

The Endeavor Connection

Volume 1, 2011



Ralph Cunha
President & CEO

Dear Members:

Happy New Year! Your Cooperative had a successful Fiscal 2010. We continue to progress on our fiber to the premise (FTTP) build out in the Cloverdale Exchange. Over the course of the fiscal year, our construction crews placed fiber optics and passed more than 1,200 homes. Our fiber conversion teams converted more than 1,100 residences and businesses from copper to fiber optics. Once the fiber optics are installed, this enables us to provide you higher internet speeds and our residential members can experience our television services making for our triple play of voice, internet and television all on one bill. In 2011, we will continue to deploy fiber optics to the remaining areas of Cloverdale.

As I mention higher speeds of internet, or broadband as it is commonly referred to, we continue to follow the developments on the FCC's proposed National Broadband Plan. The proposed National Broadband Plan would result in internet speeds that are 25 times lower in rural areas than in urban areas and would reduce or eliminate a significant amount of the Cooperative's revenues. Our goal is to deploy fiber optics to all of our exchanges. In order for us to make this happen, in addition to continued maintenance and upkeep on the existing fiber optics and copper facilities already deployed, we need to ensure these current revenue mechanisms remain in place. The Cooperative receives a significant amount of its revenues from the Universal Service Fund and other cost recovery mechanisms. These enable us to invest in our network and make it possible for Endeavor to offer services that our members need now and into the future. These advancements are represented in many ways including in education, healthcare, public safety, and economic development—just to name a few. I encourage you to call, write, or e-mail our legislators and let them know that rural consumers deserve more than what the proposed National Broadband Plan offers.

To gain an understanding of how significant the internet is to the Cooperative, more than 70% of the primary telephone access lines we serve subscribe to one of our broadband internet service offerings. When we rolled out higher internet speeds last year, a number of members upgraded to the next highest internet speed tier or even higher. Today, and in the years to come, our goal is to continue to upgrade our service offerings to the membership and deliver the highest level of customer service that you expect and deserve.

It's that time of year when we give away 12 scholarships to our high school seniors who will be attending college. Don't forget to submit your child's application for the chance to win one of the \$1,000 Cedric Ray Memorial Scholarships. There are additional scholarship and educational opportunities available in cooperation with the Foundation for Rural Service (FRS). In fact, the last two years a student from our Cooperative was awarded a \$2,500 scholarship. Please contact our office to learn more about these opportunities.

We look forward to seeing you at our Annual Meeting on April 9th at the South Putnam Junior/Senior High School.

We appreciate your continued support and patronage.

On behalf of the Endeavor Communications team,

Ralph W. Cunha
President and CEO

"The Endeavor Connection" is published by the Endeavor Marketing Team. For information please contact **Courtney Culver**, Director of Marketing & Member Relations at **765.795.4261**.

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2011 Director Elections

As a Cooperative, Endeavor is led by a Board of Directors who serve as a liaison between their respective communities and the Executive leadership of the company. The Board is comprised of one person, or representative, per exchange. You, the members, vote for who you would like to represent your exchange in the Director Elections. Residential members are also eligible to run for these positions.

Our Directors serve three-year terms before they are up for reelection. This year, James Smith of Cloverdale, Jack Hauser of Patricksburg, and Doug Youngblood of Poland will seek reelection.

Look for election dates and voting information in your mailbox in the upcoming weeks. For more information, contact **Dixie Turner** at dtturner@weendeavor.com or call **1.800.922.6677**.

If you are interested in running for a position on Endeavor's Board of Directors, pick up your candidate packet from our business office at:

**Endeavor Communications
Business Office
2 S. West Street
Cloverdale, IN 46120**

All completed applications must be submitted no later than **March 1, 2011**, to the address listed above.

