

CONNECTION

Bliss & Birch
CLOTHING STORE

30511 Ardmore Avenue
Ardmore, Alabama 35739

Local fashions

Find your style at
Bliss and Birch

**FIVE-STAR
REVIEW**

**BROADBAND
LABELS**



By Shirley Bloomfield, CEO
NTCA-The Rural Broadband Association

The Most Important Rural Broadband Program You Probably Don't Know

In Washington, D.C., we often talk about the new grant programs that are going to help bridge the digital divide in our country. But I want to highlight what I believe has been the most successful rural broadband initiative, the federal Universal Service Fund.

So, what is the Universal Service Fund? The Communications Act of 1934 included language that said all Americans should have access to “rapid, efficient, nationwide communications service with adequate facilities at reasonable charges.” Today, the USF is the main federal program helping rural consumers connect to services comparable in price and quality to those in urban areas. This makes services more affordable for low-income families and supports critical connections for schools, libraries and health care facilities in rural communities by offsetting the high cost of building and managing rural communications networks.

There is one big difference that sets the USF apart from many of the new grant programs: The USF not only supports the construction and deployment of networks but also the maintenance of those networks. It helps ensure that these networks are maintained and sustained so Americans continue to make use of broadband long after the last shovel is put down.

An NTCA survey found that without the High-Cost USF program all rural consumers will pay at least \$100 more per month for their broadband service. And the viability of some rural broadband networks would be at risk, as the operations costs and repayment of the loans needed to build them cannot be covered.

NTCA is committed to efforts to preserve the USF so that the mission of universal service for all Americans can be fulfilled. 

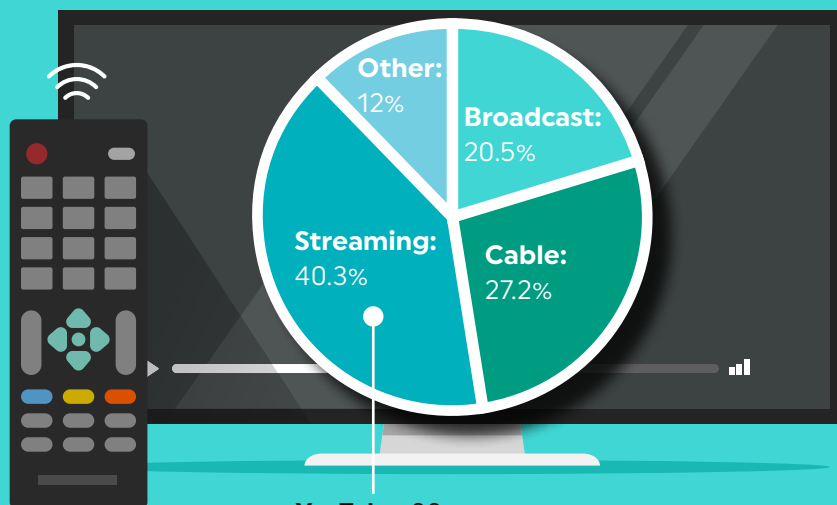
Streaming Remains Strong

Each month Nielsen, a company that has long tracked viewership habits across a range of media, updates The Gauge. The report offers a snapshot of how various forms of media are consumed to create a picture of the media landscape.

Several key trends shaped the streaming results, such as June marking the end of the school year and start of school breaks, which led viewers 17 and younger to drive the largest upticks in TV usage across all ages.

As a result, this June streaming topped the earlier viewership record set by cable for that month in 2021.

A SUMMER STREAMING SNAPSHOT



YouTube: 9.9%
Netflix: 8.4%
Other streaming: 6%
Prime Video: 3.1%
Hulu: 3%
Disney+: 2%
Tubi: 2%
Roku Channel: 1.5%
Max: 1.4%
Peacock: 1.2%
Paramount+: 1.1%
Pluto TV: 0.8%

Source: Nielsen The Gauge



A Web for All

Technology assists those with diminished sight

About two-thirds of Americans rely on some form of contact lenses or glasses to correct nearsightedness, farsightedness and more. Then there are eye injuries and diseases like glaucoma that can diminish sight, and the inevitable process of aging can also cause a slow decline in eyesight.

In an increasingly online world—where vital information is often communicated using text on screens—people with diminished vision can struggle. However, there are resources available to help those with impaired sight, and even blindness, interact online.

For example, the Americans with Disabilities Act requires all websites to be accessible to everyone. While not every website is ADA compliant, sites for government agencies, banks and larger organizations are. The basic tools you need are free and as handy as web browsers like Chrome, Edge, Firefox and Safari.

