

Exploring *the Valley*

Chariton County Farmer's Market
Mill Stone Plaza
Downtown Salisbury

"Buy Local - Taste the Freshness" is a fitting slogan for the Chariton County Farmer's Market as they offer both local and fresh produce. The "Market" began five years ago as an effort between the Salisbury Chamber of Commerce and the Salisbury Vo-Ag department. The intent was to provide a market place for those who had extra produce, crafts or baked goods to sell. It was also seen as a way to bring a new customer base into the area.



Pictured above: Local vendors Raymond Day from Glasgow and Robert Crowder from Salisbury.

The farmer's market has approximately 10 approved vendors, and new vendors are always welcome. The regular vendors consist of: Robert and Mayree Crowder; Raymond and Shirley Day; Kay Kesler and Sherie Botkins. They offer a wide variety of fresh produce and new items are available per request. In addition to produce, an array of baked goods and handmade crafts are also available. "We appreciate our regular customers and welcome any new customers who are learning of our effort to bring our products to their attention," said local vendor Robert Crowder.

The farmer's market is located in the Mill Stone Plaza at the corner of Broadway and 2nd Street in downtown Salisbury. Their season begins around the



The Chariton County Farmer's Market is open every Saturday from the third week of May to the third week of September at the Mill Stone Plaza in downtown Salisbury.

third week of May and concludes the third week of September. They are open every Saturday during that time from 7:00 AM - 11:00 AM. If you have produce, crafts or baked goods that you would

be interested in selling, contact any of the above vendors for more information. Stop by and "taste the freshness"!



Fresh produce is always on the menu at the Chariton County Farmer's Market! Choose from a wide variety of fresh produce, baked goodies and handmade crafts.

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Connected

Quarterly Magazine for Chariton Valley Customers

Summer 2011

...with



THE CHARITON VALLEY CHANNEL

Special Edition

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CONNECTED

is a quarterly magazine for Chariton Valley customers. The magazine is produced by the Corporate Relations Department of Chariton Valley.

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On the cover: CVTV videographer Tom Morrow and Leighton Reid from Bucklin filming "Reel Sports with Leighton."



general manager Jim Simon

complete our customers' calls and provide a very high level of service quality, 99.999% of the time. Recent changes to the way some calls are routed by unscrupulous long distance providers; however, are having a detrimental impact on the quality of service we are able to provide.

Our customer service representatives have been receiving numerous calls from customers regarding incoming long distance calling problems. We recently placed the following article on our web page (www.cvalley.net) that explains the issue. Unfortunately, this has become a nationwide problem, particularly for rural telephone companies.

WHY DIDN'T YOU ANSWER YOUR PHONE????!!!!

Have you ever heard that question from a relative, friend or a business that has been trying to reach you? It is a problem that is happening more and more frequently in Missouri and across all of rural America.

The telecommunications industry continues to evolve at a record breaking pace. New technologies and services are being introduced on a daily basis. Sometimes with rapid change come unforeseen problems for our customers' level of service.

The Local Exchange Service Providers, such as Chariton Valley Telephone and others, have developed a public network over the past hundred years to

A recent problem has surfaced involving the termination of long distance calls, especially in rural states such as Missouri. The call may be originated from inside or outside of the state using a variety of telephone technologies including land-line, wireless, cable and VoIP (voice over internet protocol). The calling party may experience one or more of the following issues when making a call:

- The calling party hears ringing but the called party hears nothing
- The called party hears ringing but only hears dead air when the call is answered
- Unusually long call set-up times, sometimes as long as 50 seconds
- One way or poor quality, garbled voice on completed calls
- Inability to receive faxes
- Missing or altered Caller ID

The problem is most of these troubled calls never reach the public network

on the terminating end. In other words, your local telephone company and the called party do not even know the call has been placed. The called party may have relatives or friends and even businesses say they called at a time when the person knew they were by their phone, but it never rang.

This situation, which is referred to as "Call Termination Problems", is becoming an epidemic concern in rural America. It is being investigated by the Federal Communications Commission, national telephone organizations, and state authorities. It is not only an inconvenience and nuisance for the residence and business customer, but could also impact public safety in rural areas across the country. Reports suggest that some of the unscrupulous long distance providers have trained their customer service representatives to blame the terminating local telephone company, such as Chariton Valley, rather than accepting responsibility for their own shoddy business practices.

