future.

But I am asking you to be sure the candidates you vote for are considering your point of view — and that of Rural America.

Rural communities like those served by NHTC have different needs than big cities or sprawling suburbs. We face different geographic, social and economic challenges than urban and suburban residents. Our communities have very different needs when it comes to issues such as education, transportation and telecommunications.

In our own industry, we work closely with NTCA and other telcos to be sure elected officials are aware of how vital programs such as Lifeline and the Universal Service Fund are for rural communities.

I'm sorry to say that in many races, the cards are stacked against us. Candidates and political leaders tend to focus their attention on densely populated areas in order to reach the maximum number of potential voters.

That's why we need you — rural Americans.

The best way we can ensure our rural needs are met is to make the voice of Rural America heard. Raise rural issues at town hall meetings and candidate forums. Write letters or emails to your elected officials. Talk to your friends and neighbors about which candidates you think best represent your community. Most of all, carefully consider the decision you will make this year on Election Day.

I know it's going to be a long year of being bombarded by political ads for all of us, but try to remember: The next time a candidate asks you to consider them, be sure they are considering Rural America's issues. ☑

## The Communicator

JANUARY/FEBRUARY 2016

VOL. 15, NO. 1

The Communicator is a bimonthly magazine published by New Hope Telephone Cooperative, ©2016. It is distributed without charge to all cooperative members/owners.



is a member-owned corporation dedicated to providing communications technology to the residents and businesses of New Hope, Grant and Owens Cross Roads.

Send address corrections to:  
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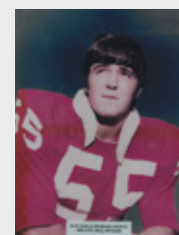
Barry Jones  
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Produced for NHTC by:



### On the Cover:



Allen Pasuer played football at Jacksonville State University — pictured in 1972 as a senior — and all four years at New Hope High School.  
*See story Page 8.*





## Good luck grads!

NHTC congratulates all of the students who completed their GED diplomas through Calhoun College during 2015, attending the classes at the CARE Center in downtown New Hope. Pictured are: (from left) Christian Houk, Sawyer Bolton, teacher Barbara Dickens and Ashlyn Howell, (back row) Alex Beason, Keegan Henley (Not pictured: Sara Ellen Alexander).

## Partnering with local schools

► NHTC employee John Whitaker shows student Christian Buck the headend and describes how television service works during a class tour of the NHTC building.



◀ NHHS students in Dana Sims' class enjoy the gift bags from NHTC during a class tour of the building and facilities in September. (from left) Shamyia Anderson, Ashley Malone, Casey Hagood and Jonah Manley.

## Lobby makeover

NHTC Customer Service Representative Becca Hyde helps Brandie Erwin and her daughters Alexa and Reece during a visit to the newly revamped NHTC office. The comfortable rustic lobby allows members to experience New Hope Vision TV service on a wall-mounted LED TV while enjoying hot popcorn and coffee.



## A recognition to remember



The extended family of Sergeant William Cordra Maples view the new monument that recognizes the bravery he exemplified. The memorial was a project by fourth-generation grandchildren Jewell Freeman, Shirley Maples Bentley, Tommy G. Craig, and Larry and David Maples.



William Cordra Maples from Madison County died on Oct. 26, 1847, at age 81. As a 15-year-old, he falsified his age on documents to volunteer to fight toward the end of the War of 1812.

## Directories arriving soon

NHTC's members will begin receiving new directories in February. Due to significant growth in the area, all of our members will be listed alphabetically, without the separation of the three exchanges for New Hope, Grant and Owens Cross Roads.

# THE ROAD TO EQUALITY

By Anne Braly

The civil rights movement has affected generations of Americans, and it continues today in cities across the U.S. But it all began in the South, where a road trip marches through cities where many put down their lives to achieve freedoms never before known. History is not always a comfortable ride through the ages. Oftentimes, it's met with uncomfortable truths. Here are four destinations that keep that history alive, lest we ever begin to forget.



Photo courtesy of National Civil Rights Museum.

