

# The Endeavor Connection

Volume 2, 2011



**Ralph Cunha**  
President & CEO

Dear Members:

All of us here at Endeavor Communications are extremely active as we continue to make progress with the fiber to the home build in the Cloverdale Exchange. The Board of Directors recently announced a \$1 Million dollar capital credit retirement to be paid in July 2011. Checks will be mailed on July 1. We appreciate those of you who attended the Annual Meeting this year to get an update on the goings on within your cooperative. For those of you who were unable to attend the Annual Meeting, we have made available a shortened version of the video that was shown at the meeting this year on our website. Please take a moment to view the video at [www.weEndeavor.com](http://www.weEndeavor.com).

In previous newsletters, I have discussed the FCC's proposed National Broadband Plan (NBP) and how this may impact your Cooperative. The NBP has moved from a Plan to a Notice of Proposed Rulemaking (NPRM) at the FCC. The NPRM proposes near-term and long-term reforms for both the Universal Service Fund (USF) and Intercarrier Compensation (ICC) cost recovery mechanisms, or revenues, that we currently receive for investing and maintaining our communications networks. Universal Service ensures rural consumers receive communication services that are comparable in quality and price to those received by customers in more densely populated areas that are cheaper to serve. Universal Service has been a success, but the government's efforts to modernize the program could push the cost of broadband internet service out of reach for consumers, limit our ability to provide higher internet speeds, or make it unavailable in our area if we are unable to receive these funds to maintain and upgrade our networks. The communication services we use every day—voice, internet, television, mobile, and texting—all rely on wired networks that our company maintains and upgrades to meet your needs. In March of this year I met with our Congressional staff members in Washington, DC to explain to them firsthand the dramatic affects this will have on our ability to deliver the services our members need now and into the future. Rural consumers like you have the right to receive the same level of communication services, at the same price, as those in the urban areas. Tell federal policy-makers that you support Universal Service, which helps us recover our current and future network investments, and keeps member rates affordable. This newsletter includes the contact information you need to contact your legislators and our website provides additional resources on the National Broadband Plan.

We have seen a lot of our members take advantage of the higher internet speeds we have available. Those members on DSL have the ability to double their internet speed by upgrading to our 3Mbps service. If your service has been converted to fiber optics, you have the capability to receive up to 15Mbps of internet service. So far this year we have converted more than 400 members to fiber in the Cloverdale, Mt. Meridian, and Eminence exchanges, and there are more added each week as we continue the build out. If you have been contacted by one of our Customer Service Representatives to schedule your conversion to the new fiber optics, but have not had the opportunity to get on the schedule, please give us a call so we can get you converted.

We appreciate your continued support and patronage.

On behalf of the Endeavor Communications team,

Ralph W. Cunha  
President and CEO

## In This Issue

- National Broadband Plan Construction Update
- 2011 Scholarship Winners
- Just A Reminder
- 2011 Annual Meeting
- Movies In The Park
- Community Involvement
- Cedric Ray Scholarship Winners
- Featured Businesses
- Mark Your Calendars



# National Broadband Plan

## Don't Let The FCC Limit Your Internet Speed!



### What's Happening in Washington May Impact Your Broadband Internet Service

High speed broadband internet access has become today's essential service. New government rules could impact your access to broadband internet service. Learn how to help ensure access to high-quality, affordable service in the future:

- The Federal Communications Commission (FCC) is proposing to reduce the financial support that is essential to delivering broadband internet services in many high-cost rural areas.
- The proposed new rules threaten the affordability—even availability—of the broadband internet services that community-based providers like ours deliver in rural areas.
- If Endeavor does not receive adequate financial support to recover our investment in existing networks and to enable reasonable future network upgrades, consumer rates could go up or service quality could suffer.

In the global economy, rural communities need access to quality, high speed broadband for business, education, healthcare and public safety. The FCC plan proposes speeds 25 times slower in rural areas than in urban areas. Why does the FCC plan make rural consumers second class citizens?

Don't let the FCC keep rural communities on the slow side of the broadband digital divide. Contact your congressional representatives and urge them to support regulatory action that ensures equal access to broadband services for all Americans.