BROWSER BY BROWSER

Microsoft's Edge browser scores well for assistive technologies. It lets users

increase the size of text and get image descriptions for screen readers. Also, a simple keyboard command—Ctrl+Shift+U on PCs and Shift+Command+U on Macs—signals the browser to read the current webpage aloud. Most other browsers require users to go into system preferences or use an extension for screen readers.

Meanwhile, Chrome's TalkBack screen reader adds spoken, audible or vibration feedback to your device. While the browser does not have a way to change the look of text, it does have extensions that allow users to customize their browsers to control visual clutter.

Google, the maker of Chrome and a popular search engine, has an award-winning disability employee resource group and says it is committed to hiring employees with disabilities. That commitment also helps it find ways to make its site more accessible.

Like Chrome, Apple's Safari comes with its own screen reader, VoiceOver. Users can choose the voice they find most pleasing and set the speech speed. It also lets users increase contrast, zoom in and

remove ads and distractions.

Firefox allows users to adjust the settings so every site has the same font, type size and color to enhance the ease of reading. It also has extensions for changing text to speech and making bookmarks larger, among other things.

While users may need a sighted person to set up the assistive features, modern technologies unlock the world to more people than ever. 



Influence That Matters

Connect locally to make a difference

If you venture into the world of social media—and most people do—you'll cross paths with personalities known as influencers. From social media platforms like Facebook and X to video sites such as YouTube and TikTok, online personalities have the power to generate attention. With attention comes income, often six figures or more.



TREVOR BONNSTETTER
Chief Executive Officer

These people, and they can range wildly in accuracy and professionalism, seem to touch on every possible topic: lifestyle, health, politics, sports, entertainment and just about anything else. They can attract millions of eyeballs, and some of the largest, most visible companies advertise on their channels.

I don't mean to imply this is a new trend. It's not, at all. However, as other types of media fall more into the background, online influencers continue to have greater reach and, well, influence. But in our busy and often highly online lives, we shouldn't lose sight of the other influencers around us. You don't have to look far, either.

One of the things I enjoy about the Ardmore community, and this is true of many rural places, is that there are individuals who make a tangible positive difference. They lift others up. They provide help where it's needed. You need look no further than the pages of this magazine to see stories of neighbors helping neighbors, and what's more powerful of an influence than that?

You see, every time you smile at someone you pass in the aisle of a store, volunteer with a community organization, help your child with homework or have any of the other interactions that make up daily life, you're an influencer. This is also something we all can do.

In fact, a commitment to helping others is a core part of our mission at Ardmore Telephone Company. Naturally, it begins with the services we provide—we want our community to have the best communications resources anywhere.

We've seen how high-speed internet changes lives, opening doors for local businesses, expanding career options, supporting education and connecting to an exciting world of online resources. We strive to be the people who can answer your questions, solve your communications problems and provide the resources you need today while planning for the future.

But that's only part of the equation. Every year, we give back because we care about the city we call home. We love hosting annual events like our Customer Appreciation Day, when you can come enjoy lunch and win great door prizes. And ATC never misses out on the Crape Myrtle Festival or Christmas parade.

So, as you enjoy our industry-leading communications services, if there are online influencers you find informative or entertaining, please do enjoy. But I hope you can also join us in finding opportunities to create beneficial, helpful moments right here at home. It's that spirit of togetherness that makes this place so special.

As always, it's a pleasure serving you, and I hope Ardmore Telephone Company remains a positive influence in your life. 📞



CONNECTION

SEPTEMBER/OCTOBER 2024

VOL. 12, NO. 5

The Ardmore Connection is a bimonthly magazine published by Ardmore Telephone Company, © 2024. It is distributed without charge to all customers of the company.



is a hometown service provider delivering advanced telecommunications technology to the people of Giles and Lincoln counties in Tennessee and Limestone and Madison counties in Alabama. The company is managed by Telecom Management Services and owned by Synergy Technology Partners.

Ardmore Telephone is an equal-opportunity employer and provider.

Ardmore Telephone Company
P.O. Box 549
Ardmore, TN 38449
Telephone: 256-423-2131
or 800-830-9946
www.ardmore.net

Ardmore Office:
30190 Ardmore Ave.
Ardmore, AL 35739
Monday - Friday
8 a.m. - 4:30 p.m.



Find us on Facebook and Instagram!

Produced for Ardmore Telephone by:



On the Cover:



Bliss and Birch, on Ardmore Avenue, was created to bring big-city styles to local shoppers.
See story Page 8.

