



Local Businesses—The Thread of a Community

There's a tradition at Palmerton Telephone that comes around every year. Between mid and late May, a crew of our Field Service Technicians take a break from their normal routine to hang American flags from each of the street light poles in Palmerton. Using two of our bucket trucks, each one starts on the opposite end and opposite sides of town, and they work until every pole has a flag. The end result is well worth the time it takes, at least a few hours, and it's only right that we honor our veterans in time for Memorial Day.



That's not the only project our company assumes for the town though. For quite awhile, both Palmerton Telephone and our parent company, Pencor Services, Inc. have been doing many things behind the scenes to make our community a better place to live. With assistance from PenTeleData, our partner company, we've wired the schools and library for Internet services, installed security cameras at the Palmerton Park, dug and set holes for the borough, purchased a new scoreboard for the high school and donated computers for education. In addition, we employ hundreds of employees, keeping them local – and benefiting other local businesses with their patronage.

Perhaps all of this is why a recent website caught the attention of some of our employees. Created to build loyalty and increased revenue for independent, locally owned businesses, the 3/50 project relies on a simple message: **"Pick 3. Spend 50. Save your local economy."**

The foundation of their program is simple, yet effective. Here's what they advertise:

- What three independently owned businesses would you miss if they disappeared? Stop in. Say hello. Pick up something that brings a smile to you, a friend or a loved one. Your purchases and patronage are what keeps businesses like these around!
- If half of the employed population each spent \$50 in locally owned independent businesses, it would generate more than \$42.6 billion in revenue.*

Continued on page 3

Phone Numbers

Customer Service
610-826-6650

Business Office
610-826-2115

Repair Service
610-826-3444

Gilbert Office
610-826-9321

*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?

THEY ARE STILL DEFENDING US

As we approach the annual celebration of our independence, let's stop and consider, not only those who originally secured it, but those who continue to guarantee it for us. Although we only hear about the spectacular news from the war fronts these days, there are still thousands of American service people deployed overseas who put their lives on the line daily to preserve our freedom. Whether or not you agree with the mission, these are fellow Americans who are putting themselves in harm's way for us. Nor are all of them in the "hot" zones like Iraq and Afghanistan. Many are deployed to Europe, Greenland, Korea, The Pacific Islands and other places far from home. Aside from the fact that people may be shooting at you, morale is a big factor in their survival.

The son of a friend of mine is deployed to Afghanistan with the US Marines. He tells us that while he is lucky enough to have family and friends who send him morale boosting packages, many of his comrades in arms have no one back

home. Many joined the military simply because they had nowhere else to go. These military personnel need your support. Although you may not know anyone personally to whom you can send a "goodie package", there is a way you can help. A group of patriots in Monroe County has formed an organization called "Operation Touch of Home". This group is dedicated to improving the lot of our military personnel overseas. I have seen first-hand what these folks do when they stepped up to help my friend's son and his unit through the harsh Afghan winter. By helping this group, either with your time or money, or both, you can help boost the morale of someone serving his or her country. Their website is www.touchofhome.net or you can mail them at Operation Touch of Home, P.O. Box 162, Brodheadsville, Pa. 18322.

Sincerely,

Tom Lager

General Manager
Palmerton Telephone Company

Easy American Flag Cake

Ingredients:

- > 2 pints of strawberries
- > 1 recipe of your favorite white or yellow cake (mix or from scratch, your choice)
- > 1 1/3 cup of blueberries
- > 1 tub of whipped topping

Mix up and bake your favorite cake mix or recipe. Let cool.

Slice one cup of strawberries, set aside. Halve remaining strawberries, set aside.

Top cake (in pan) with the sliced strawberries, one cup blueberries. Follow with all of the whipped topping. Arrange the remaining strawberry halves and blueberries on the whipped topping to create a flag design. Refrigerate until ready to serve.

Recipe

Which of these services might be helpful to you?

In the event of life-threatening, obscene or harassing calls, **Call Trace** traces the number of the last call received and sends the number to the local telephone office. Later, the number can be provided to a representative of an authorized law enforcement agency (not the telephone subscriber).