#### To contact your representatives via the web:

<https://writerep.house.gov/writerep/welcome.shtml> (The website will prompt you for your town zip code + 4 digit.)

#### CONGRESSIONAL REPRESENTATIVE CONTACTS:

**Larry Bucshon - 812.232.0523** – Serving Parke, Putnam, Clay and Owen County residents.

**Todd Rokita - 317.838.0404** – Serving Hendricks, Morgan and Putnam County residents.

**Dan Burton - 317.846.7306** – Serving Tipton and Hamilton County residents.

#### SENATOR CONTACTS:

**Senator Richard Lugar - 317.226.5555** – Serves all of Indiana.

**Senator Dan Coats - 317.554.0750** – Serves all of Indiana.

## Construction Update

*Endeavor Construction Team*

Our construction team is back at work on the fiber to the home project. With the weather's cooperation, we have returned to finish the Cloverdale exchange. If you are in the 795 exchange, an engineering member will be contacting you to determine where the fiber drop up to your home will be placed. Then a Customer Service Representative will call you to schedule your rewire. You will then have clearer phone calls, faster internet speed and be able to receive our digital television service!

While we're completing this construction, please help us keep the roads safe by slowing down when you see our trucks and construction crews working. Thanks for your patience and support!



# 2011 Scholarship Winners

## FRS Youth Tour

We would like to congratulate Emma Young and Jenna Geier for being selected to participate in the FRS Youth Tour trip to Washington D.C. Endeavor was able to sponsor these two students on a four day, all expenses paid trip. They joined other high school students from all over the nation to take a tour of several historical monuments, visit the Smithsonian Museums, learn about the telecommunications industry and meet with their Congressman.



## Cedric Ray Memorial Scholarship

Endeavor once again awarded 12 high school seniors each a \$1,000 Cedric Ray Memorial Scholarship. Every year high school seniors who are dependents or children of a residential Endeavor member are urged to apply for the Cedric Ray Memorial Scholarship. We wish all of our graduating students good luck in their future endeavors.

Refer to page 6 of the newsletter for all the scholarship recipient names, family information as well as their educational goals.



*Just a Reminder!*

## Capital Credits

Can you believe July is almost here! That may mean 4-H fairs and vacations to some of you; here at Endeavor that means Capital Credits. The Board of Directors has approved a payout of \$1,000,000. If you were a member in 2000, you will be receiving a check in the mail after July 1, 2011.

If you have changed your name or address since 1999 and have not been receiving your checks for previous years, you will need to fill out an Unclaimed Capital Credit form. This is available on our website at [www.weEndeavor.com](http://www.weEndeavor.com) or by calling Customer Service at **1.800.922.6677**. Claim forms must be received in the office of the Corporation at **2 S. West Street, Cloverdale, IN 46120**, by **July 15, 2011**.

## Directory Listings

It is already time again to start work on our next phone directory (phone book). If you are interested in advertising in our yellow pages (either in the book, or online), please contact our office. Any changes that need to be made to your white page or yellow page listings need to be done by **August 3, 2011** by calling customer service at **1.800.922.6677**. The new directory will be published in December.

*2010 Endeavor Communications Telephone Directory*



# 2011 Endeavor Annual Meeting

Thank you to all of our members who joined us for our Annual Meeting April 9, 2011 at South Putnam Jr./Sr. High School. This year's theme was "Growing technology, Enriching lives." Over 700 members and their guests joined us for a wonderful dinner catered by the Putnam Inn. They also enjoyed entertainment by local singer Jodi Buis, and the presentation of colors by Boy Scout Troop #93.

Our video this year gave a short update of this past year, including updates on our fiber project and how the cooperative generates funds. There is a shorter version of the video posted on our website for those of you that missed it or would like to see it again at [www.weEndeavor.com](http://www.weEndeavor.com). We would especially like to thank all of our members that participated in the video for their kind words about our Cooperative.

As the meeting got under way, the youngest in attendance were treated to their own program. They could make posters, magnifying glasses, enjoy some special treats, and take in a movie.

