

XIT Connections

Volume XII Number 1 Spring 2010

4

Generosity Abounds...XIT Employees Donate "Gift of Groceries"

6

The Back County Roads or the Major Highways?

7

2010 Directory Cover Winner Announced



2010...A Year of Construction

It's going to be another busy year for XIT Rural Telephone and XIT Communications. The first quarter was busy with meeting after meeting with equipment and software vendors, engineers, consultants, programmers and contractors as XIT begins a multi-million dollar construction project to provide broadband services to households and businesses in two separate areas: Dalhart and Stratford and the communities surrounding them. Both in-town and rural customers will benefit from XIT's major plant upgrade. XIT will utilize a combination of Fiber-to-the-Premise (FTTP) technology and copper based VDSL2 technology to provide broadband, voice, and video services. This project also includes video related equipment necessary to provide standards based IPTV services to customers in both service areas. This equipment includes set top boxes and IPTV middleware/encryption systems. Customers in these areas will have much greater Internet speeds and clearer voice transmission. The new technology will also allow such services as HDTV, Video on Demand (VOD) and Digital Video Recorder (DVR) in portions of the serving area.

Existing copper infrastructure will be utilized for deployment of new copper based VDSL2 equipment in the towns of Dalhart and Stratford. New fiber will be constructed to support FTTP in areas immediately surrounding Dalhart and Stratford. The buried plant will consist of fiber optic cables placed at a minimum depth of 42 inches below the surface in most areas primarily along previously disturbed existing Rights-of-Way, established streets, roadways or travel routes. This construction requires a trench, placing the appropriate sized cables, backfilling and compacting to restore the ground to its original condition. An alternate method, used when applicable, is the plowing of the cable with a ripper attachment which opens a narrow slot, inserts the cable and covers in one operation. This is useful in areas where rock contents are minimal and construction paths are free of obstructions. If concrete or paving is required to be cut, it is restored as appropriate. In most cases, a bore will be made under these type obstructions. The cable will then be pulled through the bore leaving only a minimal surface disturbance. Every effort is made to minimize environmental damage during the construction phase. Customers served by Fiber-to-the-Premise will require a new typical fiber service drop consisting of a buried fiber service drop and either a fiber termination box (NID), located on the exterior of the building, or a cable entrance to a designated interior termination room.



Dale Robertson and his crew are seen plowing in fiber optic cable during XIT's construction project

Continued on page 3



BUNDLED SERVICES ONE BILL AND HUGE SAVINGS!

Did You Know?

Did you know that XIT offers Local Phone, Long Distance, High Speed Internet, Digital TV Cable and Music? And, did you know you can **bundle all your services together and SAVE Money?** Experience the XIT Xtra Value difference! With an XIT Xtra Value Pak, we will bundle all your services together on ONE Bill at ONE Monthly Fee.



Our **Xtra Value Pak** is for **Local Phone Service** that includes unlimited residential local calling with 6¢ per minute Long Distance and your choice of any or all of our 16 different custom calling features. Great features like Call Waiting, Caller ID and Voice Mail!



The **Xtra Value Pak DSL** is for **Local Phone and Internet Service**, and it has everything in our **Xtra Value Pak**, plus XIT High Speed Internet that connects at 1.5 mbps UP and DOWN with up to 5 E-mail accounts and 10mb of web storage. The DSL modem is provided.



The **Xtra Value Pak DSL & TV** is for **Local Phone, Internet and Digital TV Cable Service**. This package has it all! It has all the great local phone and Internet service from our Xtra Value Pak DSL, plus the 98 channels of the best entertainment viewing with our Digital Video Service, local community and school channels for local events, and 46 channels of commercial free Digital Music. And, the other great feature of this value pak is CALLER ID on TV. When the phone rings while you are watching your favorite TV program, the name and number of the caller pops up on your TV screen! You decide which call to take and when!

XIT also has Premium Movie channels like HBO, CineMAX, Showtime, Starz and Pay Per View. Stop by our local XIT Communications retail store today for more information!

XIT Communications has invested millions of dollars to provide these services in Dalhart, Stratford, Hartley, Channing, and Boys Ranch. The sad thing is that sometimes we have customers move over to one of our competitors to get a service that they think is not offered by XIT only to find out that XIT had it all the time. If there is a service or product that you want, please contact XIT to see if we provide it. We have made the investment to provide these services. We need and appreciate your business!