Lorraine Motel marquee • Memphis, Tennessee

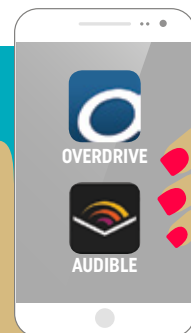
## ATLANTA, GEORGIA

Atlanta was in the heat of action during the civil rights movement. Like many large Southern cities, it saw its share of protests, marches and boycotts. Visitors to Atlanta can relive the moments that led up to equal rights for all by touring the International Civil Rights: Walk of Fame, walking “alongside” leaders of the movement. The outdoor passage features granite and bronze footprints of men and women influential in the struggle, such as Rosa Parks, Reverend Ralph Abernathy, former President Jimmy Carter, Justice Thurgood Marshall and dozens more. The walk is at 450 Auburn Ave., in the Sweet Auburn Historic District, a stretch of road that includes Martin Luther King Jr.’s birth home.



## TECH-SAVVY TRAVELER:

Make the most of those hours behind the wheel and consider using audiobooks to learn about the history of wherever the road takes you. Books on tape are now books on mobile devices, thanks to apps like **Overdrive** and **Audible**. Download a book to your digital device over Wi-Fi at home and then take those stories with you on the road. Listening to “Death of a King” by Tavis Smiley would provide context before touring the Lorraine Hotel in Memphis, where Martin Luther King Jr. was assassinated.







MLK Walk of Fame • Atlanta, Georgia

**Where to eat:** Busy Bee Cafe (810 Martin Luther King Jr. Drive) is remembered as a gathering place for civil rights leaders in the 1960s and remains a favorite place for Atlantans to get their fill of some of the city's best fried chicken, oxtails, broccoli casserole and collard greens.

## MONTGOMERY, ALABAMA

**160 miles from Atlanta via I-85**

When seamstress Rosa Parks refused to give up her bus seat to a white man in Montgomery in 1955, she knew she was making a statement, but most likely had no idea it would help launch a movement destined to become one of the strongest campaigns for equal rights. The formation of the Montgomery Improvement Association, which chose a young Martin Luther King Jr. as its president, was spawned by Parks' initiative. Today, visitors to Montgomery may tour The Rosa Parks Museum (252 Montgomery St.), which, through the use of visual effects, offers a glimpse of the energy and emotion of the bus boycott struggle, along with exhibits and a large auditorium that hosts lectures and performances.



Rosa Parks Museum • Montgomery, Alabama

**Where to eat:** Chris' Hotdogs (138 Dexter Ave.) King used to come in, buy a paper and visit with the owners when he was pastor at Dexter Avenue Baptist Church. And it was a bus stop for Rosa Parks, so she would come in and buy hot dogs. African-Americans could not dine in, so they had to order it to go as this was a whites-only establishment at that time. Chris' became one of the first restaurants to welcome blacks into its dining room following passage of the Civil Rights Act in 1964.

## BIRMINGHAM, ALABAMA

**92 miles from Montgomery via I-65**

1963 was a watershed year for the civil rights movement in Birmingham. In April, Martin Luther King Jr. sat in jail. Protestors marched in the face of fire hoses turned on full force at Kelly Ingram Park. And on Sept. 15, four young black girls were killed in the bombing of the 16th Street Baptist Church. Birmingham was a chaotic canvas splattered with strife and violence.

The Birmingham Civil Rights Institute (520 16th St. N) is where visitors can relive these moments in history. A replica of King's jail cell, a robe from the KKK, a burned bus, as well as glimpses into the daily lives of African-Americans, especially during their struggle for equal rights, are features that can be seen. A stroll through Kelly Ingram Park, adjacent to the 16th Street church, is a ghostly reminder of the violence and hatred witnessed there.

**Where to eat:** Mrs. B's on Fourth (328 16th St.), serving classic Southern fare cafeteria-style, is an easy stroll from the Civil Rights Institute. Favorites: fried chicken, collards, mac 'n' cheese and homemade banana pudding.