We would also like to thank Hilltop Orchids for donating the beautiful flowers to decorate our stage. At the end of the evening, we drew names and some very lucky members were able to take them home. Several members won prizes such as free internet service, calling features and the grand prize of a Dell Laptop, complete with wireless printer. All members in attendance received a gift bag that included a gardening tool kit complete with seeds, all packed in a reusable grocery tote.



*Kevin & Penny Dulin,  
grand prize winners of a  
Dell Laptop and  
wireless printer at the  
2011 Annual Meeting*



**Come join us with your  
family & friends!**

**Atlanta, IN**  
**Movies  
in the 2011  
Park**



Hey Atlanta members, get ready for another Movie in the Park. Join us on **August 13, 2011** at Dolles Park to watch the movie **Furry Vengeance**. As always there will be concessions available from the Women's League and we will have lots of goodies to give away. So grab your lawn chairs and blankets, and join us for a **FREE** night out!

Please call **1.800.922.6677** for more information or visit our website at [www.weEndeavor.com](http://www.weEndeavor.com) (in the event of rain, please call our office after noon on the day of the event to hear a message about the status of the event.)

**NO ALCOHOLIC BEVERAGES PERMITTED**



# Serving Our Communities

## County Fairs

This year we will be participating in eight different county fairs! Sponsoring community events are just a small way to show our appreciation for all the hard work of the 4-H participants and their parents. Look for us and all of the giveaways we will have for our members. We can't wait to see you there!

Good luck to all of our 4-Hers!



Clay County	July 15 - July 22
Tipton County	July 15 - July 20
Owen County	July 16 - July 23
Hamilton County	July 14 - July 19
Hendricks County	July 17 - July 23
Putnam County	July 22 - July 30
Parke County	July 23 - July 30
Morgan County	July 29 - August 6

## Read Across America

This year we were able to celebrate Read Across America with sixteen elementary schools. Read Across America is in honor of Dr. Seuss' Birthday. He continues to inspire children to read, and shows them how fun learning can be. Not to mention how fun it is for us! The schools received books, games, and puzzles to help promote literacy to our youngest generation.

*Sarah Trammell, Endeavor PR Coordinator with Nita Houck, Librarian at Reelsville Elementary School*



## Community Classes

So far this year we have hosted two more **FREE** community classes. Both classes covered the basics of the internet, such as paying your bill online, surfing the internet, using the toolbars, creating your favorites and sending e-mail. Each class ended with a question/answer session.

Have a class you would like to see us offer? We would love your suggestions. Please contact **Sarah Trammell** at [stammell@weEndeavor.com](mailto:stammell@weEndeavor.com) or by calling **1.800.922.6677**.

*Endeavor members attending the 2011 Community Class on Internet 101*



# 2011 Cedric Ray Memorial Scholarship Winners



## **Christopher Dale Arnold**

Cloverdale High School  
Son of Tim & Cheryl Arnold  
Higher Education: Franklin College  
Career Goals: Athletic Training



## **Katherine Renee Richhart**

Monrovia High School  
Daughter of Donald & Patty Richhart  
Higher Education: Indiana University  
Career Goals: Physical Therapy or Dental Hygiene



## **Andrew Lee Feutz**

Eminence High School  
Son of Jeffrey & Kris Feutz  
Higher Education: Indiana State University  
Career Goals: Business Management



## **Ethan Earl Stevenson**

Northview High School  
Son of Alan & Betsy Stevenson  
Higher Education: Vincennes University  
Career Goals: Agricultural Economics



## **Carly Nadine Gemmecke**

Monrovia High School  
Daughter of Terry & Judith Gemmecke  
Higher Education: Ball State University  
Career Goals: Business



## **Abby Christine Toole**

Cascade High School  
Daughter of Michael & Lisa Toole  
Higher Education: Franklin College  
Career Goals: Secondary Education with a double in Mathematics



## **Dustin Michael Kellum**

Clay City Jr./Sr. High School  
Son of Michael & Cheri Kellum  
Higher Education: Indiana State University  
Career Goals: Computer Engineering



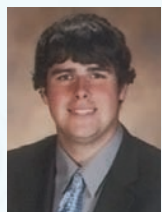
## **Robbie K Urton**

South Putnam Jr./Sr. High School  
Daughter of Brent & Kelly Urton  
Higher Education: Trine University  
Career Goals: Forensic Science