Photo courtesy of Jana Owen and Jada Miller Young

ALWAYS CALL BEFORE YOU DIG

Before breaking ground on any outdoor home improvement work, make sure to call 811 to ensure your project proceeds safely.

Just one call to 811 gets underground utility lines on your property marked and helps protect you against injury, service disruptions and expensive repair bills.

Safe digging is no accident. Always call 811 before you dig.



**Know what's below.
Call before you dig.**

PAYING YOUR BILL ONLINE IS EASY

With SmartHub, you don't need to leave home to make a payment.

As an Ardmore Telephone Company customer, you can pay your bill when and where it's most convenient for you.

With SmartHub you can:

- Make payments safely and securely.
- Get 24/7 account access on your smartphone, tablet or desktop.
- Set up account notifications.



CUSTOMER APPRECIATION DAY

Join us as ATC celebrates you!

Come enjoy a meal on us **Thursday, Oct. 10, from 3-6 p.m.**, at Mildred's Restaurant, 27926 Main St., Ardmore.*

ATC employees will greet customers outside the restaurant and distribute meal gift certificates.

Customers who preregister will be automatically entered into a drawing to win a 55-inch TV, and the first 100 ATC customers will receive a special gift.

*Event is for ATC customers only.

SPIRITS OF THE SEASON

Ghost Tours Scare Up Connections to the Past

Story by KATIE TEEMS NORRIS



Photo courtesy of American Ghost Walks

Allison Jornlin, depicted here in an illustration, researches and writes scripts for ghost tours.

For many, October isn't complete without spine-tingling ghost stories, and chances are your hometown has a few of its own. Allison Jornlin, co-founder and tour developer with American Ghost Walks, conducts research and writes ghost tour scripts in towns across the United States. Allison is also a paranormal investigator and speaker, and

she's been featured on the CW Network's "Mysteries Decoded."

Ghost tours are immensely popular, and Allison says they can be found in almost every large city and even in many small towns across the country. "I think people have lost their connection with history and with their ancestors, and this is a way to reconnect," she says.

Unlike haunted house attractions that have terrifying special effects, ghost tours offer authentic history in locations that give guests the chance to literally step into the paranormal. They allow people to connect to the haunted past through walking tours, bus/trolley tours, investigation-style tours and even pub crawls. Some guests report experiencing



Photo courtesy of Bulldog Tours

The Old Charleston Jail, which once held pirates, Civil War prisoners and the first known female serial killer, is an especially spooky spot.



Photo courtesy of Birmingham Historic Touring Company

A group pauses before entering the First Presbyterian Church during a ghost walk in Birmingham, Alabama.



Photo courtesy of Ryo Hamasaki

Ghost tours can include exploring the paranormal by bus or trolley, as well as on foot.

paranormal phenomena, like feeling unexplained cold spots or photographing disembodied faces and shadowy figures.

Allison pores through old newspapers and historical archives and interviews local people to give her tours as much local flavor as possible. “I’m looking for stories that are unique to the community that they come out of,” she says. While many stories across the country have common themes, Allison says, every place is a little bit different.

“You don’t have to believe in ghosts to enjoy the tour,” she says. Skeptics can have fun learning spooky stories. Tour guides often encourage guests to share their personal paranormal experiences to relate to one another. Ghost tours can’t guarantee guests will have an otherworldly encounter, but there is always a possibility.

If you’re ready to test your luck, consider joining these popular local tours, if you dare:

- Charleston, South Carolina’s, rich history, fascinating places, people and landmarks bring with them incredible stories—and lots of ghosts. Check them out through Bulldog Tours. bulldogtours.com/tours/ghost
- The Birmingham Ghost Walk in Alabama includes two walking tours and the Ghosts and Graveyards Chauffeured Experience. bhamhistory.com
- Old Louisville is home to what many consider to be the “most haunted neighborhood in America.” Learn why through Old Louisville Ghost Tours, in Louisville, Kentucky. louisvillehistorictours.com/louisville-ghost-tours 📱

FUN FACTS

- Most ghost tours in the U.S. run year-round.
- Harpers Ferry, West Virginia, claims to have America’s oldest ghost tour. It began in 1970 and is still running. In 1973, historian Richard Crowe started Chicago’s first ghost tour. He told ghost stories on the radio around Halloween, which inspired Allison Jornlin and her brother to establish American Ghost Walks.
- Many ghost stories have common themes. Allison notes the prevalence of stories about women who met unfortunate ends. Guides across the nation tell local stories of jilted lovers, forlorn widows and vanishing hitchhikers.