Construction Update

When the weather warms up again, our construction teams will be ready to convert more members over to our fiber optic technology. In 2011, we will continue our work in the Cloverdale exchange and will contact you when your home is ready for the conversion. A fiber optic conversion is FREE and readies your home for our digital television and higher internet speeds.



Scholarship Opportunities

Cedric Ray Memorial Scholarships

Endeavor awards 12 high school students with a \$1,000 Cedric Ray Memorial scholarship each year. Any high school senior who is a child or dependent of a residential Endeavor member is eligible to apply for these scholarships. (Full eligibility requirements are listed on the application.) The scholarship application can be found on our website and the deadline for application is **March 11, 2011**.

For questions regarding these opportunities, please contact **Dixie Turner**, Executive Assistant to the CEO, at **dtturner@weendeavor.com**, or **1.800.922.6677, ext. 242**.



FRS Scholarship and Fellowship Opportunities

Endeavor is thrilled to once again sponsor two high school students on a trip to see our Nation's capital. We are joining the Foundation for Rural Service (FRS) in offering a Youth Tour of Washington D.C. from **June 4 - 8, 2011**. Students will be able to tour several historical monuments, learn about the telecommunications industry, and watch our legislative and government processes at work. More information can be found on our website at **www.weEndeavor.com** and at **www.frs.org**. Any high school student who will be 16 or 17 years old during the Tour and is a child or dependent of a residential Endeavor Communications member may apply. The deadline to apply for this opportunity is **April 1, 2011**.

The FRS also supports our local youth with scholarship opportunities. It offers scholarships to graduating seniors in the amount of \$2,000. If a student who is a child or dependent of an Endeavor member receives this scholarship, Endeavor will award an additional \$500.00. The applications can be found on our website at **www.weEndeavor.com** and at **www.frs.org**. The completed applications must be postmarked by **March 1, 2011**.

Finally, the FRS will also be offering a Summer Fellowship program for college and university students. The candidate will work in the FRS offices in Arlington, Virginia. They will gain working knowledge of nonprofit business practices and Foundation programs, as well as lifelong professional skills. The application deadline is **April 1, 2011**. For questions or further information, please call **703.351.2055** or e-mail **hr@frs.org**.



2011 Community Class



In today's world of paying bills online, e-mailing photos to family members, and keeping up with friends on social networks—the Internet is a necessity for most families. If you're not completely comfortable navigating the Internet and would like to be, our Internet 101 Community Class is for you!

Endeavor employee, Jason Creviston, will teach all in attendance the basics of using high speed internet to make your life easier. He'll demonstrate how to customize your internet favorites, send e-mails and attachments, pay your bills online, and more.

This community class has been a member favorite in the past, so please contact us today to reserve your spot! The class will take place on **March 24th** from **6 p.m. to 8 p.m.** in our main Cloverdale business office. We look forward to helping to familiarize you with the Internet and how it can bring organization, efficiency and fun to your life.

For more information or to make reservations, contact Endeavor's PR Coordinator, Sarah Trammell, at stammell@weendeavor.com, or **1.800.922.6677, ext. 226**.



*Jason Creviston
PC Support Specialist*

Your Local Cooperative

When you call Endeavor during business hours, the phone is answered by a live, local person who is ready to help you. That's only one of the many benefits of belonging to our Cooperative. Unlike some of the larger companies, our mission is to bring you state-of-the-art telecommunications and entertainment services with a personal touch. Whether you're talking to a Customer Service Representative, a Rewire Technician, a Manager, or an E-Techs Technician—you'll receive personalized service from someone right here in Cloverdale, Indiana, who cares about you and your family.

During these times when friendly, local customer service is rare, we're happy to offer you just that. We always appreciate feedback from our Cooperative members. Please share what you like, and how you think we can improve at customer.service@weendeavor.com.



The Best is Getting Better...



Endeavor always strives to bring our members quality services. That is why we continue to enhance our television product! We've added 21 new channels in the past year, including the often-requested NFL Network and Fox Business Network. Our music channels (channels 903-948) offer something for everyone and are now available to all our TV customers on the Basic and Premier packages.