Article continued on page 11.

If your phone number appears in (parentheses) in this newsletter, call 395-9636 within 30 days, and a \$10 credit will be applied to your next telephone bill.

Your capital credit questions answered

What are capital credits?

Capital credits are Chariton Valley's margins or profits that have been assigned to the telephone cooperative's members. Each year, the prior year's margins are distributed amongst those who were members that same year.

What is an allocation statement?

An allocation statement is a statement of the capital credits assigned to your capital credit account for the prior year. The statement also lists total of all years' margins that have been assigned, and the amount of capital credits that have not been paid out. This unpaid balance is used to operate the company. The amount allocated to your account is based on Chariton Valley's margins and member patronage.

Why doesn't my allocation statement match the check amount? The allocation statement shows the credits that have been assigned to each member's capital credit account during the years you were a member of the cooperative. Chariton Valley's margins were first allocated in 1978, and then annually thereafter. Chariton Valley uses the capital credits to operate the company. Therefore, it was not until 1994 that the Board of Directors felt the financial position of the company was such that credits could be paid for the first time. The Board evaluates the financial position of the company annually to determine if, and how much, capital credit can be paid out in cash. The amount of your check is determined by the percent of unpaid credits in your account times the total amount of money the Board elects to pay out.

What services are included when calculating the amount of my capital credit allocation for the year?

Local landline service, cable television and internet.
Can I draw my capital credits out if I move out of the area and disconnect service?

No, you cannot retire your capital credits if you move or discontinue service. While your membership will be terminated, your capital credit account will remain active until all credits have been paid. It is very important to keep your address with Chariton Valley updated so we are able to locate you when it is determined that capital credits are to be paid.

What happens to the capital credits if I become deceased or my spouse becomes deceased?

Upon the death of a member, capital credit accounts may be paid to the heirs. The heirs would need to contact Chariton Valley and notify them of the death and complete paperwork concerning the capital credit account of the deceased member.

Can I add my spouse to my membership?

Yes. If you wish to add a spouse you can contact Chariton Valley and we will provide the necessary paperwork.

Can I put a beneficiary on my capital credits so if I become deceased that person can receive my credits?

No. We do not allow for the assignment of a beneficiary, but a member can include capital credits in their will or trust.

What happens to the capital credits on a joint membership if the members get divorced?

We provide the paperwork necessary to take care of all capital credits earned while the couple is married or the capital credits can be handled through the divorce papers.

WHY DIDN'T YOU ANSWER YOUR PHONE????!!!! cont.

If you experience this problem, please notify the originating long distance carrier or provider of the person who attempted to place the call to you. The person who placed the call will need the following information:

- Date and time of call
- The number that was used to place the call
- The number that was called
- Description of the problem (i.e. dead air, ringing with no answer, etc.)

If you speak with the long distance provider, keep track of the following information:

- Record the name of the long distance provider
- The date, name and number of the customer service representative you spoke with
- The response/help/direction you received from that customer service representative

Chariton Valley Telephone will attempt to assist in resolving the problem but, as previously stated, we will

not have any record or knowledge of the call being placed. Our objective has always been, and will continue to be, to provide high quality telephone, broadband and other communication services to our customers. It will remain our highest priority.



Customer Comments from Linda Miller

Linda Miller from Callao has been a Chariton Valley Telephone member since 1969. "My husband Steve and I became members after we got married about 43 years ago," said Linda. "We started out with landline phone service, but now we subscribe to Chariton Valley's internet, cable and wireless services."

Linda enjoys the security that her cell phone gives her when she's on the road. "I travel a lot between Macon and Columbia and it's nice to know that if I have trouble, I can immediately call for help." Chariton Valley's wireless service has also helped make life a little easier on the family farm. "Before cell phones, Steve would have to stop what he was doing in the field and drive to the house to reach me. Now he can call me when he's out in the middle of the hay field. It saves so much time."

Besides their wireless service, the

Millers rely heavily on Chariton Valley's internet service to keep up with local news, friends and the weather. "Steve checks the weather several times a day when we're farming. It's so great to have up to the minute weather reports. I also enjoy emailing, HGTV.com and looking up recipes on the Food Network Web site."

