



# LAJICARITA NEWS

FALL / WINTER 2011

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## La Jicarita Annual Meeting

On September 10, 2011 La Jicarita directors, management and staff came together with cooperative members and the public at the Annual Meeting. The meeting was held in the Mora High School gym, and simulcast to the Wagon Mound Elementary Auditorium.

During the meeting, trustees were elected, reports for the past fiscal year were reviewed, and other cooperative business was conducted. La Jicarita board members and management shared news on the fiber project and new wireless phone service, as well as community involvement plans. Scholarships to local students were presented.

### La Jicarita Board of Directors

Douglas Velarde, President • Mora, NM  
Eugene (Geno) Martinez, Vice President • Mora, NM  
Nancy Cruz, Secretary, Treasurer • Wagon Mound, NM  
J.D. Schmidt, Director • Wagon Mound, NM  
Terri Mares, Director • Ocate, NM  
Leo Pacheco, Director • Mora, NM  
Joseph J. Valdez, Director • Mora, NM



La Jicarita annual meeting presenters: (L-R) Michael J. Leyba (Operations Manager), Joseph W. Valdez (Director), Eugene Martinez (Vice President), Douglas Velarde (President), Danny Gray (General Manager), Ken Walker (Cooperative Attorney) and Leo Pacheco (Director)

## Customers Celebrated on Special Appreciation Day

The rain cleared just in time for more than 100 community members who turned out for La Jicarita's Customer Appreciation Day on Saturday, August 20, 2011. Attendees were treated to live Mariachi music, a delicious BBQ picnic-style meal, technology demonstrations and more.



"A lot of folks stopped by our product information booth," said Michael J. Leyba, Operations Manager. "People really wanted to know more about Choice Wireless by La Jicarita, and we were happy to show them information on phones and calling plans that are now available."

La Jicarita General Manager Danny Gray said: "We are proud to be part of the community, and it's especially fun to relax and spend time with the folks we serve."



Delicious cake for a crowd was served by La Jicarita directors. (L-R : Leo Pacheco (Director), Terri Mares (Director) and Douglas Velarde (Director/President of Board))

## Internet Speeds are Faster, Price Stays the Same

*You may have noticed that your Internet is faster.*

At Northern New Mexico Telecom, we strive to bring you the best Internet access service possible. With our increased DSL Internet speeds, you can now surf, shop and email at twice the speed - at the same low monthly rate you are already paying!

We've been providing Internet access to local homes and businesses since 2000. Northern New Mexico Telecom is a subsidiary of La Jicarita Telephone Cooperative; La Jicarita has been the first to bring essential telecommunications services to Mora County for more than 40 years. Northern New Mexico Telecom and La Jicarita working together - your local source for phone, Internet and wireless phone services\* in the Mora and Wagon Mound areas.



## La Jicarita Gives Back: \$11,000 in Donations to the Community

La Jicarita is proud to support our community through donations to local non-profits and clubs, as well as scholarships to our area's youth. In 2010, La Jicarita donated more than \$11,000 to scholarships, local non-profits and clubs.

## Building the Future: Fiber-to-the-Home Project

Rural homes and businesses deserve the same access to information and technology that are available in the cities. La Jicarita is the recipient of funds to upgrade facilities to fiber in Wagon Mound and some surrounding areas, plus Ocate and Chacon areas.

La Jicarita's fiber-to-the-home (FTTH) will supply telephone and high-speed Internet services on a fiber connection. High speed bandwidth will vary, and will be offered up to 3.0 Mbps. FTTH will give the highest speed capabilities for future applications. Watch for updates on the fiber build out project.

Optical fiber (or "fiber optic") refers to the transmission of information as light pulses along a glass or plastic strand or fiber.

Fiber to the home (FTTH), also called "fiber to the premises", is the installation and use of optical fiber from a central point directly to individual buildings such as residences, apartment buildings and businesses to provide high-speed Internet access.



## La Jicarita's New Wireless Service

We've got a wireless plan that has something for everyone! Choice Wireless by La Jicarita monthly plans start at just \$30 per month, and include Voice Mail, caller ID, three-way calling and call forwarding. Plus, there are no contracts, no credit checks, and no overages!

We also have SmartPhone plans, family plans, and pay-as-you-go plans. Choose the perfect unlimited plan and make it yours!

Stop by the La Jicarita office for more information and to sign up.  
**Choice Wireless by La Jicarita:**  
Local service. National Coverage.



**UNLIMITED**  
local calls  
long distance  
texting  
picture messaging