

Congratulations to our little La Jicarita winners!

We have artists on our hands!

Here are the coloring contest winners. Thanks to everyone who participated!



(age category 2-4)
Lillianna Garcia, age 3



(age category 5-7)
Amor Francisca Montoya
age 6



(age category 8-10)
Marissa Jaramillo, age 10

Let's celebrate you in June!

Come to the annual La Jicarita Annual Customer Appreciation Day where food, friends, live music and fun for all will be available!

WHEN:

Friday, June 22nd
4-6pm

WHY:

For free food,
good music
and a fun time
for all.

WHERE:

La Jicarita office
455 State Hwy. 518
Mora, NM 87732



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Mora, NM 87732

LAJICARITA NEWS

Spring 2018

Working together to stay connected

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Recognizing JD Schmidt

A dedicated La Jicarita board member and community member, JD Schmidt is well-known around the Mora and Wagon Mound area. We sat down with JD to learn more about his life and contributions to the community, get his take on the telecommunications industry, and a life well-lived.

“All my life, I have liked engines”

Born in Kansas in 1927, JD lived primarily in the Texas panhandle until he was three, living thereafter in New Mexico. JD now lives one mile out of Wagon Mound and has for many years.

JD spent his younger years helping out around the ranch he was raised on. While much of his time was spent on ranch tasks, JD's real interest was engines. After getting settled in Wagon Mound, JD started working at the local Chevrolet dealer. After the dealership closed, he worked for several years on his own as a mechanic. To this day, everyone knows JD as the "fix it man" when it comes to engines of all sizes.

JD and his wife raised their daughter in Wagon Mound, and now have four grandchildren and two great-grandchildren who live close by.

1. What do you love about your community?



“Open space. If I couldn't get up and look at the mountains I'd be lost. The Turkey Mountains...they are nice to look at in the morning and evening. When it's winter, it's usually snowing up there first.”

JD cites Bean Day as the annual highlight in the community. The festivities include a parade, dances in the evening, and even a three-day

rodeo! JD, a past parade Grand Marshal, is proud to have his restored automobiles and farm tractors in the parade, kicking off the Labor Day weekend activities.

2. What was the telecommunications industry like when you first got involved?

“The technology we have today has not always been available. La Jicarita first started when it purchased a small telephone company in Mora. Later, they bought a telephone company in Wagon Mound. Back then, those were party lines, where 10–12 people used the same line. If a caller wanted to make a call to someone not on their party line, the operator would connect them. The service wasn't reliable and long-distance calling was expensive, so unless it was urgent, people would write letters to each other. Before fiber, there were copper lines—winter caused high maintenance problems. In fact, to call Mora from Wagon Mound was a long-distance call!”

JD has been serving on the La Jicarita board for nearly 40 years. "It's interesting, and we get something done," says JD about his years of service. With seven board members, they don't always see eye-to-eye, but they do get along well and have good discussions about important decisions that need to be made. "It's good work," JD says about what La Jicarita is doing. "It's not only the equipment...we have the people who can do it. This creates jobs in the community."

A friend who visited JD from a larger city was astounded with the Internet service available in this remote part of New Mexico. They told him, “you've got speeds I can't get.” **“I am proud that I was a little part of it,”** remarks JD.

3. Where do you see the industry going in the future?

“It's full time trying to keep up with the technology. 5G is coming in and supposed to be faster yet. We've improved [over] the last several years. Before, any long-distance calls had to come to Wagon Mound and then come through telephone lines, down to Albuquerque and to the rest of the world.” Today, that's no longer the case! More advanced technology can open up new opportunities, such as bringing in new teachers via telecommunications, growing small schools in new and exciting ways. Technology has helped La Jicarita grow too—the annual meeting is now televised on closed circuit TV around the community, allowing people to be part of the meeting wherever they live.

4. What advice would you give to someone younger than you on how to live a long happy life?

“My mom raised me right. Eat good solid food, three meals a day. Drink the right brands of whiskey all the time...but not a lot of it! I'm still enjoying life. My wife's a good cook, I'm not malnourished. Neither me or my wife is on any prescription. Haven't been to the doctor in over three years, and that was just for a little check-up. There used to be little country stores scattered around all over. The storekeeper would give you candy, but we couldn't have any...we couldn't have any because my mom said so. She could give us an apple or orange, but no candy.”



5. Any further thoughts you want to share, JD?

“In addition to being on the La Jicarita Board in the past, I have had the opportunity to serve on the Village of Wagon Mound Council and the Wagon Mound School Board. I believe any talents I may have allowed me better to serve in the telecommunications industry.”

“This extended community has treated me very well in many ways over the years and I try to give a little back when I can and where I can.”

Thank you for your service and dedication to your community, JD!



Have you won yet?



December winner
Celina Garcia



January winner
Antonio J. Olivas

When you pay your service bill online and on time, you are automatically entered into our monthly drawing and will be eligible to win a gift card! Visit lajicarita.com to sign up for online bill pay.

Not pictured: February winner Jack Adkins