

BUSINESS connections



**More convenience is in store
for you in Banner Elk**

*L to R: Teresa Shook, Paige Phillips, Cathy Tester,
Angie Poe, Cindy Powers and Noelle Henline*



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BUSINESS connections

To reach your business goals, you first have to reach your customers. Everything begins with developing relationships with the people who buy your products and services.

This September issue of *Business Connections* looks at the topic of customer communication in several different ways. On page 3, you'll be introduced to our **new automated messaging service called CallTree**. This offers your business or organization an easy way to get important messages delivered to your customer/member list.

In an effort to enhance customer convenience, **SkyLine/SkyBest recently opened the Avery Retail Store** in Banner Elk, which you can read about on pages 4 and 5. I hope you'll visit this full-service customer center soon and enjoy the hands-on shopping experience it offers. You can see some of our services in action, with our trained staff by your side to answer questions.

Advertising is a powerful way to reach your customers and on pages 6 and 7, we share some **SkyLine/SkyBest advertising opportunities**—Yellow Pages advertising in our phone directory and local advertising on SkyBest TV. Consider using these **cost-efficient ways to reach your customers** and attract new ones.

We send this magazine each quarter as a way to reach our business customers and keep you updated on our communications solutions. Of course, you can always reach us when you need assistance. Just give us a call.

Sincerely,

Jimmy C. Blevins
Chief Executive Officer



Cover photo by Todd Bush, www.bushphoto.com

Branch Out and Try CallTree

Our new automated messaging service spreads the word on meetings, cancellations and more



There are many reasons why schools, churches, small businesses, social clubs, sports teams and other organizations need to get messages to a long list of people in a short amount of time. Here are some of the most common ones:

- Meeting reminders
- Weather cancellations
- Service changes and outages
- Appointment reminders
- Non-pay reminders
- Marketing and promotional offers

What's an easy and efficient way to spread the word in situations like these? The answer is CallTree automated messaging service from SkyLine/SkyBest. CallTree transforms your phone and broadband connection into a powerful way to deliver automated messages via phone calls, emails and even text messages.

For more information on CallTree or to sign up, call 1-800-759-2226.

*Some restrictions may apply. Messages are limited to 2.5 minutes. Customer must choose a SkyBest Long-Distance Plan or block all toll. SkyLine/SkyBest is not liable for messages sent in either content or timing. Service is not to be used as a Reverse 911 notification tool. It is the customer's responsibility to follow the Telephone Consumer Protection Act (TCPA). Visit fcc.gov for more information on the TCPA. Microsoft Silverlight must be supported on your equipment's hardware or operating system.

The functionality of CallTree was designed for ease of use. Messages can be generated from a phone or a computer and do not need to come from the subscriber's place of business. So in the case of a church, for example, the pastor or designated church members can use CallTree from their homes to create an automated message for the congregation; they do not need to be at the church to do so.

SkyLine/SkyBest makes it very affordable to add the convenience of CallTree to your business or organization. There's a one-time \$25.00 activation fee and pricing starts at just \$9.95* per month for up to 250 contacts. You don't have to sign a contract and no equipment or software purchases are required. Long-distance charges do apply if you have long-distance numbers on your CallTree list.

Customers Call CallTree Convenient!

"Living in a rural community, our congregation relies on phone calls as a means of communication involving church activities and member notifications. CallTree has allowed us the option to make only one phone call (instead of 60 phone calls) to reach our entire congregation. Before CallTree, it would take up to two hours to get everyone contacted by phone. Now it takes 10 minutes. This service is a cost-effective way to connect to your membership when seconds count for urgent messaging. We have had the service in place for one month and have already used it four times. Love the service; love the efficiency!"

**Rob and Karla Blevins, Directors
NEST (Nurturing, Encouraging,
Supporting and Transforming our
future) with Riverview Missionary
Baptist Church, Creston, NC**

"Here at Little Faces Childcare, it is very important that we keep in contact with all of our parents. CallTree makes it easy! With just one call, I can notify each of our parents about late openings, closings, holidays and even classroom parties. It is a very convenient, affordable tool that is easy to use. Thank you to SkyLine for providing an excellent service!"

**Jacinda Jones, Director
Little Faces Childcare,
Banner Elk, NC**



New Avery Retail Store is Open for Business

Everything's designed for the convenience of SkyLine/SkyBest's members and customers



Photo by Todd Bush, www.bushphoto.com.

Pictured above: The new Avery Retail Store is located across from Fifth Third Bank and Best Western on Hwy. 184.

Page 5, upper left: Customer Service Representatives at the Avery Retail Store are happy to answer your questions.

Page 5, upper right: Angie Poe, Customer Service Supervisor for the Seven Devils Customer Center and the Avery Retail Store, shows off the popular Roku display.

