

Spring 2007

Food Drive Huge Success

XIT Wireless customers contributed 840 food items during the February and March canned food drive. The drive was held at each of XIT's Customer Care Centers located in Dalhart, Dumas, Hereford and Stratford. The food collected was donated to organizations in the participating towns who provide food and help to the less fortunate in those locations. XIT would like to thank all our customer who took the time and effort to make the drive a success.



Duchess Saavedra, Mandy Rysavy and Gretchen Hales with food to be donated to the Good Samaritan Christian Services of Dalhart.



Above Julie Green at the Hereford store displays food to be donated to the Hereford Food Pantry.

John Haltom from the Dumas Food Pantry accepts the collected food from Eloise Hass at the Dumas store.



FRS Youth Tour Winner

XIT is proud to announce that Dalhart High School junior, Kayla Carson, was recently selected to represent XIT in the 2007 Foundation for Rural Service Youth Tour. Miss Carson is the daughter of Kirk Carson and April Carson. As the winner of the FRS Tour, XIT will provide Kayla with an all expense paid trip to Washington, D.C. This year's tour will be held from Saturday, June 2nd through Wednesday, June 6th.

Last year, 108 students from around the country attended the four-day tour, which is designed to allow the participants to see some of our country's most historic sites and to educate them about the rural telecommunications industry. Some of the places Kayla is expected to visit are the National Zoo, the Smithsonian Museums, the Vietnam Veterans Memorial, the World War II Memorial, Mount Vernon, and more! She'll also travel to the U.S. Capitol and attend educational sessions focusing on rural telecommunications.



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XIT's Mission Statement

To provide high quality telecommunication services at the lowest possible cost to its customers.

Hereford Cablevision Moves to XIT Customer Care Center

XIT has moved the Hereford Cablevision facilities and staff into the XIT Customer Care Center located at 809 South 25 Mile Avenue in Hereford, Texas. The consolidation will allow XIT to service both its wireless and cable customers in a more efficient manner. Customers can come in and discuss all their communications and entertainment needs at the same



time. They can use the convenient drive up window to pay their consolidated wireless and cable bill, and for those Hereford customers who only have wireless

or cable service, it will allow them to see XIT's other offerings.

All cable and wireless personnel have undergone cross-training so any XIT employee can help our Hereford customers with any of their needs. The newly remodeled customer care center on 25 Mile Avenue is conveniently located to all Hereford residents.



Time For Directory Advertising

Sales are under way for this year's yellow and white page advertising in the ninth edition of the XIT Communications' Regional Directory. It's the easiest way to let customers know what you do, where you are located, when you are open and how to get in touch with your business.

If you are interested in advertising in the directory that targets the area where your customers do business, call the XIT Marketing Department at 384-3311 or 1-800-232-3312 and set up a time to discuss all your advertising options in the new directory.

The deadline to advertise in the White Pages is May 4, 2007 and May 25, 2007 for any Yellow Page advertising. Call today to be included in the 2007 XIT directory.



XIT Communications Regional Directory

With the features offered in the XIT directory, you no longer need to carry multiple directories. Everything you want is located in one, convenient, and easy to use location.

Convenient Size • Large Print on Quality White Paper

Extensive Government Section • Amarillo/Canyon Listings

Numerical Listing Section • City Maps • Yellow & White Page Advertising



Spotlight on!

Cory Bailey



Cory Bailey grew up in Hartley, Texas. When he was about six, his family bought an old house on the edge of town. The Baileys worked on remodeling that old house until Cory was a grown man. Because of his young age, Cory's first job was pulling nails out of the salvaged boards his dad was going to use for siding. As he grew up, he was taught or figured out himself a lot more about

working on houses, sprinkler systems and old tractors. There was always some project to work on after school.

When Cory was a kid, there were lots of animals around the Bailey place. He joined 4-H and learned to raise pigs and take care of the horses he loved to ride.

Hartley has an excellent school sys-



Cory and Pat Gilliam at the the Stratford ISD, January 21, 1998. Superintendent Vernon Paul, behind Pat, made the first call from Stratford to Congressman Larry Combest on XIT Communications' new telephone system that day.

tem. Cory received a good education and enjoyed going to school there. In high school, he even played a little basketball and entered the antique tractors he had rebuilt in tractor pulls.

As Cory talks about growing up in Hartley and working with his family on that old house, you can see a gentle smile spread across his face. It brings back memories of good times.

In 1997, Cory graduated from high school and two days later started to work for the XIT Rural Telephone Cooperative.