"Speaking of recipes, I really enjoy the recipes that Tammy makes on her show "Tammy's Kitchen" on CVTV. I frequently email the "recipes" email address to get my own copy of Tammy's and the Two Cooks and a Sous Chef's recipes." When asked what she likes most about CVTV, Linda said it's the local aspect of the channel she most enjoys. She likes seeing people she knows from the local community. "I'll flip to CVTV a couple times a day just to see what's on. I really enjoy the coverage



Linda Miller from Callao has trusted Chariton Valley to keep her connected to her family and friends since 1969.

CVTV provides on the local fairs and parades. CVTV has been a great addition to the Chariton Valley cable line up."

Thanks for your comments Linda, and thanks for being such a faithful customer!

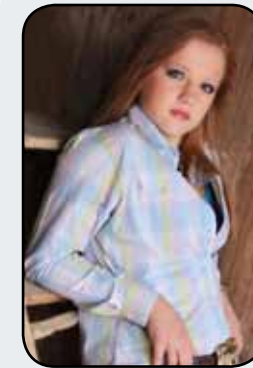
2011 Chariton Valley Scholarship Winners Five \$500 scholarships awarded

Chariton Valley Telephone Corporation awarded five outstanding high school seniors who displayed remarkable academic achievement, extra-curricular participation and community service, each a \$500 scholarship to support their respective college. They include; Allison Liebhart, Alexy Grant, Joshua Jimenez, Wyatt Henke and Eli Riekeberg.

The scholarship program is open to all graduating high school seniors that receive local telecommunication service from Chariton Valley and who are enrolled in an

accredited two or four-year college or vocational school. Applicants must complete an application, write a 300 word essay and obtain three letters of recommendations.

The goal of this scholarship program is to help local youth to continue their education on a collegiate level. "Chariton Valley strongly supports the youth of our community and we are thrilled to sponsor this worthy program," said James Simon, General Manager. "I congratulate all our scholarship recipients on their accomplishments and wish them a successful future!" Simon concluded.




Allison Liebhart from Bucklin is the daughter of Russell and Lisa Liebhart. Allison plans to attend Northwest Missouri State University in Maryville. She is currently undecided on her major, but is looking at something in agriculture.




Alexy Grant from Hale is the daughter of Anita Grant-Acklin and Jeff Grant. Alexy plans to attend the University of Missouri-Columbia and major in Biological Sciences.

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Joshua Jimenez from Hale is the son of Brenda Jimenez. Joshua plans to attend North Central Missouri College in Trenton and major in Applied Science and Technology. After college he plans to pursue a career in welding.



Wyatt Henke from Salisbury is the son of Mark and Molly Henke. Wyatt plans to attend Northwest Missouri State University in Maryville and major is prezoology with an emphasis in chiropractic.



Eli Riekeberg from Macon is the son of Rocky and Christy Riekeberg. Eli plans to attend Truman State University in Kirksville and major in Chemistry.

"Chariton Valley strongly supports the youth of our community and we are thrilled to sponsor this worthy program," said James Simon, General Manager. "I congratulate all our scholarship recipients on their accomplishments and wish them a successful future!" Simon concluded.

2011 Annual Meeting countdown is on Make plans to attend

It's time for Chariton Valley's 2011 Annual Meeting! This once-a-year event is an opportunity for you to enjoy a nice meal, exercise your right to vote on board members, have a chance to win up to \$2000 worth of prizes and much more!

The Annual Meeting date is **Thursday, September 8th**. Registration is from 5pm-7pm. Please make



Enjoy a nice meal under the "big tents" and catch up with old friends.

begin at 7:00pm. Directly following the meeting is the announcement of the election results and prize drawing.

note - **you must be registered before 7:00pm in order to vote and to be eligible for the prize drawing!**

The business meeting will

Chariton Valley products will be on display for attendees to view and Chariton Valley employees will be on hand to answer your questions. You will also select the winner of the 2012 Directory Cover Photo contest.

Mark your calendar and attend this year's Annual Meeting at the Salisbury High School Auditorium Thursday, September 8th!

We look forward to seeing you there!



Find all the details about the 2011 Annual Meeting in the Annual Meeting Notice & Report that you should have received in the mail.

Chariton Valley Annual Meeting Frequently Asked Questions

Nominees from several areas are listed on the ballot. Am I only allowed to vote for those in my area? Each member is allowed to vote for all areas as board members are elected to represent all shareholders. Be informed before you vote. A biography about each candidate can be found in the 2011 Annual Notice and Report that you received in the mail and each candidate is given an opportunity to speak during the business meeting prior to collecting ballots.