XIT's Construction Foreman, Rick Heiskell, supervises the setting of a cabinet, which houses electronics, during the Fiber-to-the-Premise construction in the Draper Community near Texline.

2010....

Continued from page 1

In 2009, XIT Rural Telephone completed Fiber-to-the-Premise construction in the City of Texline, the Draper Community and its Stevens Exchange. Currently, XIT operates 313 miles of fiber with 100 miles being Fiber-to-the-Premise. With plant of nearly 2,000 route miles of line in the rural area, the Cooperative has a way to go before they have fiber to every location. In 2010, XIT plans to start the construction of over 200 miles of FTTP with the construction targeted where it will do the most good to reduce trouble and increase the ability to offer high speed data in the rural areas.

Financing for the project to extend Fiber-to-the-Premise in Dalhart and Stratford, and the surrounding communities, will come from a combination of money awarded through grants from the USDA Rural Utility Service (RUS) and funds provided by the Cooperative's subsidiary, XIT Telecommunications & Technology, Ltd.

Robertson Ditching, owned by Dale Robertson out of Dumas, Texas, was awarded the construction contract for this project. The next phase of construction will include 68.06 main line cable miles and 3.14 miles of drops up Highway 385 from XIT's Coldwater Central Office.

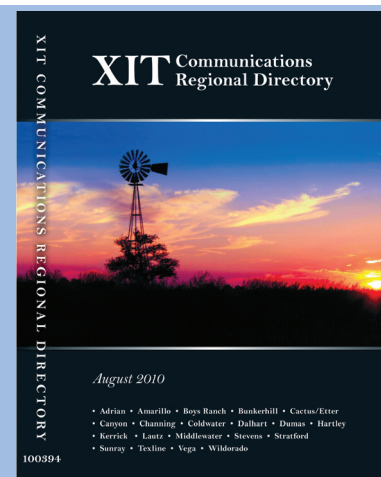
XIT is committed to providing high-quality, reliable service to its customers for both voice and broadband data and has implemented a network design based around redundancy and proactive network management.

Directory Advertising Deadline Drawing Near

Do you need advertising 24 hours a day, 7 days a week, 365 days per year? Of course you do! Make it easy for customers to find your business by advertising in the ever popular XIT Communications' Regional Directory. White and Yellow page directory advertising is one of the most effective methods to get your message to customers. The 12th edition of our regional directory will be the phonebook your customers reach for with its eye-catching cover, handy features and listings for 20 area communities. Contact the XIT Marketing Department at 384-3311 or 1-800-232-3312 to set up a time to discuss your advertising options for the new directory. The deadline for advertising in the 2010 XIT Regional Directory is May 30th!

XIT Communications' Regional Directory works for you!

- Convenient Size
- Yellow & White Page Advertising
- Amarillo/Canyon Listing
- City, County and State Government Sections
- Lists International Calling Code Information
- Large Print
- Numerical Listing Section
- XIT Services Sections
- Area Code Map
- Custom Call Feature "How To" Section



The assembly line is ready...lots of nutritious food to be donated to families in need.

Generosity Abounds ... XIT Employees Donate "Gifts of Groceries"

The 2009 XIT Employee Christmas Party was a bit different this year. We still enjoyed a great evening of fellowship with co-workers: food and fun...but we also used it as an opportunity to do for others in our communities. It started with the employee committee charged with planning the event. At our planning meeting that October morning, the discussion quickly turned to the current economic situation...the realization that times had been tough for many in 2009 and that we should be doing for others. That's how it got started. The thought was that as a group we could make a difference by donating "Gifts of Groceries" to our local food pantries in Dalhart, Dumas, Hereford and Stratford. We wanted to put together a sack of groceries that was all ready to just hand out, as is, to a family in need.



A fun evening was enjoyed by all. Pictured here are Bobby and Gretchen Hales of Dalhart visiting with Cathy Taylor of Stratford. Also pictured is Greg Duggan of Dalhart.



The sacks have been completed and everyone pitches in to load them up for delivery. Pictured from left to right are Raquel Vasquez of Hereford, Silva Delgado, Marisol Wheeler and Sherry Steffen all of Dalhart.

And, so it was that we built an awesome grocery list that included over 23 different basic staple items such as canned fruit and vegetables, peanut butter, pinto beans, flour, sugar, corn meal, macaroni and cheese, oatmeal, spaghetti and pudding. Each sack would contain all of these items. We planned to make 40 sacks. It would be our "gift of groceries". Let's just say that when you go to the grocery store with a list of over 900 items, they smile and say we'll get this put together for you. And, when you go to pick it all up, they have it ready for you on a pallet in the back! It was a mountain of food, and it was quite an assembly line, as each employee put together their sack of groceries at the Christmas Party that evening.