Tired of dialing? Repeat call automatically redials the last number you've dialed. If the called number is busy, **Repeat Call** will keep dialing that number for up to 30 minutes and signal you with a special ring if the called number becomes available. Calls made using this service are subject to the regular local or toll charges.

Return Call automatically redials number of the last incoming call, whether the call was answered or not. If the called number is busy, Return Call will keep dialing that number for up to 30 minutes and send you with a special ring if the called number becomes available.

Selective Call Forwarding allows you to forward incoming calls from up to ten (10) telephone numbers within the 610/484 calling area to another telephone number.

Selective Call Rejection allows you to automatically reject calls from directory numbers (DNs) on your predesignated screening list. When a call is received from a number on the screening list, the caller receives an announcement indicating that the party he or she is trying to reach does not wish to receive calls at this time.

Selective Call Acceptance screens incoming calls against a list of directory numbers (DNs) specified by you and then accepts only calls from those numbers. Calls from others are denied access to your line and hear a recording, indicating that you do not wish to receive calls at this time.

Distinctive Ringing/Call Waiting Tone provides special identification for calls received from telephone numbers that you specify. You create a screening list through an interactive dialing sequence. When a call is received from one of the numbers on your list, you are alerted with a distinctive ringing or call waiting tone. Incoming calls from telephone numbers not on your list will produce a normal ringing pattern or call waiting tone.

For more information about any of these services, call us today at 610-826-6650.

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

Brain Teaser May 2009 Winner!

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

I begin and end with
U-N-D.
A subterranean word.
Can you deduce me?

Answer: Underground

Local Businesses — The Thread of a Community (continued from page 1)

- For every \$100 spent in locally owned independent stores, \$68 returns to the community through taxes, payroll and other expenditures. If you spend that in a national chain, only \$43 stays here. Spend it online and *nothing comes home.**

*US Department of Labor 2-6-09.

To learn more, visit information visit www.the350project.net.

Just like Palmerston Telephone, most local businesses care about preserving the quality of life in the areas they serve. Not only are they invested financially, but their employees likely live and shop in the community too. What local businesses will you support today?

Fun Facts

Babe Ruth is credited with the invention of the modern baseball bat. He was the first player to order a bat with a knob on the end of the handle. Louisville Slugger produced the bat with which he hit 29 home runs in 1919.

Mushrooms are commercially grown in virtually every state in the U.S. Pennsylvania, however, still accounts for over 40 percent of total U.S. production, which in 1998, reached over 800 million pounds.

New York City has the most skyscrapers of any city in the world with 140. Chicago is a distant second at 68. The term "skyscraper" technically describes all habitable buildings with a height of more than 500 feet (152 m).

Early mattresses were filled with straw and held up with a rope stretched across the bed frame. If the rope was tight, sleep was comfortable. Hence the phrase, "sleep tight."

The power lawn mower was invented by Ransom E. Olds (of Oldsmobile fame) in 1915.

Boxers were named after their habit of playing. At the beginning of play with another dog, a Boxer will stand on his hind legs and bat at his opponent, appearing to "box" with his front paws.

Caller ID

Would you like to know who is calling before you answer the phone? If so, consider Caller ID. It's your electronic peephole, your personal time management solution, your chance to see who called while you were busy relaxing in the pool. Deluxe Caller ID shows the telephone number and name of an incoming call. The information displays between the first and second rings, so you can decide whether to take the call.

Not only can you see the telephone number of incoming calls, but you can also block your own information on outgoing calls. This valuable feature is beneficial for all households, but is especially important for occupations requiring calls made from home, where personal privacy is a safety concern, including doctors, lawyers, teachers, public officials and law enforcement. This service is available via two methods: per call blocking and line blocking. It is not necessary to order per-call blocking service, you simply enter *67 (or 1167 on a rotary phone) to block Caller ID information from being displayed for that call only. Line blocking service, ordered through our Customer Service, blocks your Caller ID information for all outgoing calls except those to 911 and to 800, 888, or 900 numbers.

This month, we are offering new Caller ID customers free installation, a free Caller ID Display Unit, and three free months of service with a one year agreement. To sign up, call us today at (610)826-6650!

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 **7/20/09**.

Good Luck!
Palmerton Telephone



Brain Teaser

Take me out. Scratch my head. Now I am black, but once was red.

What am I?