## MEMPHIS, TENNESSEE

**239 miles from Birmingham via I-22 and US-78**

On April 3, 1968, Martin Luther King Jr. gave what would be the last speech of his life at the Mason Temple. The next evening, as he stood on the balcony of the Lorraine Motel speaking to colleagues, he was shot and killed. King was 39 years old. Today, his room at the motel, one of just a handful of integrated motels in the late 1960s, has been preserved as a memorial to King. Blood stains mark the concrete balcony to this day. In 1991, the National Civil Rights Museum (450 Mulberry St.) was built around it and features "Exploring the Legacy," an exhibit that includes never-before-seen evidence surrounding the King assassination. Newly finished renovations have increased the number of multimedia and interactive exhibits.

"We want people to understand what the movement was about. The people who fought for our civil rights were young and strived to make our lives and communities better," says Faith Morris, director of marketing, governmental and community affairs at the museum. "And we invite our visitors to join the movement. To take a stand and be a part of social change."

Morris says the museum brings the movement to life and helps give a focus of national and global understanding unlike any other museum of its kind.

**Where to eat:** The Four Way (998 Mississippi Blvd.). Nothing but legendary soul food is served here, and what makes it even more so is the fact that King dined here whenever he came to town. His favorite choices were the fried catfish and lemon meringue pie, and it's still made and served just like it was in the 1960s. 🍷

# NHTC continues expansion of bringing fiber to your home

BY MATT LEDGER

**N**ew Hope Telephone Cooperative is continuing to make progress with plans to bring cutting-edge technology to every home and business in this service area and with big plans for 2016. Crews are installing fiber optic cable every day to move NHTC's fiber-to-the-home project closer to completion.

Early in 2015, NHTC added 48 miles of fiber in the Owens Cross Roads exchange, which makes that community's network 90 percent complete. Later in the year, crews were able to begin the final phase of placing the main fiber in New Hope, which gained an additional 70 miles of fiber.

"Multiple new subdivisions have sprung up across our area, and we have completed connections there," NHTC Engineering Manager Dave Ramski says. Nearly 850 subscribers were cut over to the new fiber network by the end of 2015. All of the Grant customers in single-family homes were switched over by the end of the year. Other crews continued removing aerial telephone and CATV lines in the Grant exchange during 2015.

A new fiber remote was also added at the corner of Nebo Road and Butler Lane, with the cutover process lasting into early 2016. That project will begin with residences from Wesley Childers Road east to Paint Rock Road.

NHTC will be splicing over the first apartment complex in the Grant exchange during 2016. Existing apartments, duplex and other multi-family buildings present a unique challenge as a greater number

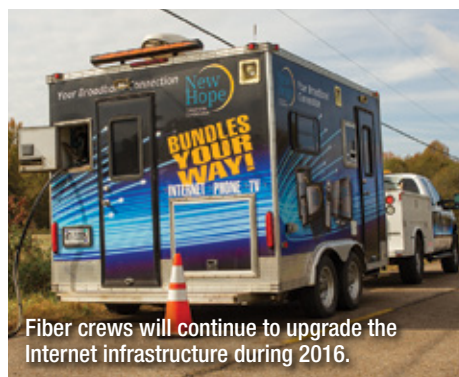


A crew installs fiber optic cables along an apartment complex in Grant, near Hobbs Island Road and Vann Road.

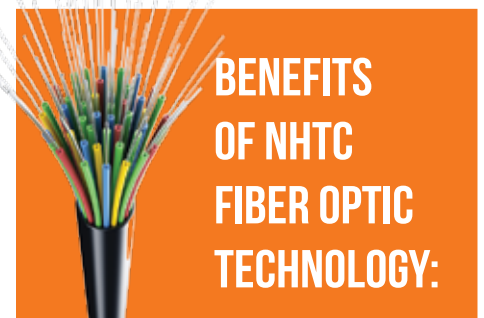
of services are cut over in a tighter time frame than in new subdivisions of single-family homes being built in the area.

