

The Time for GSM is Now!

Towers, towers and more towers. It's all about signal strength and coverage. XIT Wireless is committed to providing our customers with the best reception possible. We think now is the time for most of our TDMA customers to consider converting over to XIT's new GSM wireless service. There are now thirty-seven GSM towers up and running in our 7,500 square-mile Home Calling Area. That's fourteen more towers in GSM service than we have for our old TDMA coverage. Other towers are scheduled for completion in the near future.

Signal strength is only one of many factors governing the ability of your wireless phone to receive or make a call. Coverage may be affected by such things as terrain, weather, foliage, buildings and customer equipment. Even the way you hold your phone might suppress the signal. In most instances, you'll be pleasantly surprised with the service, clarity and features all the new GSM phones offer.

If you travel a lot, a new GSM wireless phone that accepts an external antenna will lock on to and hold a signal much longer. Car kits and cradles help with signal strength and offer the added advantage of hands-free talking. New bluetooth technology allows the use of headsets and hands-free talking without the hassle of wires. From cameras to built in FM radios and mp3 music players, the



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FRS Youth Tour Winner Selected ...



Evan Haile, the seventeen-year-old daughter of Jack and Barbara Haile, of Stratford, Texas, was recently selected as the recipient of XIT's 2006 FRS Youth Tour. This year's tour will be held from Saturday, June 3 to Wednesday, June 7.

Rural students from across the United States will travel to Washington, D.C. for a four-day tour of some of the most historical sites in the nation. While there, the students will learn about the Telecommunications Industry, as well as the regulatory and legislative processes. Educational sessions on these topics are greatly enhanced by site visits to the U.S. Capitol and the U.S. Department of Agriculture, in addition to meetings with industry leaders and members of Congress.

The students also are given ample time to explore the Nation's Capital and its many attractions. While there, the group will visit such sites as the Lincoln and Jefferson Memorials; The Korean, Vietnam and new World War II Memorials; Mount Vernon, home of George Washington; the Smithsonian Museums; and, much more.

Evan's essay was entitled **God Bless the Technological Revolution**, in which she wrote...

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XIT's Mission Statement

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



2006 Directory Advertising Now Available

The easiest way to let customers know what you do, where you are located, what your hours are and how to get in touch with your business, is to advertise in the XIT Communications Regional Directory.

Sales are under way for this year's yellow and white page advertising in the eighth edition of the XIT Communications Regional Directory. 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.

Over 20,000 copies will be distributed to the surrounding areas.

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

XIT Communications Regional Directory

Convenient Size

Large Print on Quality White Paper

Extensive Government Section

Amarillo/Canyon Listings

Numerical Listing Section

City Maps

Yellow & White Page Advertising

The deadline to advertise in the White Pages is May 5, 2006. And, May 26, 2006 is the deadline for any Yellow Page advertising. Call today to be included in the 2006 XIT directory.

FRS Youth Tour Winner *Continued from Page 1*

In this ever-changing age of newer, faster, and more expensive machinery, I find it difficult to imagine a day without fancy cell phones and instant messaging. Even now, dial-up Internet may soon become a thing of the past. With all these new-fangled gadgets, we forget what life was like before the Technological Revolution. My life, without any of these wonderful methods of communication, especially the telephone, would simply cease. I greatly admire Alexander Graham Bell for his amazing invention, not just because he pioneered a new way of communicating, but because the telephone saves me time, effort, and gas money.

It was clear throughout Evan's essay that she truly enjoys technology and the conveniences it provides. She concluded her essay by stating ...

The might of human interaction has definitely proved itself during the past two centuries. We have invented new ways to talk to each other and continue thinking of more every day. Hopefully, we can remember what life was like before these innovations and be thankful that we don't have to live without them.

Evan plans to attend either Texas Tech University or TCU and major in either English or Theater with a minor in Psychology. She would like to study abroad. In her spare time, she enjoys writing poetry, acting, scrap-booking, reading and playing music.

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new GSM phones offer a wide range of features not available to customers still using TDMA phones.

Come in soon and see all the new GSM wireless phones XIT has to offer. Be

sure to let your XIT Customer Service Representative know where and how you plan to use your phone most of the time. With this information they can make recommendations and suggestions about the new GSM phones, equipment and rate plans that will help make your wireless experience more enjoyable.



Spotlight on!

Thomas Frank Baskin, III



In December, 1972, the XIT Rural Telephone Cooperative, Inc. moved to its first separate headquarters and warehouse facilities at 317 Rock Island, in Dalhart, Texas. Two months later, in February of 1973, T.F. (Tommy) Baskin, III was elected as XIT Director for District III, Sherman County.