What started out as a summer job has become his vocation ten years later.

Cory started working for XIT in rural construction with Rick Heiskell, Construction Foreman. This early work for the cooperative members, along with what he learned as a young man at home, helped formulate Cory's beliefs and work ethics. They remain a part of everything he thinks and the way he addresses every job he starts today.

Cory tries to put himself in the shoes of the customer or rural member and figure what he would expect in the way of service. He said, "The person paying the money deserves the best service possible." He believes that if he does the best job he can for that customer, the customer will always be happy. He also knows he will only have to do the job once, because he did it right the first time.

In 1999, Cory jumped at the opportunity to learn how to operate the bucket truck and help with the new CLEC build out in Dalhart. Cory started doing aerial drops to customers' houses. As time went on, he learned everything he could about installing telephone service.

In 2002, he went for instruction in Florida to learn about business key systems. This training allowed Cory to start helping with business installations and let him work with XIT's business customers.

In 2004, Cory became a Senior Installation Repair Technician. Next he worked with Pat Gilliam, CATV Head End Technician, learning as much as he could about XIT's digital cable TV system. Cory has tried to learn the telephone, Internet and cable TV



Cory working in XIT's Dalhart High School Site May 2001.



This photo of Rusty Hammett and Cory appeared in the 2nd Issue of "XIT Connections," Spring 1999, in an article on the new build out of Dalhart.

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business inside and out. Whatever the job, he likes to think everything through and figure out how to fix it himself, but he is always ready to learn more about his chosen profession from anyone who has the time to show him.

About the time Cory started working with the bucket truck, he met Shelley Ellis. People kept telling him they knew this girl he should meet. A good friend of his worked with her and tried to get them together. He had met Shelley's sister, and she thought Cory would like Shelley, but somehow it just never worked out. Cory, finally, saw Shelley working at McDonalds and was impressed with her work ethic. One evening he was driving around town and saw some friends who talked him into waiting a few minutes until Shelley could get there. They started talking, wound up at Mazzio's eating pizza and have been together ever since.

Shelley grew up liking the country life. She remembers how much fun it was riding in her daddy's lap as he drove the tractor. Her daddy was a farm hand and her mother was a postal worker.

Shelley went to Dalhart High School. Her favorite class was band. She played the clarinet and remembers when they went to Austin to march in the inaugural parade when George Bush was elected governor.

Shelley was raised much like Cory, and "old fashion" values were important



Cory working in the head end. The head end is where XIT receives the video signal for all the channels broadcast on XITv.

her parents and ask if he could take Shelley to eat in Amarillo, her daddy was in the kitchen peeling potatoes with a big kitchen knife. Her dad stood 6'2" tall, weighed 250 pounds and made quite an impression on young Cory. It was several months later that Shelley's dad finally told Cory he could stop calling him sir every time Cory opened his mouth. Shelley's mother was only 5'3" but Cory said it didn't take long before he learned to be more afraid of her than he ever was of her dad.

In August of 2000, Shelley and Cory were married. They have had a good life in Dalhart. Cory said, "It just keeps getting better, especially since the birth of Addison. We're very blessed."

In 2004, all those years of work on his parents' house paid off big time. They bought their own fixer upper and have been working since then remodeling it. A lot of work has already gone into their



Cory and Trena Howell, Sales and Customer Relations Rep., working on a business key system order.

home, but they still have a lot more to do before they are finished. Cory said, "A marriage that survives a remodel is a strong one. So far mine is holding on." Shelley just grinned at him.

A few years ago, Cory's parents moved to McLean, Texas and Shelley lost both of her parents in December 2003 in a tragic accident. The only family they have left in the Dalhart area is Shelley's aunt and Cory's grandmother. Two years ago they had to put Cory's grandmother in the nursing home. Visiting and taking care of her takes time, but they don't mind. Family was always important, but the events of the past few years just emphasizes to Cory and Shelley that family is the most important thing in life for them. For that reason, most of their vacations are to family reunions or visiting relatives.

Cory is a man who embodies those "old fashion" values. He respects the wishes of his elders, he opens doors for ladies. He takes care of his wife, daughter and grandmother. And he takes care of XIT's customers. We're all pretty lucky to have Cory around.



Cory at home with Shelley and Addison. In the background you can see the painting, wall paper and some of the detailed wood work they have accomplished on their little fixer upper.

to her and her family. Her parents expected to meet any boy before he took her on a date. When Cory went to meet



XIT TECH TIPS

from guest columnist
Eric Spellmann

How Search Engines Work

A while back, I covered one of two ways to search the Internet: the hierarchal, or directory search. The more popular way for people to find what they want, however is keyword searching. We will examine the differences, similarities, and last, but not least, my personal preference.