If there are two positions open in the same area, you can vote for two nominees in that area. The ballot will indicate whether to vote for one, or for two in each area.

Can my spouse and I both vote at the Annual Meeting? If you have a sole membership, only you can vote your ballot. Most married couples are set-up with a joint membership which allows only one vote from either you or your spouse. If you are not sure how your membership is set-up, you can call Customer Service at 395-9000.

Why am I not allowed to bring up new business at the annual meeting? In an effort to give all shareholders adequate notice of business to be voted on and to conserve time at the meeting, new business to be presented at any shareholder meeting must be presented to the Secretary of the

Corporation not less than forty days in advance of such meeting.

What are the benefits to being a Chariton Valley Telephone member? Members are eligible to vote for the Board of Directors and earn Capital Credits. Since 1994 Chariton Valley has paid out over 23.2 million dollars to its members!



2012 Chariton Valley Telephone Directory New features included in the 2012 Directory

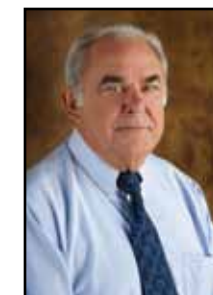
- Restaurant owners have the option to print their menus in the yellow pages of the 2012 Chariton Valley Directory. Talk with Pinnacle Publishing Representative Ted Henn or Fred Martino, for all the details.
- For a minimal charge, existing Chariton Valley customers may have their wireless number appear in the Chariton Valley directory. Contact any Chariton Valley Representative to make changes to your listing for the 2012 directory before December 15, 2011.
- Check out www.localsolution.com. This site offers an easy and powerful way to find local businesses and services, as well as, individuals. Localsolution.com has powerful search options



including searching via advanced keywords, neighborhoods of interest, as well as, having rich mapping information.

- Pinnacle's Sales Executives Ted Henn and Fred Martino will be visiting businesses in our area through September. To make an appointment or to ask questions regarding your yellow page advertising, please contact **Pinnacle Publishing at 800-343-8086**.

Meet Pinnacle's Sales Executives:



Fred Martino



Ted Henn

Strawberry Freeze from CVTV's Tammy's Kitchen



Receive a \$10 gift certificate when your recipe is chosen!

Submit your favorite recipe and a photo of your recipe to recipes@charitonvalley.com or mail them to:
Chariton Valley Telephone
Attn: Martina Miller
PO Box 67
Macon, MO 63552



Strawberry Freeze

Ingredients:

12 Chocolate Chip Cookies
1 (8 oz.) cream cheese, softened
½ cup sugar
1 cup crushed strawberries
1 can (12 oz.) frozen berry juice concentrate, thawed
1 (8 oz.) Cool Whip
2 cups strawberries, halved



Directions:

Arrange cookies in a single layer on bottom of 9-in. spring form pan.

Beat cream cheese and sugar until well blended. Gradually add juice concentrate, beating well after each addition. Stir in crushed strawberries. All whipped topping; stir with a wire whisk until well blended. Pour over cookies.

Freeze 6 hours or until firm. Remove from freezer; let stand in refrigerator 15 min. to soften slightly. Top with strawberries just before serving. Store leftovers in the freezer.

Chariton Valley wins national award CONNECTED magazine wins 2011 TeleChoice Award

Chariton Valley's CONNECTED magazine was awarded the National Telecommunication Cooperative Association's (NTCA) 2011 TeleChoice Award for the fifth year! Telechoice Awards honor excellence in independent telco public relations and marketing efforts and is open to all NTCA telco members.

The purpose of the CONNECTED magazine is to promote Chariton Valley and to inform customers of events relevant to the Corporation. The newsletter title, CONNECTED, reflects our mission at Chariton Valley – stay connected to our customers.

The last page of the magazine, is a special section called "Exploring the Valley", which highlights a unique business or destination in our area. The word "Valley" refers to the Chariton River basin in which our service area is situated. Accordingly, "Exploring the Valley" is a literal reference to the service area. Businesses say people come to their establishments because they were featured in CONNECTED and the owners really appreciate the free advertising. The employees featured also say they receive many positive comments indicating that the CONNECTED is not only read but is well received, which truly promotes our company and our communities. When our communities succeed, we succeed.