As we contacted the various entities that provide food to families in need, the reaction was one of overwhelming thankfulness. As one person put it, "You have no idea what a blessing this is. Our food and cash donations have been down, and our requests for assistance have been up 50% this year." At the end of the day, over \$800.00 worth of groceries were donated. Each community received 10 "gifts of groceries", donated to the Edna's Light Project in Dalhart, Moore County Food Pantry in Dumas, Hereford Food Pantry and the Stratford Food Pantry.

Sometimes a small thing like a \$20 sack of groceries can make a big difference in someone's life. Please remember to donate to your local food pantry throughout the year!



Facebook Privacy

Facebook has been making waves with its recent privacy settings changes. What they are calling “ease of use” changes are, in some cases, very self-serving by the company. For instance, Facebook has gotten rid of regional networks. By default, all accounts that have not been marked as private by their owners will now be 100% available online to the World, whether they are on Facebook or not. Google will even have the ability to index the content. What does this mean? Read on. Say, someone Googles your name... they type in “Eric Spellmann.” Up until now, only web pages referencing your name would come up. Now, your Facebook page and all of your juicy details will show! In addition, Facebook is facing a huge backlash from the ACLU for not implicitly stating how your personal information is being used. Did you know that every time you take one of those quizzes on Facebook, like “How Amish are you?” the people who developed the quiz get all of your personal information and the information of every one of your friends. Everything, even if you marked it as private only to your friends. Think about that the next time you take one of those quizzes. Ironically, the ACLU has actually written a Facebook quiz to highlight the issue!

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>



Look What's on Your Handset Deck NOW

Ringtones, Wallpaper, Games, Videos...all for your wireless mobile phone! Personalize your handset with a rockin' ringtone or cool screensaver from XIT Wireless. With every musical genre available, you can find the ringtone that fits your personality or the personality of your favorite callers. Check out all the latest content available from XIT Wireless on our website www.xit.net! It's easy! Just click on the “Shop Online” tab and select Ringtones. At the top of the screen, you will see “change phone”. This allows you to select your particular phone model before downloading a ringtone or other type of content. This spring, we will have ringtones that feature the hits from the Academy of Country Music Awards, team songs for the NHL Playoffs, ringtones that honor mothers on Mother's Day and TV/Movie Theme songs in addition to all our popular music genres. It's a one-stop place to shop for cool, fun stuff for your phone!



The Back County Roads or the Major Highways?

Let's just face it. It is a very competitive world out there, and nowhere more so than the in the wireless mobile phone industry. With the giants like Verizon and AT&T beating each other up with their national TV advertising campaigns and exclusive handset contracts, where does the hometown service provider like XIT Wireless fit in? What can we do to keep Goliath at bay and keep our customers talking, texting and communicating? The answer is Network, Customer Service, Competitive Rate Plans, Community Support and Trust.

As the advertising wars heat up, the one thing that they don't tell you is that Verizon and AT&T are not really interested if you have service a few miles out of town, at your barn, or on the back county roads. They just want your money to maintain service on the major highways and cities. That's right! XIT has built a multi-million dollar network of over 40+ towers that are not just up and down the major highways and major cities but in the remote, rural areas to provide you with service when you're driving down the county roads or you are out on the back 40 acres of your property building fence! Our network is maintained by trained technicians and strategically placed towers provide you with the best possible service.

At XIT, our customer service staff is here to serve you. When you call XIT, you will talk to a real person. When you come into one of our four store locations in Dalhart, Dumas, Hereford or Stratford, you won't have to take a number and wait in line. You will be dealing with friendly people that you know and trust.

The most important thing that you need to know about XIT is that we have what the “big boys” have. We have smartphones! We have touch-screen phones! We have slide-out keyboard phones that are all very competitively priced! You don't have to fool with filling out rebate forms and waiting to receive your discount in the mail. At XIT, the price you see is the price you pay. Recently, XIT only requires a 6-month wireless service contract when you purchase a wireless phone at a discounted price. We recognize that our customers need more flexibility when upgrading their wireless phones. So, we made it easier with the six-month contract. We also have a variety of rate plans for every possible usage. We have ringtones, games, wallpaper and every kind of data service available, as well. Just because we operate out of a small town does not mean that we offer small-town service.

