



There's an Imagineer in All of Us

Recently, some of us at Palmerton Telephone discussed the Walt Disney Imagineers. We wondered what we might learn from what they do to create the amazing Disney experience.

Since the early 1950s, Disney has been gathering the best of the best – thousands of people with diverse backgrounds, who are responsible for making dreams come alive. The Imagineers must anticipate audience appeal, often years ahead of time, and follow that idea from concept through installation of all things Disney, including resorts, theme parks, entertainment, media and real estate. Often, they have hundreds or thousands of ideas for every one that actually works.

After a bit of research, what did we learn? Well, we're happy to report that although it is on a much smaller scale, and the services we offer are much different, we have our own "Imagineers":

Unlike Walt Disney Imagineering, we do not have a fancy name for our engineers and hard-working staff, but similar to their planning, creative development, production and project management groups, we have a talented staff of creative people with diverse backgrounds who keep Palmerton Telephone functioning at its very best.

The Disney crew blends creativity and innovative technological advancements to create some of the world's most distinctive storytelling. Our engineers use their creativity and technology to make sure your telephone works whenever you have a story to tell – with the same advanced services like DSL, Voicemail with Unified Messaging and the Val-YOU Package available from larger companies.

When you pick up your landline phone from

Palmerton Telephone, you can safely assume that dial tone is readily available for you to make a call – a direct result of hard work behind the scenes. Our engineers oversee everything that provides connectivity from your Network Interface Device (NID) to the switch, including the placement of all overhead and underground copper and fiber optic cable. It is important for the structures that support and protect our facilities will withstand years of abuse from Mother Nature, bad drivers and backhoe operators. Engineering must also monitor switching capacity and traffic data to anticipate timely upgrades to match customer demand, so no one will hear the dreaded "all circuits are busy" recording that has become commonplace with many cellular phone providers.

The character of our company is apparent in the time and resources Palmerton Telephone donates to help local schools, fairs and community events. Since the people we serve are our family, friends and neighbors, we take our jobs personally.

And so, although Palmerton Telephone is many miles away from Disney, we're proud of our "Imagineers" and the work they do to keep your landline telephone the most reliable communications choice available.



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?

THIS MONTH

It's September and summer will soon be officially at an end. Every year they seem to get shorter. Please take a minute or two to look through this month's edition and read the interesting articles.

Recently we gave our department heads and supervisors a puzzle with nine dots in the shape of a square with three rows of three dots each. The challenge was to connect the dots with no more than 4 continuous lines - never lifting the pencil from the paper in the process. You can read about the puzzle elsewhere in this month's newsletter. See if you can solve it.

Since we couldn't afford to get a celebrity like a former U.S. Surgeon General to plug our product, we're offering a special this month on our PERSONAL EMERGENCY ALERT UNIT. We're taking the money we would have used to hire a celebrity spokesman and using it to

give you a special introductory price and free installation during the month of September. Look around this issue to find an article with all the details.

Over the past few months we've been using the stern admonitions your mother used to give you when you were growing up as part of our advertising. These "momisms" as we call them, have been used to introduce you to some of our more popular products. Our marketing department is eager to find out whether or not you like them so they are asking for your feedback in an article in this issue.

Sincerely,

Tom Lager

General Manager
Palmerton Telephone Company

OUR SATURDAY HOURS ARE CHANGING!

For the Palmerton office only:

Effective August 2, 2008, our Saturday Business Office hours will be 8 AM - 12 PM.

Our Gilbert office and Pencor Superstore hours will remain 9 AM - 1 PM.

Quiche

Ingredients:

- > 1 pack Crescent Rolls
- > 1 cup Cheddar Cheese shredded
- > 2 Eggs
- > 1 can Evaporated Milk
- > Dash of Worcestershire
- > Salt
- > Pepper
- > Broccoli and/or Ham

Directions:

Preheat oven to 350. Spread crescent rolls out in a 9" pie dish to create piecrust. Spread cheese over crust. Add broccoli or ham. In medium bowl mix eggs, milk, Worcestershire, salt, and pepper. Pour over crust. Bake 45-50 minutes. Serve warm.

Recipe Sept08

WE WANT TO HEAR FROM YOU

ABOUT OUR MOMISMS!

At PALMERTON TELEPHONE, OUR CUSTOMERS ARE THE HEART OF OUR BUSINESS. SATISFIED CUSTOMERS REPRESENT OUR GREATEST ADVANTAGE - NOT ONLY WILL THEY SPREAD THE WORD TO FAMILY, FRIENDS AND ACQUAINTANCES BECAUSE THEY BELIEVE IN WHAT WE DO, BUT THEY WILL ALSO HELP US DO IT BETTER. YOUR FEEDBACK GIVES US THE CLUES WE NEED TO OFFER THE SERVICES YOU WANT AND NEED. IT'S A MUTUAL GAIN FOR EVERYONE INVOLVED.