"There won't be anything out of the ordinary for the customer to notice, but this is a specialized project for us to tackle," Ramski says.

NHTC's overall goal for 2016 is to finish the final phase of laying fiber to the New Hope and Owens Cross Road exchanges. "Both will be completely ready for final cutover," Ramski says. "And to finish the year, we will be aggressively splicing and cutting over as many as possible to that new fiber." 🗨️



Fiber crews will continue to upgrade the Internet infrastructure during 2016.



## BENEFITS OF NHTC FIBER OPTIC TECHNOLOGY:

- » Faster Internet speeds
- » More video channels
- » Whole Home DVR
- » Enhanced voice services
- » Increased property value
- » Opportunities for economic growth
- » More reliable service

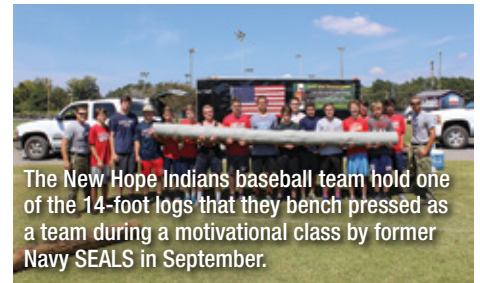




New Hope Indians players warm up to get ready for an intense session from Stonewall Solutions.



Former Navy SEAL Jason Kuhn shares lessons from the ballfield and the battlefield.



The New Hope Indians baseball team hold one of the 14-foot logs that they bench pressed as a team during a motivational class by former Navy SEALs in September.

# How to **SEAL** a victory

BY MATT LEDGER

**N**ew Hope High School baseball coach Chris Hicks needed a team-building exercise, a new experience to motivate the players. “I was looking for something to build toughness and competitiveness, but also to develop a sense of accomplishing something as a team,” he says.

What he found was Jason Kuhn’s latest team, Stonewall Solutions, a motivational class for athletes with lessons from the ultimate team: the elite U.S. Navy SEALs.

During the off-season, in September, Hicks traded in the baseball bats for a workout the New Hope Indians would never forget. And in Kuhn, he found someone with deep ties to the South.

In 2001, Kuhn pitched for the Middle Tennessee State University baseball team, and he couldn’t find the strike zone. “I developed a mental problem that they now call ‘the yips,’” he says.

But it was another event that shifted his focus from baseball. “I watched the Sept. 11 attacks happen on TV from my dorm room,” Kuhn says. “I felt a need to go and serve my country.”

Kuhn spent eight years in the military — with SEAL deployments to Iraq, Afghanistan and Syria. The Navy’s elite frogmen are trained as skilled divers and

precision parachutists, allowing the United States Special Operations Command to deploy as a quick reaction force in a matter of hours to any “hotspot” worldwide.

After leaving the military, Kuhn founded Stonewall Solutions with another former SEAL. “The Fundamentals of Winning” starts with a 90-minute class that discusses the challenges of the battlefield, and how athletes can apply those strategic lessons to the ballfield.

## FIELD DRILLS

“What we try to do is help them establish a culture,” Kuhn says. “Players don’t exactly know what to expect. They have their own ideas of how a Navy SEAL should look or act. We try to show them that we’re regular people who have a strong desire to win and that what makes the SEAL teams powerful is our commitment to each other.”

Once the classroom session ended, the

physical work began outside. “That’s when it got intense, and they pushed us to the max,” says Colby Manley, a senior at NHHS who has enlisted into the National Guard.

During the exercises, the SEALs divided the athletes into teams to compete in a series of tasks.

For example, instead of sliding into bases, players learned a new technique that kept them in close contact with the ground. “We had to get in the push-up position as the whole team was lined up hip-to-hip,” Manley says. “And, the guy on the end yells ‘Last man!’ and he then low crawls under the rest of the team.”

And instead of a water break, the New Hope players bench pressed 14-foot logs. “They start realizing the less they feel sorry for themselves, the sooner they let loose of those mental barriers to realize there is no easy way out,” Kuhn says. Participants learn that working together is necessary to ‘attack the day.’

