

LAJICARITA NEWS

SUMMER 2011

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Monique Marie Duran Wins 2011 La Jicarita Scholarship



We are pleased to announce that La Jicarita Rural Telephone Cooperative has awarded a \$600 scholarship to Monique Marie Duran, graduating senior at Mora High School. Monique is the daughter of Ronald Duran and Erica J. Martinez, and she plans on attending New Mexico State University in Las Cruces, NM.

La Jicarita awards two \$600.00 or \$400.00 scholarships per semester. The general scholarships are available to any graduating senior from the Mora and Wagon Mound High Schools with a minimum 2.5 GPA and parents or guardians with ACTIVE telephone service with La Jicarita Rural Telephone Cooperative. This year, a scholarship was not awarded to a Wagon Mound student because no applications were received.

For more information on the scholarship program, please contact Annabelle at apacheco@lajicarita.com or (575) 387-2216.



The objective of the La Jicarita Rural Telephone Cooperative scholarship program is to encourage our local youth to further their education and to promote an awareness to acquire the knowledge and skills needed for today's competitive marketplace.

La Jicarita Awarded Nearly \$12 Million in Stimulus Funding

Recovery Act Dollars will bring Fiber - to - the - Home to Residents

La Jicarita Rural Telephone Cooperative has been providing telecommunications services to the citizens of Mora County, New Mexico, for over 40 years.

In 2010, La Jicarita applied for stimulus funds through the BIP program to upgrade existing copper facilities to fiber optics in the Mora area. The project focuses on providing fiber-to-the-home (FTTH) to customers that are located in very rural areas whose existing communication facilities prevent broadband service or limit the service speeds to unacceptable limits. Fiber-to-the-home service offerings will also give the highest speed capabilities for future applications. In addition, the project will replace the old and deteriorating copper telephone cable that is nearing or has reached the end of its useful life, as well as retiring aerial plant related to the Mora-San Miguel Electric Cooperative with its installation of a new electric line between La Cueva and Mora.

In April 2011, La Jicarita Rural Telephone Cooperative's Operations Manager, Michael J. Leyba, met with U.S. Senator Tom Udall to tour the new business office and discuss the

Business and home owners are using technologies that require more and more bandwidth. Fiber optics is the best technology to keep up with the bandwidth demand.

Pictured: U.S. Senator Tom Udall (right) tours La Jicarita facilities with Michael J. Leyba, Operations Manager



recent award of stimulus funds. Mr. Leyba spoke about the importance of broadband for rural business development and growth and also the ways that broadband brings education, public safety, telemedicine and other opportunities to rural customers. He also spoke of the number of jobs created or saved in this stimulus project and other services that contribute to the area's economic development.

Mr. Leyba said: "It is very important and we humbly ask you, Senator, that you and our other congressional delegates support any reform to the recent FCC Notice of Proposed Rule Making (NPRM) that would not undermine or eradicate approaches and mechanisms that have already achieved substantial success in promoting and maintaining broadband-capable networks in our rural carriers' service areas."

La Jicarita Receives VIVA Award

The Association of Commerce & Industry of New Mexico (ACI) has selected La Jicarita Telephone for a VIVA award. Each year, ACI recognizes outstanding companies that demonstrate Vision, Investment, Vitality and Action (VIVA). ACI recognizes businesses that demonstrate their unique vision or corporate philosophy, their investment in company employees and the surrounding community, their vitality through the organization's growth or financial strength, and their action to make New Mexico a better place to live.

A Benefit of Membership - La Jicarita Disburses over \$247,000 to Cooperative Members

In December 2010, La Jicarita disbursed \$247,499.15 in patronage capital credits to members. Because La Jicarita Telephone is a cooperative, owned by its members, we don't technically earn profits. Instead, if revenues exceed the cost of doing business the Co-op earns margins. Each year, margins earned are assigned to each member in proportion to the amount that member paid for telecommunication services. These assigned margins are called patronage capital credits.

What does La Jicarita do with patronage capital credits?

Patronage capital credits are retained for a period of time to help fund capital projects like new services for subscribers, service to new areas and plant upgrades. This keeps costs down by allowing us to minimize our borrowing and decreases our debt load. This is exactly what patronage capital credits are

intended to do – help keep your Co-op financially healthy.

When are patronage capital credits refunded?

These funds are distributed when management and the La Jicarita board of directors believes it is a prudent thing to do based on La Jicarita's financial well being and need for capital to reinvest in infrastructure.

Who receives patronage capital credits?

All members who have service with La Jicarita during a year the Co-op earns margins are assigned patronage capital credits. The recent disbursement was paid to 1,590 members for the year 1996.

For more information on patronage capital credits, please contact Glenda at (575) 387-2216.

New Wireless Service Available

We are now proud to announce that we are going to sell retail service under Choice Wireless, a La Jicarita Retail brand in partnership with Comment Wireless. The underlying business that supports the wireless network is partially owned by us. Our plans are based on a simplified \$30 a month unlimited local voice/SMS pre-paid calling plan with no long term service contracts.

A few years ago, La Jicarita partnered with Comment Wireless and launched an aggressive wireless build plan to add coverage sites for roaming in both Mora and Colfax Counties. At the time, we looked at launching a retail product but felt the roaming option would bring much needed coverage to our communities quicker and provide the

necessary cash flows to be able to offer a retail product self funded by the wireless operations. In the next 18 months we also have several smaller site locations planned to add incremental coverage so if there is no coverage at your home, please be patient.

We encourage you to pass by our office in the next couple of weeks to check out the products and services we have waiting for you.



La Jicarita Annual Meeting

September 10, 2011
9 am to Noon
Mora High School Gym
Wagon Mound
Elementary Auditorium

Cooperative members and the public are invited to attend this year's Annual Meeting. The purpose of the Annual Meeting is to elect trustees, pass upon reports for the previous fiscal year and transact such other business as may come before the meeting. Lunch will be served after the business meeting.



455 State Highway 518 in Mora

New Building Gives La Jicarita a Needed Facelift

In February 2011, we opened the doors to our remodeled facility. The new building includes our business offices, retail sales area, customer reception and the central office.

The old building was built in 1980, and was in need of significant repairs. The new multi-use building has expanded to 5,084 sq ft, and it offers a better customer experience.