

October is National Co-op Month – Customer Appreciation Day is on September 29

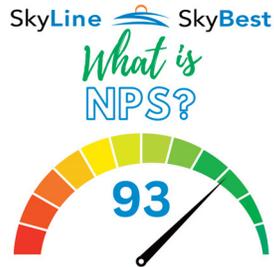
Celebrated by more than 40,000 cooperatives nationwide during the month of October, National Co-op Month is an annual opportunity to raise awareness of a trusted, proven way to do business and build communities. To kick off the national Cooperative Month promotion, SkyLine will host its annual Customer Appreciation Day on Friday, September 29 in conjunction with Annual Meeting early registration with special member treats and giveaways while they last. We hope our members and customers will drop by any of our five Customer Center locations on Friday, September 29 to let us say 'thank you.'

Net Promoter Score (NPS)

Our NPS vs. National Industry Leaders

As of July 2023, SkyLine's NPS has increased to 93! We remain committed to providing high-quality customer service and fiber-optic Internet to our communities, and we are so grateful to each of our customers.

What is NPS?



A Net Promoter Score is a measurement of customer experience and loyalty using a 1-10 scale, and can often be used to predict business growth as well. The measurement is calculated based on one simple question: "How likely is it that you would recommend this company to a friend or

colleague?" Respondents are then broken down into three different groups: Promoters (score 9-10), Passives (score 7-8), and Detractors (score 0-6). The overall score is determined by subtracting the percentage of detractors by the percentage of promoters.

Us vs. Our Competitors

Any score higher than zero is typically considered good — anything higher than fifty is considered excellent. According to Customer Guru, the Telecommunications' industry average is 30. We decided to take a look at our competitor's NPS's and found that not only were they all in the negatives, but the scores went all the way down to -79. Our own NPS is 93, beating out some of the top national industry leaders and almost tripling the national average.

That being said, there is always room for growth and improvement. We work everyday to provide our customers with the most advanced technology and the best customer service. For any questions or concerns, please reach out to us at 1-800-759-2226. We want to make sure you are always happy with your SkyLine/SkyBest service.

Call One Call Before You Dig



If you have an outside project in your plans before summer ends and it requires digging, do yourself a favor and call the One Call System first. You can reach the One-Call System by dialing '8-1-1' from any landline phone or any cell phone that is connected to a tower in North Carolina. And, our Tennessee customers also can contact the Tennessee One-Call Center by dialing 8-1-1 from their homes or businesses.

If you don't call first, you may end up with environmental damage, interruption of service, job or project delays or the potential for accidents and injuries. When you contact One Call first, our personnel will come and mark the utility lines in your work area. You can then dig safely without the fear of damaging telephone lines.

Enjoy the remainder of your gardening and landscaping projects this summer, but remember to be safe and call the One Call System before you dig.

Help Us "Rise & Shine" to Fight Hunger!

Recognizing the need to support local initiatives to minimize food insecurity is greater than ever, SkyLine will continue its annual breakfast food drive for area food pantries. Now in its tenth year, and beginning this month through October, our "Rise & Shine" food drive will accept donations of non-perishable breakfast items at each of our five Customer Center locations.

Beginning this month and while supplies last, all SkyLine/SkyBest Customer Service Centers will have shopping totes available for pick-up. We welcome all sizes of packaged breakfast food, including individually-sealed cereals, oatmeal and fruit items that can be included in area backpack initiatives for children. See related list of suggested non-perishable items. As our thank-you, please keep the tote for future use, and SkyLine will make delivery of these items to area food pantries, including the Solid Rock Food Closet, Ashe County Food Pantry, the Hunger and Health Coalition, Reaching Avery Ministry and the Shady Valley Baptist Church Food Pantry in early November.

SkyLine is grateful to join the community in support, including numerous individuals, churches and local organizations like those listed that are trying to help fill the hunger gaps that continue to exist across the region. We hope you will join us in this critical effort. As a local cooperative, we are reminded that the seventh cooperative principle is "concern for community." For more information about the food drive, please call your local SkyLine/ SkyBest Customer Service Center at 118. Thank you!



NEED TO CONTACT US?