This award was announced at NTCA's Spring PR & Marketing Conference in Las Vegas and is among the many honors Chariton Valley has earned



Pictured above: Chariton Valley's Corporate Relations Staff (left to right) - Donna Bell, Manager of External Relations; Martina Miller, Communications Specialist and Jim Walker, Director of Corporate Relations.

including the Best Subscriber Communications Program Award in 2007 and the Public Relations Achievement Award in 2008.

The CONNECTED magazine is produced in-house by Chariton Valley's Corporate Relations Department. Jim Walker, Director of Corporate Relations, serves as editor; Donna Bell, Manager of External Relations, is the associate editor and Martina Miller, Communications Specialist, is the feature writer and graphic artist.

Rural Broadband: Essential to Prosperity. Vital to America

High-speed broadband Internet access has become today's essential service, but new government rules being proposed by the Federal Communications Commission (FCC) could impact your access to broadband Internet service. You can help by lending your voice to the debate.

At the onset of telephone service back in the 1950s, the federal government created a universal service policy to ensure that all Americans—including those in rural areas—have access to affordable communications services. The government decided these were essential services that required financial support to build and maintain. As a result, it created something called the Universal Service Fund (USF).

Like many rural companies, Chariton Valley Telephone has been the recipient of USF and invested millions of dollars over the years to build advanced networks to meet the needs of customers. We've done this with the understanding that the government would continue to support our efforts through USF. Without receiving support from the federal government, it would be impossible for us to maintain our existing infrastructure as well as expand our capabilities to meet our customer needs in the future.

Federal support has made it possible for our company to deliver the network that spurs economic opportunity, supports educational options and increases our ability to attract new businesses to our area. If this federal support gets cut, our town and outlying areas could get stuck on the wrong side of the digital divide.

The FCC wants to do away with USF and other financing methods that support rural, high-cost telephone and broadband services. It wants to create something called the Connect America Fund. While this is a good idea to help facilitate the transition to support for increased

broadband services in rural communities, FCC officials need to ensure that they don't destroy the funding that now delivers telecommunications services to the rural areas of America. The current FCC proposal would penalize rural broadband providers such as our company, and put existing affordable, high-quality broadband service for rural areas in serious jeopardy. Also, it would undermine our ability to upgrade that service in the future.

The current USF structure has been a great success story for our country. It has enabled our country to stay connected. It has allowed our company to deliver on the promise of affordable, advanced communications services for rural consumers and business. But the job isn't done.

As consumers, you can make a difference in this debate. Your contact with policy-makers will ensure that the FCC makes the right changes to USF so that rural communities remain connected to the global world and may reap the rewards of an accessible, affordable and sustainable broadband network.

To support this effort, send a letter to your members of congress and the White House by visiting www.saveruralbroadband.org.



Chariton Valley's Award Winning Publications



2011 Summer Festival Re-Cap Highlights from the area community festivals

Each summer Chariton Valley employees take pride in representing Chariton Valley in the local community events. This summer, Chariton Valley employees participated in the Brookfield Summer Fun Days parade, (549-3457) Salisbury Steak Festival parade, Atlanta

Homecoming parade, Bucklin Homecoming parade, Bevier Homecoming parade and the Ethel Harvest Jubilee parade. Chariton Valley employees will also participate in the New Cambria Fall Festival and Old Settler's Reunion parades.



CVTV

Life the way we live it!

Life the way we live it! That simple slogan accurately summarizes CVTV's programming philosophy. Our programs go beyond describing events and activities taking place in north central Missouri; they are the events taking place in our communities and on the farms and fields that surround them. Individuals who appear on CVTV are not actors playing a role, they are people going about their daily routines and their willingness to share a part of their lives with us is what makes CVTV



CVTV's Jim Walker interviewed AFL-CIO President Richard Trumka during the labor leader's visit to the Macon area. Events that affect life in the Valley receive full coverage from CVTV.

programming unique. Most of the individuals that appear on CVTV are from the local area and well known to our viewers. On the occasions when someone of state or national prominence visits our region we turn the cameras in their direction, not so much because of their prominence but more because at that particular time they are having an impact on life in the Valley. A few persons have become regular contributors to CVTV and through their efforts we are able to bring you additional programs about life in rural Missouri. The CVTV programs produced by our volunteer

contributors capture the very best of rural life and rank high on the list of viewers' favorites and we want to recognize a few of them here.