On June 7, 2013, SkyLine Membership Corporation and SkyBest Communications, Inc. held an official "Grand Opening" of the new Avery Retail Store. It's located at 16 High Country Square on Hwy. 184 in Banner Elk (across from Fifth Third Bank and Best Western).

Our thanks to everyone who stopped by the Avery Retail Store's "Grand Opening" festivities. Highlights of the day included free frozen yogurt with toppings from Sweet Frog of Boone, free popcorn, balloons for the kids and activities including a flying cash box and Child ID kits from Safe Assured ID. Congratulations to our "Grand Opening" Door Prize winners of the Kindle Fire tablet from *SkyLine/SkyBest* and wireless phones from Carolina West Wireless: Randy Miller, Cristy Smart, John Hughes, Debra Rupard and Kathy Atwood.

Get Your Hands on Technology

This full-service customer center is designed to bring you greater convenience and easier access to *SkyLine/SkyBest's* expanding array of products and services. These communications solutions now include a wide variety of voice, high-speed Internet, digital TV and security/medical alert services.

When you first walk into the Avery Retail Store, you'll notice its colorful and bright décor and see our customer service representatives ready to help you. There are many options to explore during your visit. Angie Poe, Customer Service Supervisor, explains, "Customers can sign up, make changes to and pay bills for any of our *SkyLine/SkyBest* services. Since we serve as a full agent for Carolina West Wireless products and services, customers can get help with their wireless needs. Best of all, the Avery Retail Store provides a lot of hands-on opportunities with products. It features live displays showcasing our SkyBest High-Speed Internet, SkyBest TV, SkyBest Home Security and Carolina West Wireless services along with related devices. There are also many popular products available for purchase."

It features live displays showcasing our SkyBest High-Speed Internet, SkyBest TV, SkyBest Home Security and Carolina West Wireless services along with related devices."

— **ANGIE POE**, CUSTOMER SERVICE SUPERVISOR, SKYLINEISKYBEST



Photos by Todd Bush, www.bushphoto.com

Fits Easily Into Busy Days

This one-stop shopping environment is made even more convenient by the Avery Retail Store’s location and hours. By being in High Country Square next to 13 other businesses (see sidebar), you can take care of several items on your “to do” list in one trip. What’s more, the store is not only open the standard business hours of 8 a.m. to 5 p.m. Monday through Friday, but also on Saturdays from 9 a.m. to 1 p.m.

Notes Poe, “Prior to the opening of the Avery Retail Store, customers in the area received assistance from SkyLine/SkyBest representatives in the Seven Devils Customer Center office located in Foscoe. Having this new store in Avery is more convenient for our customers from the Banner Elk and Beech Mountain areas. We’re happy to be able to enhance their customer service experience. At the present time, we’re rotating staff between the Avery Retail Store and the Seven Devils Customer Center office. This staff consists of six full-time and two part-time representatives.”



For more information, contact SkyLine/SkyBest at 1-800-759-2226 or visit www.skyline.org or www.skybest.com.

We’re in Good Company at High Country Square

When you stop by SkyLine/SkyBest’s Avery Retail Store in High Country Square, be sure to check out our wonderful neighbors in the shopping center:

- Tokyo Express 898-4121
- Summit Group..... 898-3500
- Lehmann Construction..... 898-3564
- High Country Animal Clinic 898-5120
- Summerwinds Travel & Cruise LLC 898-4704
- Barrons Mortgage Group 898-2300
- Martin Schleifer Advertising LLC..... 898-2370
- The Center For Bodywork Inc.... 898-5800
- All About You Beauty Salon..... 898-4400
- Hendricks Construction Inc..... 898-3334
- W McNair Tornow, Attorney 898-9800
- Impeccable Pooch..... 898-3647
- Farm Bureau..... 898-8566

Update Your Advertising Now For SkyLine/SkyBest Regional Telephone Directory

Yellow Pages advertising is a proven way to reach people who are ready to buy and help build your customer base. Make sure your business has a strong advertising message in the 2013-2014 SkyLine/SkyBest Telephone Directory by discussing your Yellow Pages strategy with the Directory Sales Team from YP, formerly AT&T Advertising Solutions.

These talented professionals are currently calling on businesses to finalize plans for the next directory, which will be published in December. The sales period ends in October so now's the time to act. Contact a Yellow Pages representative by calling toll-free 1-800-532-1060.

Gene Allen, Area Sales Manager
Abby Bogdon, Performance Manager
Hayes Bolton, Area Sales Manager
Lois Butler, Advertising Consultant
Steve Campana, Advertising Consultant
Tiffany Durst, Performance Manager
Jim Goyer, Sales Consultant
Ricky Haidar, Area Sales Manager – Internet
J.C. Lowry, Advertising Consultant
Tina Miles, Advertising Consultant
Leisa Morris, Advertising Consultant
Dustin Murphy, Sales Consultant
Letty Sanchez, General Manager
Brian Smith, Advertising Consultant
Jeff Smith, Sales Consultant
Justin Smith, Sales Consultant
Alex Vogl, Advertising Consultant
Marlo Wright, Circle of Care Manager



Ready-to-Buy Consumers Still Use Print Yellow Pages

A solid marketing program should contain both print and digital components

Given the rise of digital media, you may be wondering whether print Yellow Pages is still an effective form of advertising for your small local business. The answer is an unequivocal YES.