SCARING UP A GREAT TOUR

Are you spending the spooky season exploring a new town—or your own hometown? A ghost tour is a fun way to learn about the history of a place and its people. Before you book one, follow these tips:

CHOOSE A TOUR THAT SUITS YOUR GROUP

While each tour is unique, they typically fall into these categories: walking tours, bus tours, investigation tours and pub crawls. Investigation tours allow guests to become paranormal researchers for one night, and they typically focus on one building or property. A haunted pub crawl offers spirits of both the alcoholic and ethereal kinds.

CHECK THE WEBSITE

Tour companies list important information on their websites, including an overview, length of the tour, walking distance, accessibility, age-appropriateness and cancellation/refund policies. Many tours encourage guests to purchase tickets in advance.

READ THE REVIEWS

Check Google reviews and websites like Yelp or Tripadvisor for reviews. Search for detailed reviews that weigh the pros and cons of the tour. If you find positive reviews of a specific guide, you may be able to book a tour on a night when that person is working.

If you still have questions after your research, don’t be afraid to give the tour company a call.



The Bliss and Birch storefront is conveniently located on Ardmore Avenue.

Something New. IN STORE

- Bliss and Birch brings big-city looks to
- local shoppers

Story by DREW WOOLLEY



Jada Miller Young is no stranger to getting a job done. But after a 20-year career in construction and 10 years running her own commercial maintenance and janitorial business, owning a boutique clothing store wasn't something she had on her to-do list.

When she launched Bliss and Birch on Ardmore Avenue in December 2023, it was primarily an antique and home decor shop. But, as she spoke to local leaders and listened to her own customers, it became clear that there was another need the store could serve in the community.

"As the customers would come in, they'd be like, 'We need this, we need that,' and it all resonated around clothing," Jada says. "So, as a couple of months went on, I got rid of my furniture and brought more clothes in. And now I've gotten rid of most of my home decor, and it's more seasonal than year-round."



A customer looks through a rack of Judy Blue jeans.

The pivot opened new opportunities for Bliss and Birch but also threw a wrench in months of planning. Suddenly, Jada found herself running a retail business for the first time in an industry she wasn't familiar with.

"Clothing was definitely not something I had in mind. I'm not a girly girl," she says. "But one benefit with the transition is that it has brought me back to the girly side of things. And that's fun."

DIFFERENT STYLES

To help her tackle this new challenge, Jada knew she would need a team that was plugged in to the fashion scene. She turned to Jenny Miller, who has 10 years of experience in the boutique industry, as her stylist and buyer to follow the top brands and latest trends. She hired recent University of Tennessee graduate Jana Owen as her marketing manager to help grow the business fast. And she brought on summer interns to bring experience with teen trends and social media.

While Jada wanted to bring plenty of style experience on board, she knew she didn't want Bliss and Birch to focus exclusively on young shoppers. "I had an idea of what the other stores carried, and I made sure not to carry that," Jada says. "We carry clothes that range from children all the way up to the elderly. We have business casual, clothes you can wear to church, clothes you can wear to a concert—just a multitude of styles."

Often, Jada's team will put together a list of new items to order and go over them together to get a range of tastes and opinions before adding to their inventory. The store's ATC fiber service ensures they can keep those shop pages, emails, social media and music apps open at the same time without any slowdowns. But what has surprised Jada more than anything else about retail is how flexible her business has to be.

"It changes from day to day, and you can never really get a pattern of your shoppers," she says. "You have to learn, and you really have to be there. You have to be open because every day is different in the retail world."

NEW EXPERIENCES

While getting her new business off the ground has been a challenge, it has also been a great way for Jada to reconnect with the community she grew up in. After 15 years living on the Mississippi Gulf Coast, she returned to Ardmore in 2020.

"I'm from here. So, funny enough, when I moved back, I knew everyone, but I didn't know anybody anymore," she says. "So, it's been fun reconnecting with people that I knew years ago plus meeting people from Ardmore and other places."

More than anything, she loves being able to give local shoppers the opportunity to find the brands they want without being forced to travel to Huntsville, Birmingham or Nashville. Some of her favorite



Jada Miller Young opened Bliss and Birch in December 2023.

moments over recent months have been watching shoppers who have never seen some of her products in person get that experience at Bliss and Birch.

"We sell Louis Vuitton vintage handbags, and that's something where people come in and say, 'Oh my gosh, can I see that? Can I feel that?'" Jada says. "Because it's something you never really see in Ardmore. It's great to watch. That's where I really get my enjoyment." 🗨️

SHOPPING THE AVENUE

Looking for more chances to shop locally? Each month, Bliss and Birch hosts local vendor markets in-store and out front along the sidewalks on both sides of Ardmore Avenue.