The four-hour session with the SEALs was the beginning of a new era for the Indians baseball team. “We decided to start running as a team the next day,” Manley says. “Just like the SEALs told us, a team will not leave one man behind.”



*Cyndi Spivey*

# GRACE + BEAUTY

A Q&A with Cyndi Spivey, a blogger from Kentucky who inspires women over 40 to look and feel their best. Topics include makeup, skin care, fashion, faith and more.

*Check out her blog*  
CYNDISPIVEY.COM



**Q: What will readers find at your blog?**

**Cyndi Spivey:** I share wearable fashions for women over 40, taking current trends and showing them how to wear them in everyday life. I also share makeup tips and encourage women to live a more healthful lifestyle. Most importantly, I share my journey with Christ and encourage women to know that true beauty begins on the inside.

**Q: Why did you become a blogger and how has it changed your life?**

**CS:** I was introduced to blogging in 2009 by my mom. She started following a few blogs and then encouraged me to start my own blog. My mom passed away in September 2009, and my blog is dedicated to her. I was a dental hygienist by profession but quit at the beginning of this year to become a full-time blogger. I love that I can make money doing something I'm passionate about.

**Q: Now that you're in your 40s, how has your style evolved since you were in your 20s, from your clothes to your makeup and hair?**

**CS:** I'm a product of the '80s, so as you can imagine, my style has changed a lot. I think I've evolved because I have learned what clothes look best on my body type. I take better care of my skin and try to

use chemical-free makeup and skin-care products. And my hair is definitely not as big as it was when I was in my 20s.

**Q: What is the biggest mistake women make with their makeup as they age?**

**CS:** As we age, our makeup needs to change, too. Some women wear the same makeup they did in their 20s! As we age, we should stay away from anything that shimmers — it will show your fine lines, and dark lipstick — it ages you. Also, make sure you fill in your eyebrows. I use a dark brown eye shadow to help make them look more natural.

**Q: Is there a certain age where women should transition into more "mature" clothing, or is a "you're-only-as-young-as-you-feel" philosophy OK?**

**CS:** I wouldn't call it mature clothing, but I do think it's important as we age to have a good basic wardrobe that is classic and timeless. These are clothes that I will spend a little more money on: a good-fitting pair of jeans, a classic pump, a blazer and a white-collared blouse, just to name a few.

**Q: Your blog is all about feeling good inside and out. Can a positive outlook on life make us look better?**

**CS:** Absolutely. A positive outlook can

help us feel better, but for me, it's more than a positive outlook. Inner beauty begins with my relationship with Christ. I have more than a positive outlook; I have hope in Jesus Christ. ☺

## OTHER FASHION BLOGS YOU MIGHT LIKE:

► [WWW.LIFEWITHEMILYBLOG.COM](http://WWW.LIFEWITHEMILYBLOG.COM)

This blog will give you ideas on how to put together great outfits, even on a budget. The Greensboro, North Carolina, blogger also writes about do-it-yourself projects, including turning last year's clothes into this year's fashions.

► [WWW.GLITTERANDGINGHAM.COM](http://WWW.GLITTERANDGINGHAM.COM)

Here you'll find a blogger from Lexington, Kentucky, who makes her way through life one outfit at a time — and she loves to accessorize them. Her endless ideas will make you sparkle.





# Using the phone to **market your business**

BY RIEVA LESONSKY

**W**ith more and more customers contacting companies online, it may seem as if your business phone no longer matters. But if you aren't taking advantage of the many ways your company's phone can be used as a marketing tool, you're selling your business short. Try these tips for using your phone to market your business.

## ► GET A TOLL-FREE PHONE NUMBER

No one wants to spend money calling a business. If you serve customers outside your local area code, a toll-free number makes them more likely to call you. Toll-free numbers also create the impression your business is professional and successful, even if you only own one location.

Obtaining a toll-free number that spells out a relevant word is less important than it used to be, but it still helps. Depending on your industry and brand, it can also inject humor and reflect personality — such as junk removal company 1-800-GOT-JUNK.

