



Our Customers Come First

Perhaps you've read the story of *A Mayonnaise Jar and 2 Cups of Coffee*. It's been passed around in e-mail, but was originally written by Laura Bankston in her book *Cooking With Kids Curriculum: Homeschool Cooking in a Box*.

The story tells of a professor, who fills a mayonnaise jar with golf balls. He asks the students if the jar is full. They agree that it is.

Next, he adds pebbles, and lightly shakes the jar. Again, the students agree that it is full.

The same happens with sand, and finally with two cups of coffee. Each time, the jar appears to be full.

The professor goes on to explain that the jar represents life. The golf balls are the important things – family, children, health, friends, and your favorite passions – things that, if everything else was lost and only they remained, your life would still be full. The pebbles are the other things that matter,

like your job, your house and your car. The sand is everything else – the small stuff.

He continues by describing the order of the items in the jar. If the sand were first, there would be no room for the pebbles or golf balls. The same applies to life – the most important things must come first.

By now, you may be asking why this is included in your telephone company's newsletter. The answer is simple. In a recent Manager's Meeting, our Assistant Manager Jeff Lutz made a poignant analogy. In our mayonnaise jar, our customers are the golf balls. From every decision made in our boardroom to the time spent on a telephone call when you have a question on your account, **the most important part of our business is YOU – OUR CUSTOMER.** We appreciate your patronage, and promise to do everything we can to keep your services at their best.

What part does the coffee play? No matter how full your life may seem, there's always room for a cup of coffee with a friend. (In our case, there's always time to help our customer.) We've said it before, but it's worth repeating – we live in this community too. The people who live in Palmerton and its vicinities are our family, friends and co-workers, so it's important to each of us to continue Palmerton Telephone's tradition of providing your best and most reliable communications choice.

Phone Numbers

Customer Service
610-826-6650

Business Office
610-826-2115

Repair Service
610-826-3444

Gilbert Office
610-826-9321

DIRECTORY UPDATES

It's almost time for the new Palmerton Telephone Phonebook! Hanson Directory Service has contacted local businesses to discuss their advertising options. **Businesses** who have not spoken to a representative can contact Hanson's Premise Sales Manager at 1-800-622-0034 Ext. 1732.

Our Residential Customers can also make changes for the 2008 Telephone Directory.

From now until February 29, 2008, we will waive the fee charged for a residential name change. Revisions made after this date may not be included in the 2008 directory.

Common Changes include:

- * Name Change
- * Addition of a spouse's name
- * Listing Type – Published or Unlisted

To make a change, please call our Business Office at (610)826-6650.

Palmerton Telephone Company continues to engineer and advance technology for tomorrow while providing reliability and quality service that Pennsylvanians count on today.

SERVING THIS AREA SINCE 1900

465 Delaware Avenue • Palmerton, PA 18071 • www.ptelco.com

From the Manager's Desk...

Do you know that
Palmerton Telephone
has been serving the
area since 1900?

NO POWER? NO PROBLEM.

Well, we made it through January. Only about a month and a half until winter officially ends. Although the daylight is becoming more plentiful, it seems that we get the worst winter weather at this time of year. Anybody remember 1957? We had a three-foot snowfall the weekend after Valentine's Day and another one on the first day of spring. Scientists were concerned about a "new ice age" back then.

Electric power interruptions frequently come with these winter storms. With well over half of our customers living in areas classified as rural, we are well aware of the problems lack of electricity can cause. This is why we have made preparations for this eventuality. Every one of our switching centers has backup power. We use batteries for short-term interruptions and have standby generators in place or on mobile units to take care of longer-term outages. In addition, we supply the power for most standard

telephone sets, right over your telephone line.

Having your local service from Palmerton Telephone Company enables you to call the electric and other utility companies to report your service interruption. So, while you may have to build a fire in the fireplace to stay warm, melt buckets of snow for washing and sanitation, and listen to your portable radio for entertainment, you can still make that important call.

Sincerely,

Tom Lager

General Manager
Palmerton Telephone Company

Apple Pie

- > 1 double crust pie crust recipe or pre-made pie crusts
- > 1/2 cup unsalted butter
- > 3 tablespoons all-purpose flour
- > 1/4 cup water
- > 1/2 cup white sugar
- > 1/2 cup packed brown sugar
- > 6 apples (works best with Granny Smith apples, but any kind of apples will do) - peeled, cored, and sliced.

Directions:

1. Prepare pie crusts according to your recipe or use pre-made pie crusts.
2. Preheat oven to 425 degrees F. Melt the butter in a saucepan. Stir in flour to form a paste. Add water, white sugar and brown sugar, and bring to a boil.
3. Place the bottom crust in your pan. Fill with apples, mounded slightly. Gently pour the sugar and butter liquid over the apples. Pour slowly so that it soaks in and does not run off.
4. Cover with top crust. Brush top crust with a small amount of melted butter (helps crust to turn a nice golden-brown color).
5. Bake 15 minutes in the preheated oven, and then reduce temperature to 350 degrees F and continue baking for 35-45 minutes until crust is golden brown.

Recipe Feb08

The "How To" Corner

TOLL GUARD

TollGuard is an easy and effective way to control your long distance bill. Once you add this feature to your account, these few simple steps will help you manage the toll calls made from your phone line.