Shopping the Avenue gives dozens of vendors the chance to sell their crafts, baked goods and more. The schedule varies each month depending on other community events, so check Bliss and Birch's social media channels to find out about your next chance to Shop the Avenue.



RUNNING TOWARD THE FUTURE

Rural Athletes Must Overcome Hurdles to Win Scholarships

For much of her life, Olivia Murphy focused on becoming a collegiate swimmer. The biggest obstacle she faced didn't come in the pool—it was catching the eye of college coaches.

Each year thousands of student-athletes pursue college athletic scholarships. Ultimately, only about one out of every 50 succeeds, according to a 2021 study by Next College Student Athlete. That bar can be even tougher to clear for athletes like Olivia, who live in rural areas, where it's often difficult to get the attention of major programs.

For those students, earning a spot on a college roster takes more than just the talent and commitment to be a high-level athlete—it also takes a “second job” as a communicator and organizer, working just to be seen.

“I didn't start the actual recruitment process until summer of my junior year, which is a little late for some people,” says Olivia, a Tennessee resident and 2024 Tullahoma High School graduate.

MAKING A SPLASH

Olivia's path was more straightforward than that of many other athletes: Swim fast, win races. A key member of the Wildcats' school-record-setting relay team, she recorded plenty of fast times while helping the team win its first division title.

She knew she had the speed, she just needed the coaches to know it, too. “When you first reach out to a coach, whether it's through a questionnaire or an email, you put your best events and your best times in there,” Olivia says.

When prospective recruits submit statistics, coaches compare their times to those of their current swimmers, as well as the

ones winning division and national titles. Athletes from almost every sport send out these cold-call emails to coaches across the country. In sports like football and basketball, where skills can't be boiled down to a set of times or statistics, athletes will create their own highlight videos and send those to coaches.

This can be especially valuable for rural athletes. Coaches can't visit every town to scout athletes, but there's no travel time in opening an email. Olivia says coaches especially want to see the swimmers' videos. “They love videos,” she says. “Most coaches like to see video because they want to see your technique or where your weaknesses might be.”

SHOWCASING SKILLS

Sometimes, rather than sending videos, recruits travel to camps and showcases so coaches can watch them in action and compare their skills to athletes at a similar level. These are often sport-specific camps run by college programs where potential recruits get hands-on practice time with



Photo courtesy of Olivia Murphy

Olivia Murphy's best swimming events are the 100-meter freestyle, butterfly, backstroke and the 50-meter freestyle.

coaches. At regional showcases or tournaments, thousands of athletes can test their skills while scores of coaches look for diamonds in the rough.

Landyn Cox, a 2024 high school graduate from McKee, Kentucky, competes in archery and found success at these large events since most high schools don't have archery teams. He was offered a scholarship to be an archer at the University of the Cumberlands in Williamsburg, Kentucky. He competed on the USA Archery U18 Compound National Team, the World Archery 3D Championships and other USA Archery Team events. He says the USAT events are a solid way to draw attention. "If you win like one of the USATs or certain big events, that gets your name out there pretty fast," he says.

MAKING A DECISION

Once coaches begin recruiting, the challenge comes in settling on a school. Olivia narrowed down her list to three. "I wanted to limit myself to three visits because I'm really bad at decisions," she says.

Part of the process was deciding what size school she wanted to attend. Many athletes feel the need to compete at a prestigious NCAA Division 1 school, but they



Photo courtesy of USA Archery

Landyn Cox first competed in archery through the National Archery in the Schools program.

SCORING AN OFFER

1. Know your skill level and learn the NCAA or NAIA eligibility requirements.
2. Compile an athletic resume with:
 - Skills video
 - Athletic stats
 - Academic transcripts, ACT/SAT scores
 - Extracurricular activities
3. Email coaches.
 - Include your athletic resume.
 - Subject line: Name, position, current grade level and key stat: "Jane Doe, High School Sophomore, Pitcher, 90 mph fastball"
 - Individually craft each email, clearly stating why you're interested in that program.
4. Make campus visits and meet coaches. Keep sending updated stats.
5. Lock down your offer and negotiate your amount. Don't discount merit-based, academic or other scholarships.



could find a home—and potentially more playing time or better financial aid—at a smaller school. "Division 1 isn't everything," Olivia says. "It's not live or die."