Keyword searching came about as a result of a couple of frustrated college students. Back in the early 90's, only universities and colleges had access to the Internet. Carnegie Mellon University was one of the first institutions to give students access. Two of these college students were very frustrated by having to type long cryptic web addresses to get wherever they wanted to go. There had to be an easier way.

One day, they approached one of the professors in the computing lab, and asked a strange question. They wanted to know if they could "borrow" the school's mainframe computer from midnight to 5 a.m. the next day. After explaining the nature of the research they were going to perform to the professor, he agreed, and the students got to work.

They started by programming the massive computer to start at one Internet web page. The computer would index (or make a list of) every word on that page and then follow every link. They nicknamed this program a "spider-bot", a spider robot, because it crawled around the World Wide Web, gobbling up every word on every website it came across.

By morning, the two students were amazed to discover that their program had indexed, to the word, 93% of the entire World Wide Web. Well, it didn't take them long to realize the potential commercial uses of this technology. They quit college, and went off to start their own company. It's name, Lycos, is Latin for "wolf spider." Today, they are overshadowed by Google, but they continue to be an Internet player. In fact, you can find some great free online games at their site. Their address is <http://lycos.com>.

Eric Spellmann is the Owner and President of Spellmann & Associates, a technology company offering employee training, website design, PC repair, and network maintenance. He is a featured speaker at a number of state and national technology conferences and writes a syndicated column in fourteen newspapers. In addition, he produces a weekly television segment for his local ABC affiliate. To contact him, visit his website, <http://www.EricSpellmann.com>

New Billboard Says It All



Get Connected and Save With XIT's Bundled Services

Local and Long Distance Phone

High Speed Internet

Digital Cable Television

Don't Forget! We Have Wireless Rate Plans Starting at \$29.95!

www.xit.net | 1024 Tennessee Ave

Residents of Boys Ranch, Channing, Dalhart, Hartley and Stratford can score big savings when they bundle their phone, Internet and cable TV services with XIT.

is a quarterly publication for **XIT Rural Telephone Cooperative, Inc.** members, **XIT Communications** and **XIT Wireless** customers.

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Most Popular Phone Ever

Heralded as the world's most popular mobile phone, Motorola's RAZR has turned into the "must have" phone for Americans on-the-go.

Introduced in 2004, the mobile handset's radical and revolutionary design has redefined consumers' expectations for how a wireless phone should look and feel.

Measuring just 13.9mm, this ultra-thin camera phone has been described as Ultra-Sleek, Super-Chic and "Wickedly Cool". The unique size of the RAZR allows for a larger viewing screen. Users who need access to the Internet or view lots of data will appreciate this feature. The larger screen is just one aspect of the well thought out technology and functionality of this exceptionally thin communication device.

The RAZR started out as a status symbol. It has appeared in the hands of numerous celebrities and on the pages of nearly every fashion magazine in print. Motorola even introduced the special-edi-



tion RAZR in black at the 77th Annual Academy Awards in early 2005.

Now upgraded and available in a number of colors to anyone who wants one, the RAZR shows no decline in popularity. Today's mobile phones have a fairly short span of usability. New features, changes in style and size make most phones obsolete in a fairly short time frame, but there seems to be no end-of-life in view for the RAZR. In fact, on July 18, 2006 Motorola announced it had shipped the 50 millionth RAZR. The phone continues to sell at the tune of over 12 million phones quarterly, making it the most popular phone of any kind ever produced.

XIT has the RAZR in silver, black, pink and cosmic blue. They are in stock and come with great prices.

Drop by any of our Customer Care Centers to see for yourself why this "must have" phone has become so popular.

FRS Tour *Continued from Page 1*

In Kayla's winning essay, which described a day in her life without a telephone, she sums things up by saying, "This would be my life without a phone: Anything left at home or that needed to be finished while I'm at school is not going to be completed! My appointments are not going to be made, and I would spend the

whole day stressing over everything I know that needs to be done. Let's face it, life would be miserable, stressful, hectic, different, dull, boring, nerve racking, disappointing and completely out of the ordinary from what my usual daily life is like!" Wow! We hope she never has to experience a day like that.

Congratulations, Kayla, be sure to take lots of pictures on your trip and make sure you pack your phone.