Almost from the moment XIT Rural separated its offices from Rita Blanca Electric Cooperative, Tommy Baskin has been on the Board of Directors working to make sure rural ranchers and farmers in the northwest Texas Panhandle receive high quality telecommunications services at the lowest possible cost. Tommy's long term involvement with XIT, as a board member, has allowed every general manager except Glynn C. Scott, who died less than three years after the Cooperative was chartered, the privilege of working with him. All the general managers, R. L. Elliott, Jr., Thomas A. Hyer, Jimmy R. White and Darrell F. Dennis learned very quickly to rely on Tommy's guidance and experience.

During his first term on the XIT Rural Board of Directors, all exchanges were converted to single-party service and XIT buried the majority of its plant replacing the open-wire lines. The three central offices were upgraded and four new exchanges were built: Bunkerhill and Middlewater in Dallam and Hartley counties, and Lautz and Stevens in Sherman County. By 1976, over 400 miles of aerial telephone wire were retired and replaced with buried cable.

At a special meeting in January, 1975, Tommy, along with the rest of the board, decided to purchase eight acres of land and a steel building from Circle Rite Irrigation, Inc. on Hwy. 87 North for a new headquarters. XIT employees began the remodeling process. Mr. Jimmy R. White accepted the position of manager, effective June 30, 1975. In January, 1976, XIT Rural Telephone Cooperative employees moved into their newly remodeled headquarters building. XIT headquarters is still at that same location today.

On February 18, 1976, XIT Rural celebrated its Silver Anniversary. At that annual meeting, Tommy was up for the first of many reelections. On March 8, 2006, Tommy was re-elected again for another 3-year term.

As you can see from Tommy's first term, growth and change are the only constants in this industry of which he has chosen to be a part. During the next three decades, Tommy's work on the Board of Directors has helped the rural Cooperative attain a level of service equal to or exceeding what is available in most metropolitan areas.

In 1986, XIT became involved in cellular service. When the license went to lottery, XIT applied for and secured the license for Texas RSA-1. This area includes the northwest Texas Panhandle counties of Dallam, Hartley, Sherman, Moore, Oldham and Deaf Smith.



In the early '90s, Tommy promoted XIT Cellular at the Stratford Fair to his friend, Herb Folsom, by showing him the features of a hand held phone. You got it, Tommy was always right there supporting XIT at fair booths and parades. He is always cheering us on.

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In May of 1988, the board formed its first Marketing Committee. Tommy was selected to chair the committee. He also served on the Wage and Salary Committee, Ethics, Futures and Finance Committees for the Cooperative. That year, the Cooperative formed a wholly-owned subsidiary, XIT Telecommunications & Technology, Inc. (XT&T). The new company placed a fiber optic cable from Amarillo, Texas to the Texas-Oklahoma state line and leased capacity to other carriers, in addition to providing fiber quality long distance connections to XIT Rural's system. Today, XT&T services include, fiber, wireless, dial-up and high speed DSL Internet, paging, long distance, and Competitive Local Exchange Carrier services (CLEC). The CLEC services for residential and business telephone and TV cable service in Dalhart, Stratford, Hartley, Channing and Boys Ranch are provided through XIT Communications, part of XT&T.

From March 1990 to March 1992, Tommy was secretary-treasurer for the XIT board. In June of 1990, XIT Cellular (TX RSA 1), was the second of 22 rural service areas in Texas to go on line with cellular service. From the very beginning, when XIT offered the only mobile service available in the area, to the present, XIT has been driven by men like Tommy, to provide the best service possible. Today, XIT Wireless offers the latest in GSM technology, more towers for better reception and new rate plans with all the features and minutes to fit anyone's needs.

From March 1992 until March 2001, Tommy served as president of the Board of Directors for XIT. During that time, XITNET was organized to provide customers in the Dallam, Hartley, Sherman and Moore Counties with local access to the Internet, and XIT began offering pager and long distance service.

In 1998, XIT Communications became the first CLEC to offer service in the state of Texas by



Tommy Baskin delivers his presidential address to XIT Rural members at the annual meeting, which is held in March each year.

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Sports,
Special Events &
Movies,
Movies, Movies!

XITv

Fun with
Dick & Jane

JODIE FOSTER
FLIGHTPLAN

Harry Potter
AND THE CHAMBER OF SECRETS

Nicolas Cage
The Weather Man

KING OF THE HILL

CHICKEN LITTLE

YOURS MINE & OURS

The **SQUID** and the **WHALE**

iN DEMAND SM
PAY-PER-VIEW

**Channels
125 through 131**

**So What Are You
Doing Tonight?**

introducing service in the cities of Dalhart and Stratford. Tommy was instrumental in this major undertaking, and present for the first call on the new Dalhart system. The call was made by Bob Clay, co-publisher of the Dalhart Texan Newspaper to Senator Teel Bivins on January 19, 1998.