No matter the size or program, a visit is the critical component. After a successful recruiting visit where she got along great with her future teammates, Olivia chose Delta State University, a Division II school in Cleveland, Mississippi.

"They need to go where they feel like they best fit," she says. "I was like,

"There's no way that I'm not going to go Division 1," and then I found a school that matches up with Division 1 schools and I got better scholarship offers and felt like I fit with the team better. And so, I was like, 'Oh, that's not the end of the world.'"

But it will be a whole new world for Olivia, Landyn and other rural athletes as they aim to parlay their hometown successes and hard work to the next level. 🏹



Five-Star Service

Fiber connection helps ATC customer organize workers around the country

Story by DREW WOOLLEY

When Avery Grigsby arrived in Ardmore in February, he was looking forward to moving into his new house and enjoying a more affordable cost of living than where he grew up in Giles County, Tennessee. But he also knew he would need reliable internet service to support his new job as a full-time organizer with the United Auto Workers.

Avery had worked at the Nissan plant in Smyrna, Tennessee, before taking a job at the General Motors plant in Spring Hill in 2016. That plant was Local 1853 for UAW and the first time he saw the difference an organized workforce could make.

“That was a night-and-day difference. We had better pay, better benefits and everything at General Motors,” he says. “It was kind of like a no-brainer.”

Looking to get involved, Avery started out on the local election committee, where he helped ensure union elections ran fairly. “Every time we had an election, my job was to go through the list and make sure that these employees are who they say they are and are eligible to vote, just like any other democratic voting procedure,” he says.

After that, Avery heard about training at the Spring Hill plant for union members who were interested in organizing. Shortly after participating in that, the UAW brought him on part time and then as a full-time organizer in January.

While the job sometimes requires him to travel, it often involves virtual meetings with staff and workers around the country. Last year, during contract negotiations with the Big Three automakers, Avery worked remotely for almost the entire summer. He reached out to countless UAW members, making sure they were all mobilized and understood what was at stake in those negotiations.

“While we’re having those meetings and conducting those training sessions, it’s very, very important that we have a good, stable internet connection,” he says.

With that summer fresh in his mind, Avery knew internet service would be a top priority when he moved to Ardmore earlier this year. Fortunately, he reached out to Alina Carlton, a customer service and direct sales representative at Ardmore Telephone, and she walked him through his options.

“It was a breeze. She told me she had fiber, and I was curious how it worked

because I’ve never had it before,” Avery says. “I have never been more satisfied. I have not had one single issue with my internet since I’ve been here. Not one.”

The individual customer service he received from Alina also gives him confidence moving forward that, even if issues do arise, he’ll have the backup he needs to keep uniting workers around the country.

“For me, the convenience and customer care are far better than anything else,” he says. “It’s peace of mind.”

TOP: Avery Grigsby, left, and other UAW organizers attend the 58th annual Bridge Crossing Jubilee in Selma.

BOTTOM: Workers from nonunion auto plants looking to organize gather at the first Uniting Auto Workers convention in Birmingham in 2022.



Photos courtesy of Avery Grigsby

JUST THE FACTS



New broadband labels give you more info at a glance

Broadband Facts	
Provider Name	
Service Plan Name and/or Speed Tier	
(Fixed or Mobile) Broadband Consumer Disclosure	
Monthly Price	\$00.00
This monthly price is an introductory rate	
Time the introductory rate applies	YY months
Monthly price after the introductory rate	\$00.00
Length of contract	YY months
Link to Terms of Contract	
https://www.example.com/terms-of-contract	
Additional Charges & Terms	
Provider Monthly Fees	
Fee description	\$00.00
Fee description	\$00.00
Fee description	\$00.00
Fee description	\$00.00
One-Time Purchase Fees	
Fee description	\$00.00
Fee description	\$00.00
Early Termination Fee	\$00.00
Government Taxes	Included/Varies by Location/\$00.00
Discounts & Bundles	
Visit the link below for available billing discounts and pricing options for broadband service bundled with other services like video, phone, and wireless service, and use of your own equipment.	
https://www.example.com/discounts	
Speeds Provided with Plan	
Typical Download Speed	000 Mbps
Typical Upload Speed	000 Mbps
Typical Latency	00 ms
Data Included with Monthly Price	000 GB
Charges for Additional Data Usage	\$/GB
https://www.example.com/data-usage	
Network Management Policy	
https://www.example.com/network-management	
Privacy Policy	
https://www.example.com/privacy	
Customer Support	
Phone:	(555) 555-5555
Website:	https://www.example.com
Learn about the terms used on this label. Visit the Federal Communications Commission's Consumer Resource Center.	
fcc.gov/consumer	
Unique Plan Identifier: F0005937974123ABC456EMC789	

At Ardmore Telephone Company, we always strive to give our customers a clear understanding of our decisions and the many factors that go into them. In the coming months, you may notice a new graphic on our website and other materials with even more details about our services.

