

Communicator

A Quarterly Newsletter for Cooperative Customers

Hardy Newsletter, Website Win National Industry Awards

Hardy Telecommunications' customer newsletter and website have been honored with national industry awards.

The newsletter and website won two National Telecommunications Cooperative Association TeleChoice Awards on April 28 in Baltimore, Md., with the newsletter winning a fourth consecutive honor and receiving a perfect score from a panel of industry experts.

Hardy Telecommunications Marketing/Human Resource Director Derek Barr accepted the awards at NTCA's annual marketing/public relations PRNet Conference. NTCA represents about 600 telecommunications companies across the country.

A panel of industry experts not affiliated with NTCA did the TeleChoice award judging this year, a departure from the past three years when voting was done anonymously by conference attendees. Despite the change, Hardy's newsletter, the Communicator, took the top prize for the fourth year in a row.

The Communicator won First Place in the Customer Newsletter category for newsletters designed in-house for companies with up to 5,000 access lines. Derek writes and designs the Hardy newsletter.



National Telecommunications Cooperative Association Marketing Committee Chairperson Carrie Huckeby (left) presents TeleChoice Awards to Hardy Marketing/Human Resource Director Derek Barr.

"I was honored the past three years to win in the newsletter category because the voting was done by my peers," Derek said. "But it's also gratifying to know that other people in the industry outside of NTCA think that our newsletter and website are this deserving."

Although the judges weren't identified, NTCA Marketing Committee Chairperson Carrie Huckeby told the

audience that Hardy's newsletter received a perfect score from the judges. The judges praised the quality of the design and writing, calling the copy "informative and engaging" and "topical and current."

"The newsletter is visually appealing and well designed/laid out," one judge wrote.

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- Hardy Takes Part In PHHBA 2010 Home Show
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Calendar

- May 31 Memorial Day Holiday - Offices Closed
- June 4 EHHS After-Graduation Party
- July 5 Independence Day Holiday - Offices Closed

Hardy Sponsors Local Builders Home Show, Displays Services

Adults and children alike found plenty of entertainment and good food at the Potomac Highlands Home Builders Association's 2010 Home Show on May 1 at Moorefield Middle School. Hardy Telecommunications, a member of PHHBA, was a main sponsor of the event for the second straight year.

Hardy Telecommunications highlighted its services ranging from HardyNet broadband and computer sales to its recent agreement to be an authorized retailer of Sprint wireless service and cellular accessories. Hardy employees from all areas of the company staffed the booth to answer questions from visitors.

About three dozen vendors had displays at the show covering all aspects of home building. But this 2nd Annual Home Show was more than just a series of displays; it was an event with a variety of activities to appeal to family members of all ages, said Cindy Allen, executive officer of PHHBA and kitchen designer for Cavalier Kitchens and Baths in Winchester, Va.

Music lovers enjoyed the live performance of the Bear Hill Bluegrass Band. While adults perused the displays featuring the services and craftsmanship of the Potomac Highlands' premiere



Hardy Projects Manager Bobby Armistead (left) and Customer Service Representative Rhonda Constable man the Hardy booth at the 2010 Home Show at Moorefield Middle School.

home builders, children played games or spent time with Bob the Builder or at the face painting booth.

"We can't tell you how much we appreciate Hardy's sponsorship of the PHHBA Home Show again this year," Cindy said.

The association raised \$1,771 in a silent auction, and the funds will be used toward a scholarship to help a young person interested in entering the home building industry, she said.

Hardy Wins National Awards

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Another judge called the Communicator a "very nice publication, with a good balance of telco promotions, community outreach, employee news and service changes (10-digit dialing) that affect customers."

Hardy's website, www.hardynet.com, was awarded First Place in a new Website category. It was recognized in the "Outsourced" category for companies with up to 5,000 access lines. HardyNet unveiled a new website last year after a redesign by JCI Media in Winchester, Va.

Derek also praised his fellow Hardy employees for their help on the redesigned website.

"We formed a team of employees across all facets of the company to review every page on our website, from the look of the pages to what items were included in our 'Frequently Asked Questions' section," he said.

Derek said Hardy Retail Sales Manager Becky Kimble deserved particular mention for leading the review team.

Indeed, the judges complimented the copy and design of the website, saying the copy was easy to read and understandable, and that the site gave the impression that HardyNet is "very innovative and fresh."

"The site looks great and is very attractive," the judges wrote.

In addition to Derek and Becky, the members of Hardy's website redesign team were Ashley Eye, Dana Dyer, Denise Miller, Jeff Sites, Rhonda Constable, Steve Poling, and Tracey Ratliff.