CUSTOMER SERVICE

LOCAL 118
TOLL-FREE 1-800-759-2226

REPAIR SERVICE, 24/7

LOCAL 611
TOLL-FREE 1-877-475-9546

Additional Local Repair Service Numbers:

ALLEGHANY 336-372-4444 (10-DIGIT DIALING)

ASHE 336-982-3111 (10-DIGIT DIALING)

AVERY 898-9250

WATAUGA 297-4811

JOHNSON 739-4500

LENOIR 929-2872

INTERNET TECH SUPPORT, 24/7

TOLL-FREE 1-866-759-7591

WORTH NOTING:

Offices will be closed for Labor Day on Monday, September 4

STAFF:

Kim Shepherd
Chief Executive Officer

Brian Tester
Chief Operations Officer

Angie Poe
Customer Service Manager

Jamey Jenkins
Retail Sales Manager

Edward Hinson
Chief Marketing & Sales Officer

Hallie Grubb
Public Relations Administrator



Phishing: Don't Take the Bait

Phishing is when you get emails, texts, or calls that seem to be from companies or people you know. But they're actually from scammers. They want you to click on a link or give personal information (like a password) so that they can steal your money or identity, and maybe get access to your computer.



The Bait



Scammers use familiar company names or pretend to be someone you know.

They ask you to click on a link or give passwords or bank account numbers. If you click on the link, they can install programs that lock you out of your computer and can steal your personal information.

They pressure you to act now — or something bad will happen.

Avoid the Hook



Check it out.

- » Look up the website or phone number for the company or person who's contacting you.
- » Call that company or person directly. Use a number you know to be correct, not the number in the email or text.
- » Tell them about the message you got.

Look for scam tip-offs.

- » You don't have an account with the company.
- » The message is missing your name or uses bad grammar and spelling.
- » The person asks for personal information, including passwords.
- » **But note: some phishing schemes are sophisticated and look very real, so check it out and protect yourself.**



Protect yourself.

- » Keep your computer security up to date and back up your data often.
- » Consider multi-factor authentication — a second step to verify who you are, like a text with a code — for accounts that support it.
- » Change any compromised passwords right away and don't use them for any other accounts.

Report Phishing

- » Forward phishing emails to spam@uce.gov and reportphishing@apwg.org.
- » Report it to the FTC at [ftc.gov/complaint](https://www.ftc.gov/complaint).

For more information, visit [ftc.gov/phishing](https://www.ftc.gov/phishing)
[aba.com/phishing](https://www.aba.com/phishing)



Deliver non-perishable items to SkyLine
between September 1 - October 31

SUGGESTED ITEMS

- Oatmeal
- Whole-grain Cereals
- Hot Cereals
- Cream of Wheat
- Grits
- Gravy Mixes
- Pancake Mixes
- Muffin Mixes
- Granola Bars
- Syrup
- Fruit Juice Packs
- Canned or Dried Fruits
- Jam
- Powdered Milk
- Coffee
- Hot Chocolate
- Pop-Tarts

Items will benefit:

- Solid Rock Food Closet
- Ashe Hunger and Health Coalition
- Reaching Avery Ministry
- Shady Valley Baptist Church Food Pantry

Recipe of the Month

Easy Peanut Butter Cookies

Ingredients:

- 1 cup of shortening
- 1/4 cup of butter
- 1/2 cup of peanut butter
- 1/2 cup of sugar
- 1/4 cup of firmly packed brown sugar
- 1 egg
- 1 1/2 cups of all purpose flour
- 1/2 tablespoon of baking powder
- 3/4 teaspoon of baking soda
- 1/4 tablespoon of salt

Instructions:

Cream shortening, butter, peanut butter in a large bowl. Add sugar, beating until light and fluffy. Add egg and beat.

Mix the dry ingredients together and add to the cream mixture.

Chill thoroughly. Shape into 1 inch balls. Place 3 inches apart on a lightly greased cookie sheet. Flatten with fork and drop in flour. Bake at 375 degrees for 10-12 minutes.

Recipe submitted by Nell C. Baldwin



When you have big goals in front of you, it helps to have big internet speeds behind you. SkyLine/SkyBest offers the fastest internet service you need for winning days, whether you're streaming, exploring, learning, sharing, chatting, or gaming.

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