Studies show that consumers use multiple sources to search for local businesses and print Yellow Pages is still one of the strongest forms of advertising when trying to reach consumers who are ready to buy. In fact, print Yellow Pages is the second most used media for this purpose. Seventy-five percent of consumers use search engines, **66 percent use print Yellow Pages**, 52 percent use Internet Yellow Pages, and 34 percent use social media.*

A white paper released by the Local Search Association provides highlights of several studies about the usage of Yellow Pages. Here are a couple of the findings:

- **The number of calls businesses receive from Yellow Pages is on the rise.** In 2011, calls generated by Yellow Pages ads increased by an average of 17 percent. As the economy recovers, use of Yellow Pages has also increased. People have more money to spend on their homes and on entertainment, and they are turning to Yellow Pages to find local businesses.
- **People who use Yellow Pages are not just shopping; they are ready to buy.** Three out of four people who used Yellow Pages in 2011 made a purchase or said they were likely to make a purchase.

Consumers have many search options and will choose to use different ones at different times. In order to be effective, your marketing program should contain both print and digital components—such as online advertising, social media and print Yellow Pages advertising. That way, no matter how consumers choose to search, your business information will be waiting for them.

*Source: 2011 Yellow Pages Association Local Media Tracking Study; Burke Research, February 2012



See What's Working for **TV Advertisers**

Check out how businesses like yours
use SkyBest TV local advertising

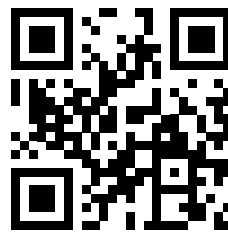
Think your business is too small for TV advertising? Think again.

Robin Miller, Inside Sales Coordinator, notes, "SkyBest TV local advertising is an easy way for businesses of any size to put their messages on the powerful medium of TV. This advertising is surprisingly affordable because it's limited to the local customer base. Rates start at only \$5.00 per aired commercial."

SkyBest says thanks to all of our TV advertisers, one of which is Belladonna Hair Salon. Owner Penny Knobel says, "Using SkyBest TV has given us an opportunity to reach out to our local customers using a whole new method of advertising. From introducing our new Arbonne makeup line to showcasing our full range of salon services, SkyBest TV allows us to come into the homes of the High Country to renew our customer loyalty as well as make new friends. Affordable local advertising for small businesses like ours is what SkyBest TV is all about!"

Snap this QR code to go straight to our collection of TV commercials produced for some of the advertisers on SkyBest TV including:

- Ashe County Ford
- Carolina West Wireless
- Belladonna Hair Salon
- Jefferson Landing
- High Country Independent Insurance
- High Country Insurance Services, Inc.
- Mountain Outfitters
- Petal Pushers
- Tis' the Season



Miller encourages even small businesses with small budgets to make TV part of their marketing program. She explains, "No experience in TV advertising is required because the SkyBest sales and marketing team will walk your business through the entire process. We also offer budget-friendly production of TV commercials—either full video or still image presentations—with quick turn-around times."

For more details on SkyBest TV local advertising, contact:

Robin Miller, Alleghany/Ashe/Johnson, robin.miller@skyline.org

Michelle Scott, Watauga/Avery, michelle.scott@skyline.org

Please note: SkyBest TV is available on a limited basis to fiber-optic communities only. Call 1-800-759-2226 to find out if SkyBest TV is currently available in your community.

Customer Appreciation Day on October 10 Celebrates Co-op Month

Each October, cooperatives all across America (including SkyLine) celebrate the role, accomplishments and contributions of our nation's cooperatives.

According to statistics from the University of Wisconsin Center for Cooperatives Research, cooperatives have a significant economic impact. There are more than 29,000 cooperative businesses in this country that generate more than two million jobs, create more than \$74 billion in wages and account for more than \$654 billion in revenue.

On Thursday, October 10, visit us at any of our four Customer Service locations for Customer Appreciation Day. You can register for great door prizes, enjoy refreshments and pick up free SkyLine favors (while they last). Our staff will be on hand to talk to you about our wide array of services and answer any questions you have.

We greatly appreciate you as a member of our cooperative and this is our way of saying thanks!



Get Connected Coast to Coast



Business customers can save big with our Freedom Long-Distance plans which allow calls to anyone in the US for one flat rate. Choose from our 500, 1,000 or 2,000 minute plans. Plus, you can enjoy the benefits of having all your services on one bill. Call our local business sales representatives today and get connected.

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