In addition, we recently more than doubled our Video On Demand (VOD) offerings. We now offer over 700 movies to choose from, including **FREE ON DEMAND** content. Our free content even includes Karaoke—sing your favorite tunes right in your own living room!

We're constantly improving our channel lineup and our service offerings. For up-to-date channel guides and service information, visit our website at www.weEndeavor.com, or call our Customer Service department at **1.800.922.6677**.

Priority Repair

Did you know that we offer medical priority repair on your telephone? In the case of an outage, we will begin restoring service for those on our medical priority repair list first. Please contact customer service for more information and to see if you qualify.



Internship Program

Endeavor is excited to welcome a new intern! Our interns spend part of the day at school, and part of it learning about our telecommunications cooperative. Joining the Customer Service Department is Megan Barnes, a senior at South Putnam High School. Her future plans include going to ISU and studying speech pathology.



Mark Your Calendars



Read Across America

March 2, 2011



Putnam County Relay for Life

(Blackstock Stadium - Greencastle)

April 30 - May 1, 2011

12:00 p.m. - 12:00 p.m.



2011 Endeavor Annual Meeting

April 9, 2011

Doors open/Dinner - 5:30 p.m.

Meeting begins - 7:00 p.m.



Community Classes

March 24, 2011

6:00 p.m. - 8:00 p.m.

More classes to come in 2011!

Endeavor Communications introduces



Call 1.800.922.6677 today for your computer and other technological needs.

Some services offered are:

Spyware/Malware Removal
Software Install
Wireless Networking

MS Office Troubleshooting
Online Data Backup
Printer Help

Operated by



Endeavor
Communications



Featured Businesses

Kuddles Kennels

Kuddles Kennels has been in business for 9 years. We are located just before the golf course in Cloverdale. We specialize in dog and cat boarding as well as doggie baths! We have 17 runs for the dogs and also have a separate cat room. Our facility is fully heated and air conditioned. We make your pet feel right at home while you are away! So make your reservation and stay with us today! Kuddles Kennels is owned and operated by **Greg and Amanda Huber**. Call **765.795.5519**.



Inter Tec, Inc.

Inter Tec, Inc. is a full service residential, commercial and industrial pest control company serving mostly central and southern Indiana. We are a family-owned company known for our outstanding customer service; each associate is dedicated to the customer and exhibits integrity and respect. Our services are licensed, insured, and guaranteed. We are dedicated to providing a fast and efficient solution to your pest issue. We offer many services including: home inspections, termite inspections and treatments, bed bug eradication, cockroach elimination, and bird control. We treat all pests from A – Z. Visit our new website at www.interteconline.com or call **1.866.424.3435**.



The More The Merrier Catering

The More The Merrier has been catering events, weddings, class reunions, and business lunches for the last 4 years. The More The Merrier is proud to have been a part of many memorable events and celebrations. We hope to be a part of your next event by providing home cooked food, just like grandma would make. You can get a listing of our meals and prices by calling **812.986.2761**, or emailing garyn@cctrcc.com. You can also find us on Facebook.



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**.





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www.weEndeavor.com

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46120

2011 Endeavor Annual Meeting

April 9, 2011

South Putnam Jr./Sr. High School, Greencastle, IN
Doors open at 5:30 p.m. and the meeting will
begin at 7:00 p.m.



We are excitedly preparing for our next Annual Meeting. We will be gathering April 9, 2011, at South Putnam Junior/Senior High School. The doors will open at 5:30 p.m., at which time dinner will be served. As always, a local singer will entertain those in attendance before the official business begins at 7:00 p.m. At this time, the children are welcome to move to the cafeteria for crafts and fun.

Last but not least, we'll draw our door prize winners after the meeting is adjourned. Each member will receive an invitation in the mail in March, 2011.