With this in mind, we want to hear from you! Do you remember your mother pulling out a crumpled tissue from her pocket, drenching it with saliva and wiping your face? Worse than that - maybe she would just skip the tissue and lick her finger. As mentioned in a previous newsletter, it's a memory most (if not all) of us have. In addition to her royal blue velour housecoat and flowered nightgown, we remember many things about our moms. Most notably might be her words of wisdom.

And so, as a tribute to Moms everywhere, we've been using these words, otherwise known as Momisms, to advertise Palmerton Telephone's products and services.

Did you see our momisms? Did you like them? Do you have a favorite or one of your own to share? Tell us about your momism experience, and you could win a prize package that includes a \$25 Gift Card to Roadies Restaurant and Bar in Jim Thorpe, four tubing passes to Blue Mountain Ski Area, two \$5 Subway coupons for The Pit Stop in Palmerton, and two tickets to the Penn State vs. Michigan State Football Game on November 22.

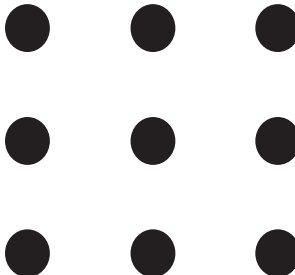
Simply e-mail your response to ptelco@ptd.net or send a postcard to:
Palmerton Telephone
465 Delaware Ave.
Palmerton, PA 18071

Please be sure to include your name, address and telephone number. We will randomly select a winner from all entries received by Friday, October 3, 2008.

NINE DOTS PUZZLE

Are you up for a challenge? We recently presented this puzzle to everyone here at Palmerton Telephone. Not only did it add a bit of fun to our day, but the answer holds the clues to a very important lesson. Enjoy the puzzle - we'll provide the solution and the puzzle's history in the October edition of this newsletter.

Connect the dots by drawing four straight continuous lines, never lifting your pencil from the paper.



Hint: Think Outside the Box.

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

Brain Teaser July 2008 Winner!

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

Spelling a problem, flip
open my pages. I am
the choice of authority
in the modern ages.
Adjective, verb, noun, in
me the answer can be
found. What am I?

Answer: Dictionary

Fun Facts

It is estimated that on average, there are 61,000 people airborne over the USA all the time.

As of 1976, there were approximately 375 ten-thousand dollar bills in circulation in the United States.

A strand of spider web may be stronger than an equal diameter of steel.

A dog's nose has over 200 scent receiving cells.

The land owned by the U.S. Federal government is about 651 million acres — 29 percent of the country's total.

The United States consumes 50 percent of the world's production of diamonds. However, there is only one diamond mine located in the U.S. — in Arkansas.

Americans consume about 138 billion cups of coffee a year.

Earth is estimated to be 4.5 billion years old. It travels through space at 660,000 miles per hour.

You need approximately 2,000 berries to make one pound of coffee.

A standard garden hose can put out as much as 20 gallons of water per minute. A hose left on by mistake can waste as much as 28,000 gallons in just 24 hours.

There are more than 7,000 varieties of apples grown in the world. The apples from one tree can fill 20 boxes every year. Each box weighs an average 42 pounds.

Personal Emergency Alert

Our Personal Emergency Alert service just became more accessible! We have lowered the monthly cost to just \$19.95, with an additional 10% discount for customers who prepay for a year. Peace of mind for as little as \$17.95 a month is an unbelievable offer!

In case you haven't heard, anyone recovering from injury or with a permanent disability can benefit from this 24-hour emergency response service, to maintain or regain his or her independence.

What should you know about Personal Emergency Alert?

- > Trained technicians install the alarm unit.
- > A waterproof alarm sender, either in the form of a wristwatch or pendant summons help at the press of a button.
- > Local Operators are able to talk to and hear the caller through a special console. After determining what help is needed, they will notify up to four predetermined contacts, including 911. These can be family, friends, emergency personnel or caregivers.
- > The equipment has power failure and restore options, and an inactivity alarm.

Give your family peace of mind. During September, we are offering the alarm unit for just \$99.95 (If you have a loved one who could benefit from this service, it would be the perfect early Christmas gift!). For more information, please call us 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 **9/20/08**.

Good Luck!
Palmerton Telephone



Brain Teaser

I soar without wings. I see without eyes. I've traveled the universe to and fro. I've conquered the world, yet I've never been anywhere but home. What am I?