Starting in October, the Federal Communications Commission is requiring telecommunications providers like ATC to include “Broadband Facts” labels anywhere customers might sign up for service. These labels are meant to provide more transparency to help anyone shopping for internet service make a more informed decision.

WHAT IS A BROADBAND FACTS LABEL?

Designed to resemble the Food and Drug Administration’s nutrition labels that appear on packaged food, Broadband Facts labels are meant to break down information about internet service in a way that is easy to understand and compare to other providers. The goal is to help consumers find service plans that better fit their individual needs and budgets.

WHAT INFORMATION IS ON THE LABEL?

Broadband labels are required to disclose details like the base monthly price of a plan, whether that price is an introductory rate and, if so, how long that rate lasts, typical broadband speeds, data allowances

and any one-time or recurring fees that may be applied. They also direct customers to important resources like the network management policy and customer support.

WHY ARE THESE LABELS APPEARING NOW?

As part of the Infrastructure Investment and Jobs Act that was signed into law in 2021, the FCC requires all internet service providers to display these labels at any point of sale. The goal is to provide consumer-friendly information about the broadband services offered by each ISP. Large internet companies began displaying the labels in April, while the rest were given until Oct. 10 to begin including them.

WHAT WILL THE LABELS LOOK LIKE?

On this page, you’ll find a blank example of a Broadband Facts label like the one ATC will be displaying with our service. Look for a graphic like the familiar nutrition labels to find all the important information about your ATC broadband service.

WHAT DO THESE TERMS MEAN?

Broadband Facts labels use the same terminology to avoid confusion when comparing service providers with each other. If you need more clarity on a term, the FCC has provided a glossary at www.fcc.gov/broadbandlabels-glossary. It includes a list of terms you might encounter with detailed explanations of what each one means.

Experiencing
internet issues?
LET US HELP!

If you’re having any problems with your internet, please call us so we can work through service issues together. We are committed to making your connection an outstanding experience.

Fiber-fast internet is the future. And it's here!



800-830-9946 | www.ardmore.net

Note: Fiber internet is not yet available in all ATC service areas.

Kick Off THE SEASON



Healthy Eats for Your Tailgate

It's time to think about tailgating. Even if you aren't a football fan, you can enjoy the food that goes along with the big game, from pots of chili to tater skins and Buffalo wings.

But these tailgating treats may not agree with your waistline. There are healthy alternatives to consider for lightening up your football spread without sacrificing taste. You'll score some touchdowns yourself.



**Food Editor
Anne P. Braly
is a native of
Chattanooga,
Tennessee.**

Photography by **Mark Gilliland**
Food Styling by **Rhonda Gilliland**

WHITE CHICKEN CHILI

- 4 boneless chicken breasts (2 to 2 1/2 pounds)
- 1 teaspoon dried basil
- 1 teaspoon salt
- 1 teaspoon onion powder
- 1/2 teaspoon garlic powder
- 1 teaspoon dried thyme
- 1 teaspoon dried parsley
- 1 tablespoon butter
- 2 tablespoons olive oil
- 1 large onion, chopped
- 3 stalks celery, chopped
- 3/4 cup chopped red bell pepper
- 2 cans whole green chilies, chopped (see tip)
- 3-4 cans cannellini beans, drained and rinsed (see note)
- 2-3 teaspoons cumin
- 1 cup sour cream
- 1/2 cup heavy cream
- 1/2-1 cup chopped fresh cilantro
- 1/2-1 cup grated Monterey Jack cheese
- Additional chicken broth, if needed

In large pot, add chicken breasts and completely cover with water (4-6 cups). Simmer chicken breasts with basil, salt, onion powder, garlic powder, thyme and parsley until completely cooked.

Remove chicken from broth and let cool. Reserve the seasoned broth for the chili. Once chicken is cool, chop and set aside.

In a large stock pot, add butter and olive oil, and saute onion, celery and bell pepper until vegetables are translucent. Add chopped chilies and two cans cannellini beans. When mixture is warm, mash beans with a potato masher.

Add 2-3 cups of the reserved broth, chopped chicken, cumin and 1-2 more cans cannellini beans. Let simmer 30 minutes to an hour. If mixture becomes too thick, add more broth. Add sour cream, heavy cream and fresh cilantro, and stir well. Taste and adjust seasonings, such as salt and cumin. Just before serving, stir in grated Monterey Jack cheese and ladle into serving bowls.

