

The North Central

NOVEMBER/DECEMBER 2016

CONNECTION

SHOP LOCAL THIS SEASON

Merchants offer good cheer and great buys

HARD CHARGING

Todd Austin's passion for basketball burns long

BREAKING OF BREAD

A seasonal slice that rises to the occasion

Progress based on priorities

“ I think I’d like to be remembered as one who kept my priorities in the right order. We live in a changing world, but we need to be reminded that the important things have not changed, and the important things will not change if we keep our priorities in proper order.”

– S. Truett Cathy, Founder of Chick-fil-A
from the book “Eat Mor Chikin: Inspire More People”



NANCY J. WHITE
Chief Executive Officer

Our marketing manager, Amy Phelps, recently attended a conference where she heard a presentation from Sara Storck, brand strategy manager at Chick-fil-A. As you can imagine, Amy came back inspired by the company’s story (and hungry for a chicken sandwich).

Many of you know the story. Chick-fil-A was founded by Truett Cathy, a Georgia native who was raised in poverty and developed a strong work ethic. He toiled for many years to build a restaurant business that today spreads across the United States and is one of the strongest brands in its industry.

Besides its unforgettable cow advertising, Chick-fil-A is known for quality food, clean restaurants and employees who are courteous and seem to care about delivering a good customer

experience. Further, the Cathy family invests in the lives of young people through scholarships, leadership training and support of foster children.

And, of course, no matter how hungry you are for a chicken sandwich after church, you will never find a Chick-fil-A store open on Sunday. The restaurant has always set aside that day for employees to enjoy with families, attend church, relax or spend it however they choose. I believe it’s safe to say that, even after Truett Cathy’s death, the family continues to keep its “priorities in the right order,” as he wrote in his book.

I believe the same can be said for North Central. When people of this area formed the cooperative more than six decades ago, they weren’t necessarily organizing a telephone company — they were launching a business whose mission was to meet the needs of their families and communities.

That has not changed. NCTC’s priorities were focused on service from the very beginning, and we have continued to keep those priorities in order.

Our founders could not have envisioned the technology that is in use today. In an age of manual switchboards, the idea of voice conversations traveling along strands of glass as pulses of light would have seemed like science fiction to them. But fiber technology is a crucial part of helping us remain focused on those original priorities.

You see, as we build out our fiber network, we are doing more than providing the fast internet connections needed today. We are also delivering the technology to support economic development, telemedicine, education, small businesses and more well into the future.

These are the important things for you now and for the generation that follows. And these are our priorities at NCTC. Truett Cathy’s words are more true today than when he spoke them — we do indeed live in a changing world, but the important things have not changed. ☺

The North Central Connection is a bimonthly newsletter published by NCTC, © 2016. It is distributed without charge to all member/owners of the cooperative.



North Central is a member-owned corporation dedicated to delivering advanced telecommunications technology to the people of Northern Middle Tennessee and Southern Kentucky, including Macon County, Tenn., and Allen County, Ky. NCTC also serves portions of Sumner, Trousdale, Smith and Clay counties in Tenn.

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Produced for North Central by:



On the Cover:



Cathy’s Florist has wonderfully whimsical trees and arrangements to inspire your holiday decorations this Christmas season.
See story Page 12.

NCTC receives \$850,000 grant to bring broadband to parts of Trousdale County

In early October, NCTC received news that it had been approved for a \$850,000 Connected Community grant. When coupled with matching funds, the grant will make available more than \$1 million to extend NCTC's fiber network to a portion of Trousdale County that currently has no access to broadband services.

NCTC will begin work on the project as soon as the Rural Utilities Service funding becomes available. When the project is finished, all those living in the buildout area will have access to internet speeds of up to 1 gigabit per second — faster speeds than are available in many metropolitan areas.

"We are delighted to receive this grant and to be able to serve a small portion of Trousdale County," says NCTC CEO

Nancy White. "County Mayor Carroll Carmen, the county officials and those who live in the area worked closely with us to prepare the application."

"We are excited to work with NCTC and thankful that they have heard our plea and have found a way to serve us when no one else would," says Mayor Carmen. "Many people will now be able to work from home, take advantage of telemedicine opportunities, take online secondary education classes, or simply use the internet as the resource it was intended."

White said the cooperative will continue to work with partners to try to find additional grants or other funding to serve additional areas of Trousdale County. [↗](#)

See our January/February 2017 issue for more information about this project.



SO MANY MOVIES THAT YOU'LL NEED TO MAKE A LIST AND CHECK IT TWICE

Starting Nov. 25, from Friday morning through Sunday night, North Central unlocks the premium movie channels as a gift to NCTV subscribers. And just like a Christmas tree, top it off with STARZ Encore channels, free for the entire week of Christmas!

Nov. 25-27

STARZ Encore is FREE!
Channels 240-256 and 540-550 HD

Dec. 2-4

HBO is FREE!
Channels 200-205 and 500-502 HD

Dec. 9-11

Showtime is FREE!
Channels 220-235 and 520-531 HD

Dec. 16-18

Cinemax is FREE!
Channels 210-213 and 510-512 HD

Dec. 23-Jan. 2

STARZ Encore is FREE!
Channels 240-256 and 540-550 HD

North Central Telephone Cooperative Balance Sheet

December 31, 2015

ASSETS

Current Assets.....	\$15,854,293
Other Assets	
Investments in Affiliated Companies.....	\$28,184,582
Nonregulated Investments	\$2,388,209
Other Investments	\$519,828
Total Noncurrent Assets	\$31,092,619
Telecommunications Plant	\$175,743,920
Less Accumulated Depreciation.....	\$100,043,831
Net Telecommunications Plant	\$75,700,089

TOTAL ASSETS..... \$122,647,001

LIABILITIES AND MEMBERS' EQUITY

Current Liabilities	\$11,138,598
Long-Term Debt.....	\$46,341,856
Other Liabilities.....	\$7,935,806
Members' Equities	\$57,230,741

TOTAL LIABILITIES AND MEMBERS' EQUITY \$122,647,001