



LAJICARITA NEWS

FALL 2012



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CUSTOMER APPRECIATION DAY

Celebrating why we're here



▲ Mariachi music entertained guests at the 2nd annual event



▲ Tasty food and beverages were served by La Jicarita staff and board members

La Jicarita's second annual Customer Appreciation Day on August 17th was enjoyed by more than 120 guests who enjoyed live music, delicious food and friendly conversation.

"Everyone had a great time and we had super attendance even though it rained throughout the day," said Michael Leyba, La Jicarita Operations Manager.

"We want our customers know how much we appreciate their business," said La Jicarita General Manager, Danny Gray. "La Jicarita is a cooperative organization, and that means we are member-owned. Each day we come to work, we recognize that our customers are truly the reason why we do what we do."

MEET LA JICARITA BOARD MEMBER, Terri Mares



As a telephone cooperative, La Jicarita is governed by its members, as represented by individuals who sit on the Board of Directors. With a passion for community service, Terri Mares joined the La Jicarita board in 2006.

 Terri Mares,
La Jicarita Board Member

"I have always believed in community service," says

Terri. "I've served on numerous boards, worked on committees, joined clubs, served our country, served the church I attend, and worked on various fundraising events. I thought I might have something to contribute, and I knew that the cooperative was an excellent company."

"La Jicarita's management team is truly invested in keeping the coop moving ahead and keeping pace with the latest technology while maintaining fiscal stability and integrity, Terri notes.

Terri appreciates the fact that the board has a diverse membership that is willing to listen to and share views, wants what is best for the cooperative, and is cohesive when it comes to the sticking point.

A retired accountant, Terri likes to spend time with her family, especially her grand children, Hunter, Lincoln, and Aspen in her spare time. She enjoys working on home and ranch improvement projects, and hobbies such as woodworking, hiking, reading, and horseback riding.

"In 2013 we're looking at completing our fiber-to-the-home project and doing what we can to get more competitive with our Internet service as well as expanding or improving our mobile phone operations."

- Terri Mares



WHY YOU NEED TO SECURE YOUR WIRELESS ROUTER?

Did you know that without a secure passkey on your wireless network anyone within range can gain access to your Internet connection, and possibly the contents of your computers.

Reasons to secure your wireless network:


1. When others use your network it can slow down your connections because you are now forced to share your bandwidth with them.
2. Anyone using your wireless network will appear as your IP address online. It's possible that any illegal activities they commit online could be traced back to your Internet account.
3. All of your wired and wireless devices that share the same network become easier to hack.
4. Others have access to monitor your online activities, and they can invade your privacy.

La Jicarita recommends securing your wireless router. For more information, contact your router manufacturer or local computer repair shop.

RETIREMENT CELEBRATION

Long-time La Jicarita employee says "good-bye"



 Orlando Romero,
Retiring La Jicarita C.O.
technician and lineman

Friends, family and coworkers joined in a special "thank you" and retirement party for Orlando Romero. Orlando has been part of the La Jicarita team for 17 years, working as CO technician and lineman.

With his new free time Orlando plans on spending more time playing acoustic guitars and repairing small electronics.

Thank you, Orlando, for your many years of service!


LA JICARITA FIBER PROJECT ON THE MOVE

Phase 2 Construction Underway

La Jicarita's fiber-to-the-home project is progressing as planned, with the first phase of the project to be completed in 2013. The project is the result of La Jicarita's determination to bring high-quality Internet access to local homes and businesses so they have the same access to information and technology that are available in the cities.

The project is replacing 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.



 Construction crews are working in Chacon and Ocate areas

1ST ANNUAL WALK FOR A CURE



Mora High School students
Amber Duran and Alex
Martinez, Mora High School
Career Association (JAG)

La Jicarita was one of several community businesses who sponsored the First Annual Breast Cancer Awareness Walk on October 21, 2012.

The event was the first of its kind in the area, and it was organized by the Mora High School Career Association. All proceeds were donated to the Susan G. Komen Foundation that helps fund breast cancer screenings for women. For more information on the event, please contact the JAG program at Mora High School: 575-387-3122.

The fiber-to-the-home will give the highest speed capabilities for future applications. Funding for the fiber project comes from two sources:

1. Stimulus funds through the BIP program to upgrade existing copper facilities to fiber optics in the Mora area. These are grant funds that will not need to be paid back to the federal government.
2. An "L" Loan Design for fiber upgrades in Wagon Mound and some rural areas in the Wagon Mound area, plus Ocate and Chacon areas. These funds are loans that La Jicarita will pay back over the next 23 years.

Specifically, the "L" Loan Design consists of:

- a. **Phase I** – Village of Wagon Mound and some rural areas in the Wagon Mound area
- b. **Phase II** – Ocate and Chacon areas, Wagon Mound Rural

La Jicarita is a cooperative organization, and that means it is owned and democratically controlled by the members—the people who use La Jicarita's services. Cooperative organizations are united by the principles and values that guide business decisions based on member need and are to the benefit of the community served:

- Voluntary and Open Membership
- Democratic Member Control
- Member Economic Participation
- Autonomy and Independence
- Education, Training and Information
- Cooperation among Cooperatives
- Concern for Community

The fiber project funding from federal stimulus dollars does not impact the cooperative's ownership—La Jicarita will always be an independent member-owned company.

For more information on the fiber project, please contact La Jicarita Operations Manager, Michael Leyba at 575-387-2216.