To Use TollGuard:

1. Pick up the telephone handset and access dial tone.
2. Dial as you would to place a call. If the number you dialed is long distance, a TollGuard announcement will prompt you to enter your PIN Number, followed by the "#" button. If you enter the correct PIN number, the call will proceed.
3. If the PIN you entered was incorrect, you will be instructed to try again. If you enter it incorrectly again, a recording will tell you that the phone line is toll restricted and the call will disconnect.

Using the Internet, you can also:

- > Turn TollGuard service on or off. Doing this allows you to make toll calls without using the PIN. This does not stop TollGuard billing with the telephone company. To remove it permanently, you **MUST** contact Palmerton Telephone.
- > Change your PIN Number.

Personalizing TollGuard Service through the Internet

1. Go to www.flexphone.com
2. In the Telephone Company I.D. field, enter 0196.
3. In the 10-Digit Phone Number field, enter your area code and phone number.
4. In the user Password field, enter your Internet password. Your temporary password assigned by the telephone company is the last five digits of your telephone number. For your protection, we recommend changing your password to prevent unauthorized changes to your account.
5. Click on the **Logon** button. The "FlexPhone Service Customization" screen appears. Make any desired changes from this screen and click on "Update Values" to save your changes.

Important: Please protect your PIN (Personal Identification Number). The security of your TollGuard service depends on it! If you forget your PIN, please contact Palmerton Telephone or use the Phone Customization website to change it.

Do you know that Palmerton Telephone copper wires, connected end to end, circle the earth 4 times at the equator?

Brain Teaser December 2007 Winner!

Congratulations to Brian Strausberger of Kunkletown, PA. Brian was the winner of a \$25 Gift Card to Roadies Restaurant and Bar at Penn's Peak in Jim Thorpe, Pa.

If one=3, two=3, three=5, and four=4, what do five + six = ?
hint: number

Answer: "seven or 7"

We're Still On When the Power Goes Out

It's human nature. When our lives are disrupted, like in a power outage, we want to call our family members. In times of uncertainty, it is important to communicate with the outside world, and have access to 911.

Luckily, your landline phone service from Palmerton Telephone does not require electricity to your home. As long as you have one wired (not cordless) phone, you can make or receive calls – without worrying about running out of battery life. Back-up batteries only last a short time – a power outage can last much longer.

In addition, we have plans in place for outages, including batteries, standby generators and mobile units. The power for most standard telephones is supplied over your telephone line.

If you do rely exclusively on a cordless phone, keep a wired phone handy for emergencies. That way, if the power does go out, you can simply switch the jack from one phone to the other.

For more information about preparing for an emergency, visit the American Red Cross website at www.redcross.org.

Fun Facts

John Adams was the first president to live in the White House – then called the Executive Mansion.

President William Taft kept a cow on the White House lawn to supply him with fresh milk. He was the last president to do so.

When Andrew Johnson, the first U.S. president to be impeached, died, he asked to be wrapped in an American flag with a copy of the Constitution under his head when he was buried.

Ronald Reagan was the oldest man elected president.

When Theodore Roosevelt was shot in the chest en route to Milwaukee, he refused to go to the hospital before giving his speech. After speaking for more than an hour, he was taken to a hospital.

Four of the first six U.S. presidents were age 57 when they were inaugurated; Washington, Jefferson, Madison, and Adams were also the last U.S. presidents to be inaugurated at that age.

Franklin D. Roosevelt was the first U.S. president to appoint women to high government posts.

Benjamin Harrison is the only president preceded and succeeded by the same president.

Bill Clinton was the first left-handed U.S. president to serve two terms.

George Washington was the first U.S. president to appear on a postage stamp.

Toll Guard

One month it's \$20. The next, it's \$75. Would you like to take control of your long distance bill? Protect your phone just like your bank account – with a Personal Identification Number (PIN).

TollGuard is an easy way to prevent unauthorized calls from your touch-tone phone, without affecting the ability to receive incoming calls. You control who can make calls from your line, and allow access only by sharing your PIN, which can be required to make a toll call. You can turn your long distance service on and off at your convenience, at any time, without a call to the business office or extra service order charges.

During the month of February, we are waiving installation fee on our popular TollGuard service. To make it even easier, we've included instructions for using TollGuard in the "How To Corner" of this newsletter! If you'd like to order, please call us at (610)826-6650.

Do you know?

On Valentine's Day in 1876, Alexander Graham Bell applied for a patent on the telephone. This prompted a legal battle over an alleged conspiracy theory. Elisha Gray, who had filed a patent the same day, but whose filing fee was recorded after Bell's, stated that the original idea belonged to him. Over the years, Bell's lawyers successfully won over 600 lawsuits challenging his right to the patent.

Can you beat this **BRAIN TEASER?**

Palmerton Telephone is giving away a \$25 Gift Card to Roadies Restaurant and Bar at Penn's Peak in Jim Thorpe, Pa.

To enter, e-mail the correct answer to ptelco@ptd.net or send a 3" x 5" index card to 465 Delaware Ave. Palmerton, PA 18071. Please include your name, address, daytime telephone number (to call only if you win), and the Brain Teaser answer. All entries must be received by **2/20/08**.

Good Luck!
Palmerton Telephone



Brain Teaser

Take my last four letters away and I still sound the same. What am I?