## **Michael Martin Matthews**

Cloverdale High School  
Son of Janet Matthews and Rick Matthews  
Higher Education: Indiana University  
Career Goals: Marketing



## **Jordan Wayne Van Horn**

Northview High School  
Son of Terry & Laura Van Horn  
Higher Education: Indiana State University  
Career Goals: Art Education



## **Anthony Robert Patrick**

Indiana School for the Blind  
Son of Larry & Donna Patrick  
Higher Education: Wesleyan University  
Career Goals: Music Teacher



## **David Stephen West**

Monrovia High School  
Son of Stephen & Dianne West  
Higher Education: Purdue University  
Career Goals: Computer Hardware Engineer

# Featured Businesses

## Hilltop Orchids, Inc.

Hilltop Orchids, Inc., was established in 1991 and is owned and operated by Dick and Sandy Wells. The Hilltop greenhouse includes a laboratory facility covering nearly an acre and is full of a large variety of orchids for sale to the general public. The greenhouse is located at **1151 E. County Road, 800 S., Cloverdale, IN**. Store hours are **Monday to Friday, 9 a.m. to 4 p.m. and Saturdays, 9 a.m. to 1 p.m.**

Please contact Hilltop Orchids for an appointment or if you have any questions. Call **765.795.6016**, fax **765.795.4066** or visit us online at [www.hilltoporchids.com](http://www.hilltoporchids.com).



**10% Off** Your entire purchase  
Expires August 1, 2011



## Fair & Square Construction, LLC.

Fair and Square Construction is your local roofing contractor in West-Central Indiana. Also providing services such as room additions, brickwork, siding, windows, remodeling, 6-inch seamless guttering, solar panel and wind turbine installation.

We pride ourselves on quality, honesty, affordability and an experienced crew in order to get the job done right. Contact owner **Rob Langdon** at **812.821.0526 (cell)**, **812.986.2086 (fax)** for all of your home improvement needs or check out our references at [www.fairandsquareconstruction.net](http://www.fairandsquareconstruction.net).

**ROOFING • SIDING • WINDOWS**  
*Robert Langdon*  
**FAIR & SQUARE CONSTRUCTION**  
Cell: (812) 821-0526  
[www.fairandsquareconstruction.net](http://www.fairandsquareconstruction.net)  
**6" SEAMLESS GUTTERS**

**IF IT'S NOT SQUARE, IT'S NOT FAIR!**



## Craft-E-Family

Craft-E-Family is a company that makes and sells wooden keepsakes, many of which are personalized. We offer gift items for almost all occasions as well as custom-made items. We sell all of our products through our website and ship all over the world. Our most popular item is our Personalized Baby Block. The price starts at \$15.50 a block and shipping is free. Most items are shipped within 1-2 days. We can be reached at **1.866.996.2124** or visit us at [www.craftefamily.com](http://www.craftefamily.com) to view all our products.

**CRAFT-E-FAMILY**  
For fun & creative gift ideas call  
**1.866.996.2124**  
**317-996-2124**  
[www.craftefamily.com](http://www.craftefamily.com)

If you are interested in listing your business in the Featured Business section, call Jim Pritchard (Business Sales Representative) at 765.795.4261 or Toll-Free 1.800.922.6677.





2 S. West Street • P.O. Box 237  
Cloverdale, IN 46120  
Voice: 765.795.4261 • 1.800.922.6677  
Fax: 765.795.6599  
www.weEndeavor.com

**Prsrt Std**  
U.S. Postage  
**PAID**  
Permit No. 237  
Cloverdale, IN  
46120

## Mark Your Calendars

### County Fairs

Clay County	July 15 - July 22
Tipton County	July 15 - July 20
Owen County	July 16 - July 23
Hamilton County	July 14 - July 19
Hendricks County	July 17 - July 23
Putnam County	July 22 - July 30
Parke County	July 23 - July 30
Morgan County	July 29 - August 6

### Movies In The Park - Atlanta, IN

Dolles Park  
August 13, 2011  
The movie begins at dusk. (Weather dependant)

### Monrovia Festival

September 9 - 11, 2011

### Community Classes

T.B.A.