Students Selected For D.C. Trip

Two East Hardy High students will spend four days in our nation's capital, enjoying the sites while learning about the telecommunications industry, courtesy of Hardy Telecommunications, Inc.

Hardy Marketing/Human Resource Director Derek Barr said East Hardy High School's Jesse Cook and Ashley Dove have been selected as this year's participants in the Foundation for Rural Service Youth Tour in Washington, D.C., June 5-9.

The FRS Youth Tour is a four-day trip during which students from rural areas all over the United States have the opportunity to tour our nation's capital and learn more about the telecommunications industry. Hardy sponsors two students for the tour and pays all basic expenses, including hotel, meals, and transportation.

Derek said two East Hardy students were chosen because no Moorefield High students applied. Normally, Hardy picks one student from each high school.

Both Jesse and Ashley have been on Hardy's Youth Advisory Board, so they are



Jesse Cook



Ashley Dove

familiar faces to Hardy employees, Derek said.

"This is the second year in a row that Youth Board veterans have been selected for the tour," said Derek, who will attend the tour for the fifth consecutive year as a chaperone. "It's not designed that way, but we're pleased that students who are the most familiar with our business are so eager to learn more about the industry while touring D.C. We're proud to have them represent Hardy."

Both Jesse and Ashley indicated an interest in learning more about Hardy's industry in their applications for the tour.

"I believe the FRS Youth Tour will help me further understand the world of technology and telecommunications," said Jesse.

"I think it would be a wonderful way to meet new people," Ashley added.

The sites on this year's FRS Youth Tour agenda include the Smithsonian Museums, Lincoln Memorial, Korean War Veterans Memorial, Vietnam Veterans Memorial, World War II Memorial, Jefferson Memorial, National Zoo, Library of Congress, Supreme Court Building, U.S. Capitol, and Arlington National Cemetery.

Hardy Again Sponsoring EHHS Grad Party

In a continuing effort to celebrate student achievement and encourage safe behavior, Hardy Telecommunications will once again sponsor an after-graduation party on Friday, June 4, for East Hardy High School seniors.

The purpose of the after-graduation party, which Hardy has sponsored for several years, is to provide East Hardy High graduating

seniors with a place to celebrate in a safe, alcohol-free environment. Past parties have been successful thanks to the generosity of businesses, organizations and individuals throughout the county who donated to the event. Students receive door prizes, including a grand prize of a television donated by Hardy, a business partner with the school. Students must be present to win.

Hardy Marketing/Human Resource Director Derek Barr said the event is a way to congratulate the students.

"They deserve a party for their accomplishments," he said.

If you would like to donate in some way to this year's party, please contact Tracey Ratliff at 304-897-9911 or 304-530-5000. We appreciate your support!



Hardy Offering Wide Variety Of Sprint Mobile Phones, Accessories

As an authorized retailer of Sprint wireless service, Hardy Telecommunications offers more than just access to Sprint's nationwide network. Our Moorefield and Wardensville locations have a wide variety of mobile phones and accessories on display to appeal to every customer.

Our selection of mobile phones ranges from entry-level models designed mainly for voice calls to the latest in Internet-capable phones that allow users to surf the web and update their Facebook profiles. Frequent text messengers will find models offering keyboards for typing.

And don't forget the accessories. Hardy offers you several different items to enhance your wireless service, including carrying cases and car chargers.

To find out more about Sprint services, call us at 304-897-CELL or visit our Moorefield or Wardensville office.

Current Youth Board To Serve Another Year

Hardy County's harsh winter and its major snowstorms wreaked havoc with Hardy Telecommunications' Youth Advisory Board this school year. As a result, the students currently serving on the board have been asked to return next year for another term, and all have agreed.

"We were forced to cancel half of our meetings because of the snow," said Hardy Marketing/Human Resource Director Derek Barr. "We work on a pretty tight schedule to avoid conflicts with other school and extracurricular



Hardy's current Youth Board: (Left to right) Mary Mumford, Tressa Parker, Tyler Bradfield, Ashley Dove, Tori Burdette, Garrett Keller

activities, so rather than shortchange the students, we invited them back next year."

Youth Board members typically serve one-year terms, but the six current members will return for another term. The Youth Advisory Board includes one student each from 9th, 10th, and 11th grades from East Hardy and Moorefield high schools. Hardy temporarily will expand the board from six to eight members by adding two new members from next year's freshman class.

Hardy Youth Board members learn about the company and the industry while sharing their thoughts about the future of telecommunications.

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