On January 21, 1998, XIT Board President, Tommy Baskin, and Stratford ISD Superintendent, Vernon Paul, make the First Call to Congressman, Larry Combest, on XIT Communications' new telephone system in Stratford, Texas.

Tommy received a twenty-five year service award from the National Telephone Cooperative Association in 1999 for his dedication and hard work. That same summer, XIT published its first edition of the XIT Communications' Regional Telephone Directory. XIT is currently working on the eighth edition for 2006.

During May, 2000, the XIT Rural Educational Program awarded the first scholarships to children of rural members. The program is now in its seventh year with 37 scholarships given out to date.

By the spring of 2000, so much had been accomplished or set in motion at XIT, things that would not have been possible without a loyal customer base. At the Annual Meeting, talking about these customers, Tommy said, "They are valuable to us, and our policy is to give everyone the same quality service." The Board of Directors wanted to thank those loyal customers, so Customer Appreciation Dinners were hosted by XIT in Dalhart, Stratford, Dumas and Hereford during the spring and summer of that year.

On March 14, 2001 Tommy saw XIT Rural Telephone Cooperative, Inc. celebrate its 50th Anniversary. And, in April, the long anticipated launch of XITv Cable TV offering 88 channels of digital entertainment was a reality. High speed Internet was also offered to Dalhart and Stratford customers that year.

In January of 2003, XIT finished a major rural construction upgrade allowing

high speed Internet service and better voice service to the rural areas. On September 26, of that year, Tommy received his 30-year service award from XIT.

By mid-year 2004, phone, TV and Internet service was available in the towns of Hartley and Channing, and in December XIT's new GSM Wireless service was rolled out.

In the spring of 2005, XIT started offering the same CLEC services available in Channing and Hartley to Boys Ranch.

This year, XIT continues to improve the GSM wireless service, add new towers and make it convenient and easy for customers on the old TDMA service to convert to GSM. Tommy was also elected to his eleventh straight term on the Board of Directors.

And, so it goes, with XIT and with Tommy Baskin, III. He has been here in the middle of it helping and pushing when necessary.

While devoting over thirty-three years to XIT, he also found time to enjoy a full life.

Tommy was born July 21, 1926 and grew up on the family farm. They say, Tommy played a pretty good game of football in his high school days. There was no school bus in Stratford at the time, so he lived with his aunt and uncle in Tucumcari, New Mexico from 1940 to 1944. After graduating from high school, he spent the next two years in the Navy as a radioman and combatant.

Tommy always had a great love for the soil. He left the Navy and returned to his grandfather's farm in the Lautz Com-



In May of 1998, Tommy and Mattie Baskin celebrated their Golden Wedding Anniversary. The celebration this year will be for fifty-eight years.

munity near Stratford, Texas. It has been in the family since 1902. There, Tommy's dream of becoming a farmer became a

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Tommy Baskin *Continued from Page 5*

reality. He learned about farming by reading the latest literature on farming methods and attending as many seminars as possible. The family farm and ranching operation started as a partnership with his dad in 1946. His son, Steve, became part of the family operation in 1974 after receiving a degree in Animal Science from Texas A&M. In 1977, Tommy was recognized for being the successful farmer he is by his peers. He was named Conservation Farmer of the Year in Sherman County. He was the first dryland farmer to receive the award in Sherman County.

In 1947, Tommy met another great love, Mattie Newman, at a school dance in Stratford. They dated for about a year and were married in May of 1948. They have 3 children Steve, Lucy and Mike and ten grandchildren with one more due in June. Tommy is proud of his family and their accomplishments.

Tommy has always believed in being part of the community and helping where he can. In addition to all the work Tommy has done for XIT, he has served several terms as a director of the Stratford Farm Bureau, holding the offices of president and secretary/treasurer. He was chairman of the Appraisal District and was a director at large on the Rita Blanca Electric Cooperative Board. Knowing what Tommy has done for XIT, we are sure these organizations all benefited greatly from Tommy's leadership as well.

Tommy Frank Baskin, III comes from the old school. His values and morals are above reproach. He takes care of XIT business in the same manner he conducts his own – with the same honesty and integrity. He is a good steward. He seriously considers every decision and its long term effect on the Cooperative. Tommy values XIT's employees and looks out for their best interests as if they are members of his own family. Thank you, Tommy, for your direction, support, wisdom and the contribution you have made to the Cooperative and its affiliated companies. It's our pleasure to turn the spotlight on you and give credit where credit is due.

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School Rebate Program Continues to Grow



The XIT Wireless School Rebate program is now in its second year of helping area schools. Thanks to the XIT Wireless customers who have taken the time to sign up, the program is growing. You don't have to have children in school to be a part of this program. Any XIT Wireless customer can come to one of the Customer Care Centers and enroll. It's a great way to help your favorite school receive some extra cash, only takes a minute, and doesn't cost you anything. Come in today and see how easy it is.