Bob Lockard of Salisbury is a regular on CVTV's "Country Ways" as he assists host Jim Walker with the show's activities. Bob grew up on a horse powered farm in the Armstrong area and has maintained a lifelong interest in draft horses and ponies. He is the coordinator of the pony pull competition at the Missouri State Fair and directs the pony pull events at both the Salisbury Steak Festival and the Sterling Price Days. Bob freely devotes his time to CVTV and his knowledge of draft horses and ponies makes for interesting color commentary when horses are featured on 'Country Ways'. Not all of Bob's contributions are in front of the camera as he often serves as the camera operator. Watch for Bob in CVTV's new season when he and Jim take CVTV's cameras and 'Country Ways' on the road for a visit to area farms that continue to use the power of draft horses to get the work done.



Bob Lockard of Salisbury is a regular on CVTV's 'Country Ways' as he assists host Jim Walker with the show's activities.

Like many young men in rural Missouri, **Colby Dodd** enjoys hunting turkey, deer and other game in the fields and wooded areas near his home



Colby Dodd, from Cairo, is a regular guest on CVTV's 'Chariton Valley Sportsman.' Colby has contributed video of deer and turkey hunts and has CVTV viewers looking forward to more.

in Cairo, Missouri. But in addition to his rifle or bow, Colby also takes along a CVTV camera to record his hunts and shares his adventures on CVTV's "Chariton Valley Sportsman." The 2011 graduate of Cairo High School approached CVTV's Tom Morrow with his ideas for a hunting show and Tom soon had Colby trained in the use of a video camera. The rest is history as Colby has contributed video of deer and turkey hunts and has CVTV viewers looking forward to more.

Among CVTV's first volunteer producers were **Jeanne Marie Fiquet, Lois McQuitty** and **Marilyn Hartung**. Their show "Two Cooks and a Sous Chef" is not only one of CVTV's longest running programs but also one of the most popular. Each month these three delightful ladies keep viewers laughing with their entertaining banter as they prepare another mouth-watering Italian meal. They



Among CVTV's first volunteer producers were Jeanne Marie Fiquet, Lois McQuitty, and Marilyn Hartung. Their show 'Two Cooks and a Sous Chef' is not only one of CVTV's longest running programs but also one of the most popular.

often invite someone from the local area to appear as a guest and to sample the food. The recipes they prepare are available from CVTV. Stay tuned and perhaps you will be the next guest on 'Two Cooks and a Sous Chef'!

Craft shows are always popular and CVTV has several, including everyone's favorite "Scrapbooking with Melanie." Host **Melanie Latamondeer** of Salisbury shares tips and ideas for making your scrapbook unique and exciting. Melanie is a great teacher and regardless of whether you are just getting started or have been scrapbooking for years, you are sure to learn a new technique by tuning in to 'Scrapbooking with Melanie.'



Melanie Latamondeer, from Salisbury, shares tips and ideas for making your scrapbook unique and exciting on CVTV's 'Scrapbooking with Melanie.' Photo Credit: Chariton Valley News Press

CVTV's lineup of shows for next season will include a new independent producer whose work with the American Legion has made him a frequent guest on "This Week in the Valley." **Leighton Reid** of Bucklin will be featured on "Reel Sports with Leighton." Leighton, a Vietnam veteran, is commander of the American Legion post in Bucklin

and retired from a career with the railroad. He is an avid fisherman and will be taking viewers out on the lakes and waterways of north central Missouri as he shares some of his fishing techniques and secrets. When the cold weather of winter returns and you are cooped up in the house, tune in to 'Reel Sports with Leighton' and escape to the warm days of summer when the fish are biting.



Leighton Reid, from Bucklin, is an avid fisherman and will be taking viewers out on the lakes and waterways of north central Missouri as he shares some of his fishing techniques and secrets on 'Reel Sports with Leighton'.

In addition to our independent producers, CVTV also wants to thank Chariton Valley employees who volunteer their time to film events that are happening in our communities. Our thanks and gratitude go out to **Jim Simon, Audra Linebaugh, John Shoemaker, Chris Hayward, Becky Brockman, Maggie Samp** and **Jessica Allspach**.

CVTV is always looking for new programs and producers. If you have an idea for a show or would like to volunteer as an independent producer contact Jim Walker or Donna Bell at 660.395.9600 or cvtv@charitonvalley.com.

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