## ► USE ON-HOLD MESSAGING CREATIVELY

Don't let customers sit in silence when on hold. Create on-hold messaging that

educates customers about your business, products and services, as well as entertains them. Search online and you'll find many companies that can script, record and produce custom on-hold messages for your business, interspersed with a wide range of music.

### *Here are some ideas for what to include:*

- Tips related to your business: A landscaping service could offer seasonal tips for garden care. For example: "Spring is here, so don't forget to aerate your lawn — or have Spring Green do it for you!"
- Information about new products or services: "Are you trying to save water? Spring Green now offers a full line of water-wise plants, plus xeriscape design services."
- Answers to frequently asked questions: For example, if prospects frequently call you for price quotes, offer general information, such as, "Our weekly lawn-care service starts as low as \$79 a month."
- Special offers, sales or events: "Our yearly Annuals Extravaganza is here! During the month of April, save 25 percent off all annuals."

- Interesting, funny or surprising facts: "Did you know the world's biggest dandelion grew 14 feet high? Keep your weeds under control with our weekly service."
- And always include a call-to-action. "Ask about our..." or "Make an appointment to..."

Don't overwhelm customers with too much information. Think in terms of quick "sound bites." Record a three- to six-minute on-hold message loop, long enough that customers don't end up hearing the same thing over and over.

Keep your brand in mind. The music, tone of voice and information used in your on-hold messaging should reinforce your business brand, as well as appeal to your target customers. For instance, a child-care center might record its message with a warm, soothing motherly voice and play children's music.

Use these tactics to transform your business phone from a ho-hum necessity into a marketing powerhouse. 📞

*Rieva Lesonsky is CEO and President of GrowBiz. This article first appeared on SBA.gov. Used by permission.*

As an All-Conference center in 1971, Allen Paseur changed position to guard the following year and made All-Conference again. He was one of only two unanimous choices on the All-NAIA district team that year; a future NFL Hall of Fame inductee Walter Payton was the other.



# PASEUR:

## *Teacher, coach, friend*

BY MELISSA SMITH

**A**llen Paseur starred on the football field, a difference-maker for New Hope High School in the late 1960s. He was tough, and that caught the eye of the coaches at Jacksonville State University.

When he joined the college team for their first practice, 134 freshmen reported. At the end of the first week, 37 remained. “At the end of my senior year, there were four of us left,” Paseur says. “I was a survivor.”

And just as he never gave up on the football field, he never quit on his community, or his school. He once coached, teaching lessons men still remember years later. Now, he donates his time and money to make sure the football tradition lives on.

### COMING HOME

Paseur, a 1969 graduate, began his career as a football player for New Hope High School. He was named an all-county and all-state player. At Jacksonville State University, he was named team captain and an All-American player.

A 22-year-old Paseur came back to his roots at NHHS soon after graduating with an MBA from Jacksonville State University. He taught business math and business law, and he also coached football and track from 1974-1978.

While Paseur’s coaching experience was limited, he still proved successful on the field. “I appreciate those boys putting up with me while I learned to be a football coach. It was on-the-job training, no doubt,” Paseur says with a smile. He led the Indians to a county championship in 1976. In 1981, Paseur left NHHS to coach at Bob Jones High School, where his teams won 34 games and lost only 9.



“He was a mentor. That’s the bottom line. He cared about his players and taught us the facts of life.”

—Barry Jones, former New Hope High School offensive lineman

Some of Paseur’s accomplishments include leading teams to six county championships as a player and a coach, receiving four Madison County Coach of the Year awards and sending nine of his players to play football in college. One player, Ralph Malone, played in the NFL for the Cleveland Browns after starring at Georgia Tech.

Paseur gave up teaching and coaching in 1984 after the death of his wife, Deborah. “I decided I needed to be doing something else. I quit coaching and teaching, and I became a stockbroker. I didn’t like doing that, so I built houses for a while,” Paseur says.

Eventually, he came back to the land that had been in his family for seven generations. Paseur Farms, in operation since 1907, grows soybeans and corn. He now runs the farm with the help of his son and grandson.