Tip: You will get better quality if you buy the whole chilies rather than chopped chilies.

Note: Progresso brand provides a better-quality bean that holds up well as the chili simmers, and you should only need three cans. If you use another brand and find that it is disintegrating as the chili simmers, add a fourth can of beans.



PARMESAN CHICKEN WINGS

These delicious wings are oven-baked.

- 1/2 cup all-purpose flour
- 2 tablespoons garlic powder
- 2 teaspoons ground pepper
- 3 large eggs, beaten
- 1 1/2 cups panko breadcrumbs
- 1 1/4 cups grated parmesan cheese
- 2 pounds chicken wings, cut at joints, wing tips discarded
- 3 tablespoons balsamic glaze (store-bought or made from scratch)
- Lemon wedges
- Ranch dressing
- Celery and carrot sticks

Preheat oven to 450 F. Line a baking sheet with parchment paper. Coat with cooking spray. Combine flour, garlic powder and pepper in a shallow dish.

Place eggs in a second shallow dish. Combine panko and cheese in a third shallow dish. Working in batches, dredge chicken pieces in the flour mixture, then the eggs and finally in the panko mixture, shaking off excess after each dredging. Place on the prepared baking sheet. Coat the chicken lightly with cooking spray.

Bake, turning the chicken halfway through, until the chicken is golden brown, and an instant-read thermometer inserted in the thickest portion registers 165 F, 20-25 minutes.

Arrange the chicken on a platter. Drizzle with balsamic glaze and serve with lemon wedges and ranch dressing for dipping with celery and carrots.

DOUBLE DIP HUMMUS

This recipe from Eating Well could be the creamiest hummus you've ever tasted. It's best made a day in advance.

- 8 ounces dried chickpeas (about 1 cup)
- 1 tablespoon baking soda
- 7 large cloves garlic, divided
- 1/2 cup extra-virgin olive oil, divided
- 1/2 cup tahini, divided
- 1/4 cup fresh lemon juice plus 1 tablespoon, divided
- 1 1/2 teaspoons kosher salt
- 1/4 teaspoon ground cumin, plus more for garnish
- Paprika for garnish
- 1/4 cup chopped flat-leaf parsley
- 2 tablespoons of the prettiest chickpeas for garnish. Rinse the remaining chickpeas and garlic and set the colander over a bowl. Refrigerate the chickpea mixture, reserved cooking water and pretty chickpeas separately overnight.

Place chickpeas in a medium saucepan and cover with 2 inches of water. Stir in baking soda. Soak overnight. Drain the chickpeas and rinse well. Rinse out the pan. Return the chickpeas to the pan and cover with 2 inches of fresh water. Add garlic. Bring to a boil. Keep at a rolling boil until the chickpeas are tender and almost falling apart, 25-40 minutes.

Reserve about 3/4 cup of the cooking water, then drain the chickpeas. Set aside

The next day, combine the chickpeas, 6 of the garlic cloves and 1/2 cup of the reserved cooking water in a food processor (or blender) with 1/4 cup each oil, tahini and lemon juice. Add salt and cumin. Process until creamy. Transfer to a serving bowl. Puree the remaining 1/4 cup each oil and tahini with the remaining garlic clove, 2 tablespoons of the cooking water and 1 tablespoon lemon juice until smooth.

Make an indentation in the center of the hummus and spoon in the tahini-lemon mixture. Sprinkle the hummus with cumin and paprika, if desired. Garnish with the reserved whole chickpeas and parsley. Serve with fresh carrots, celery and other colorful vegetables and/or pita chips. 🥗





P.O. Box 549 • Ardmore, TN 38449

PRSRT STD
U.S. POSTAGE PAID
HILLSBORO, OR
PERMIT No. 66

Celebrating YOU!

Join Us for Customer Appreciation Day

Ardmore Telephone Company loves the people we serve.

Come visit us on Customer Appreciation Day so we can say thank you!

Thursday, Oct. 10, 3-6 p.m.,

at Mildred's Restaurant, 27926 Main St., Ardmore*

Food • Giveaways • Door prizes

ATC employees will greet customers outside the restaurant and distribute meal gift certificates.

The first 100 customers will receive a special gift.

Preregister by calling 800-830-9946 to enter a drawing to win a 55-inch TV.

All attendees will eligible to win one of three \$50 Visa gift cards.

*Only ATC customers will receive meal gift certificates.



Live Life Connected.