Okay, so you say XIT has what the “big boys” have. What about the iPhone? What about the Droid? And the answer is exclusive contracts! XIT would love to have these phones available to sell to our customers. The iPhone is an exclusive contract between AT&T and Apple. The Droid is an exclusive contract between Motorola and Verizon. These contractual arrangements limit the sale of these phones to one particular carrier, and until the FCC limits the use of exclusive contracts, XIT will not have access to these phones. We don't like it, and you shouldn't either! Exclusive contracts create

Continued on page 7

The Back Country Roads....

Continued from page 6

a non-competitive environment that gives an unfair advantage to large multi-national corporations! Help us help you by contacting your elected officials regarding the inherent antitrust nature of “Handset Exclusivity Contracts”!

So, what about Blackberries? Blackberry mobile handsets are manufactured by Research In Motion (RIM) in Canada. RIM requires a major financial investment in tower software and an extremely large minimum handset order. All of this adds up to costs that are prohibitive for the small carrier like XIT. And, the thing is, our Nokia E63 and E71 smartphones will do just as much, if not more, than any Blackberry. The Nokia 5800 touch screen will pleasantly surprise you as well, for its ease of use and available applications.

XIT Wireless is your hometown wireless service provider. We are not just a local carrier. We are regional and national through roaming agreements with other carriers. We have invested millions in our serving area. We have built towers for a very small number of customers in much of our serving area. We provide jobs in our communities. We pay taxes and support community activities. If you think it doesn't matter which provider you choose, it definitely does. If we build it, they must come. In other words, if we make the large investment, then we need customers to support that investment. We'll keep you in touch on the back roads, in the small towns, on the major highways and in the big cities with dependable, affordable, friendly service from the people you know and trust.



“Dalhart Sunset” by Julie Chisum will be featured on the cover of the 2010 XIT Communications' Regional Directory. The beauty of a Panhandle sunset is something we all appreciate. This fabulous picture was photographed just across from the XIT Rural Telephone headquarters office on Highway 87 North.

2010 Directory Cover Winner Announced

Once again, XIT received several great photograph entries for our directory cover contest. After much deliberation, a photo submitted by Julie Chisum titled “Dalhart Sunset” was selected to be the cover of the 2010 XIT Communications Regional Directory. The beautiful photo was taken on Highway 87 North of Dalhart, just across the highway from XIT's headquarters office.

Julie grew up in Dalhart and graduated from Dalhart High School in 1991. She currently resides in Houston, Texas, where she is a corporate trainer for Toyota. Julie recently teamed up with another 1991 Dalhart graduate, Nancy Lovato, in a photography business that specializes in family, infant, childhood and high school senior photography.

XIT thanks everyone who submitted photographs for the cover contest.



Julie Chisum, former Dalhart, TX resident is the winner of the 2010 XIT Directory Cover Photo Contest.

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

Direct correspondence to:
XIT Connections
Attn: Marketing Department
P.O. Box 711
Dalhart, TX 79022

or e-mail to xitcom@xit.net

www.xit.net

\$100 Cash Drawing Held...

Congratulations to XIT customers, Bobby and Norma Smallwood. They are the winners of the \$100 CASH PRIZE DRAWING for completing and returning the Request for Customer Information Form by February 18, 2010.

We send a special THANK YOU to each of you who completed the information request form that was enclosed with your February 2010 statement. We appreciate your help to keep your account information records current and accurate. This information will be used to ensure that account information is only shared with the proper individual(s). When information is requested by a customer, we do verify social security and driver's license numbers and ask for the password or customer-specific information for the account before processing the request.

We can assure you that all of our customers' information is regarded as HIGHLY CONFIDENTIAL AND PERSONAL, and we must follow stringent Federal Communications Commission Rules and Regulations (FCC) in regard to your account information.

If you did not receive the Request for Customer Information Form in with your February bill, please give us a call at 806-384-3311. We will be happy to mail a form to you. If you feel more comfortable providing the requested information in person, we do have forms available at each of our retail stores and at our headquarters office. We have customer service personnel that would be happy to assist you. Again, thank you for taking the time to provide us with this information.

PRESORTED
STANDARD
US POSTAGE PAID
PANHANDLE
PRESORT
SERVICES, LTD

12324 US Highway 87
Dalhart, TX 79022



Norma and Bobby Smallwood are the winners of \$100.00 from XIT Communications for completing their request for customer information form by the February 18, 2010 deadline.