## GIVING BACK

The success of any athletic team is developed well before the players ever

step on the field for a game or practice. It begins in the weight room.

“The facilities were sub-standard compared to our competitors, and honestly, I just didn’t see hope in the kids’ eyes,” Paseur says.

So, he decided to do something about it. He donated the funds to build a top-of-the-line weight training complex for student-athletes and new lights for the stadium. He received help from local businessmen: Larry Durham donated the heating and cooling work, and Jim Duncan laid the pad for the foundation. Together, they made the dream of building a top-notch, 5,000 square-foot facility a reality. In 2011, the first team was able to use the facility.

## MAKING AN IMPACT

Transitioning from being a standout player to a successful coach wasn’t difficult for Paseur. For him, the players always came first. “The key is getting them to play for you. I treated them the way I wanted to be treated,” Paseur says. “I lived on campus and was always available to

them for anything.

“In my opinion, if a coach doesn’t think he shares in the responsibility of helping parents raise their kids, then they are in the wrong business,” Paseur says. “Coaching isn’t just about X’s and O’s. I viewed my job as not necessarily being the boys’ buddy, but to have a positive impact on their lives when they were 40 years old.”

And he did.

“He was a mentor. That’s the bottom line,” former New Hope High School offensive lineman Barry Jones says. “He cared about his players and taught us the facts of life.”

Paseur says that all of his coaches made a lasting impression on him, but there were a few in particular who stand out. “I’m the only player who was on all five of Charlie Pell’s teams at JSU. I’m proud of that,” Paseur says. “I was the first in Madison County to get a football scholarship who played all four years and finished college. And, I coached the second player from New Hope to do the same thing, who was Obie Childers, who played and finished at UNA.”

He credits Coach Jack Mitchell with teaching him all of his life disciplines, along with his parents. “I learned that I could persevere through anything, and good things will happen as long as you’re trying to do the right thing.”

State Representative Ritchie Whorton, a New Hope High School football alum, says Paseur remains one of the greatest influences in his life. “Playing for him and learning how to work and not quit is probably one of the greatest skills he taught me.”

Paseur will always be remembered for his successes on the field, but his lasting legacy extends well beyond the gridiron.

“I’ll always look up to him for the rest of my life,” Jones says. 📱



Coach Allen Paseur has won six county championships as a player and coach, winning four Madison County Coach of the Year Awards during eight years of coaching. He is pictured here with the senior football players from 1974.

# CHILI WEATHER

To stare into the depths of a bowl of chili, with its heady currents of beef, onions, tomatoes and spices, is to understand a certain truth: Chili demands passion.

And it's with this force that Kentucky native David Bradley, a corrections unit administrator at Eastern Kentucky Correctional Complex in West Liberty, Kentucky, and "a foodie by nature," creates his chili.

"I first remember making chili with my mom when I was around 12 years old," he says. "It was good, but she would serve it over pasta. I didn't like it that way, so she would always reserve a regular large bowl for me."

His mother's love of chili stirred Bradley's interest in making his own, so he began experimenting, using tips and techniques he'd seen on cooking shows, in cookbooks, and — like any good cook — by trial and error. A pinch of this and a dash of that, tasting, testing and tasting again until it was just right. Then, with a shot of confidence, he entered it in a chili cook-off, an event to benefit a local cancer patient.

Even though he knew his chili was good, his win as the "Crowd Favorite" came as a surprise, he says.

His chili goes beyond the typical ground beef mixture

with the addition of ground pork and bacon.

"That definitely gives the chili more flavor," he says. "Not many chili recipes have pork in them."

And here are a couple other secrets to round out the winning mix:

- **Beer:** Not just any brew. Use a hearty ale to give your chili a noted depth of flavor. If all you have on hand is Bud Light, you might as well use water. "If I don't have any beer on hand, I use chicken stock as a substitute," Bradley says. If you're worried about the alcohol, don't be. It burns off as the chili simmers.

- **Sugar:** Sugar tones down the acidity of the tomatoes and rounds out the flavors very nicely without reducing the savory taste.

Chili aficionados are quite opinionated about their preferences when it comes to this all-American meal.

In Texas, you'll most likely find it made with chopped beef rather than ground. And of course, no beans. Up Ohio way, you'll find it served over pasta. In the South, it's oftentimes served over rice and most always has beans.

Hearty chili helps David Bradley get through the cold Kentucky winters.



Bradley's wife and daughter prefer their chili over pasta. And beans? Bradley says he can take them or leave them, but, he says, they do help add protein and help to make the dish more filling.

Americans are in agreement when defining the American classic, though. When the cold creeps into your bones,

nothing warms you better than a steaming bowl of chili.

"Chili is great comfort food," Bradley notes. "It contains all the wonderful components that people love about food — the heartiness of beef, the taste of various vegetables and warm, aromatic seasonings that just make you feel good." 🍲



Food Editor **Anne P. Braly** is a native of Chattanooga, Tennessee. Prior to pursuing a freelance career, she spent 21 years as food editor and feature writer at a regional newspaper.



## DAVID'S BEST WINNING CHILI

- 5 to 6 slices of thick-cut bacon, cut into 1/2-inch pieces
- 2 cloves garlic, finely chopped
- 2 medium onions, finely chopped
- 1 dried red chili pepper, finely chopped, optional
- 1 red bell pepper, chopped
- 1 green bell pepper, chopped
- 3 tablespoons chili powder (preferably New Mexico Chili Powder from Williams-Sonoma)
- 1 tablespoon ground cumin
- 2 teaspoons dried oregano
- 1 tablespoon smoked paprika
- Salt and pepper
- 1 pound 85 percent lean ground beef
- 1 pound ground pork
- 1 cup beer or chicken stock
- 2 (15-ounce) cans kidney beans, drained and rinsed
- 1 (24-ounce) can crushed tomatoes
- 1 (24-ounce) can diced tomatoes, with juice
- 1/3 cup sugar

In a large pot, fry the bacon over medium heat until slightly crispy and browned, then add the garlic, onions, dried red chili pepper (optional), bell peppers, chili powder, cumin, oregano and smoked paprika; season with 1 teaspoon of salt and 1/2 teaspoon of pepper. Cook until the vegetables are tender and seasonings are aromatic. Next, add the beef and break it up with a wooden spoon. Allow beef to start browning, then add the pork. Add 2 teaspoons of salt and 1 teaspoon of pepper to the meat mixture. Break up the pork and brown, making sure the entire meat mixture is no longer pink. Once the meat is browned, stir in the beer and beans. Mix together thoroughly to combine, then add the crushed tomatoes, diced tomatoes and sugar. The sugar will round out the flavor and cut down the acidity of the tomatoes. Turn the heat down to low and simmer for 1 1/2 to 2 hours. Taste for seasoning; add salt



A great chili can be enhanced by crackers, onions, cheese, corn chips or sour cream.

and pepper, if necessary. Makes about 6 servings. Refrigerate any leftovers. Tastes even better when reheated the next day.

## DAVID'S QUICK AND EASY CHILI

*This is David's mom's recipe — the one that got him started.*

- 1 tablespoon olive oil
- 1 medium onion, finely chopped
- 1 green pepper, chopped
- 1 pound ground beef
- Salt and pepper, to taste
- 2 tablespoons chili powder
- 1 jar of Ragu garden-style sauce

- 2 tablespoons sugar
- Tabasco sauce, to taste (optional)

In a deep skillet on medium heat, add olive oil, onions and peppers and cook until vegetables are translucent. Meanwhile, in another skillet on medium heat, add hamburger and brown. Salt and pepper hamburger to taste. Drain off excess grease. Add hamburger to onions and peppers and combine. Add chili powder and toss to combine with hamburger mixture. Add Ragu sauce, sugar and Tabasco sauce; stir to combine. Reduce to low heat and simmer for 15 minutes. Makes 4 servings. 🍲



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