

CONNECTIONS

MAY 2018

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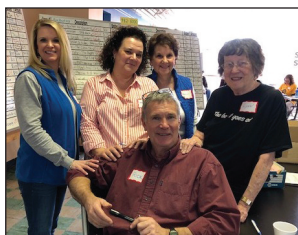


Several SkyLine employees helped out with the event, including Alisha Scott and Myla Farmer (shown here working the phones), members of the Field Services Department who connected the services/phone bank, Drew Piscopo who provided coverage through SkyZhone HD, Crystal Spencer and Kala Johnson, who also worked the phones, and Karen Powell, who coordinated SkyLine's participation and pitched in on announcing bids with WSKS's Graham Caddell.

Ashe Heart Auction Featured on SkyZhone HD

SkyBest TV's local content channel, SkyZhone HD, provided live coverage again this year for the Annual Ashe Heart Auction, giving local TV service subscribers a real-time view of this popular charitable event and also featured audio through WSKS's radio coverage. The annual event introduced a new feature this year during the noon hour – Auctioneer Russell Killen leading a live auction of 14 baskets of assorted items. This special feature was streamed live on the SkyLine/SkyBest Facebook page, giving those online and with hand-held devices additional real-time access to the event. The largest fund-raising effort of the year for the local chapter of the American Heart Association took place on April 11 at Family Central in Jefferson, and the local chapter reports that the event has netted nearly \$14,000 as of press time.

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Volunteers April Blevins, Trish Taylor, Melba Jones, Rick Price and local Chapter President Lynn Graham pause for a quick photo at the event.



The cashiers' area, manned here by volunteers June Weaver, Sandy Roten and Pat Leone, provide the winners their final tallies and handle receipt of donations.

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Please Support Area Relay for Life Events

SkyLine has been a supporter of the American Cancer Society's Relay for Life for several years. In some counties, we field teams; in other counties, our employees may be part of other community, family or church teams. Collectively, we are all making a difference in the fight against cancer.

Below are area Relay for Life events across our service area. We appreciate your support!

Watauga County	June 15
Watauga High School, Boone, NC	
Avery County/Mitchell	June 22
Mitchell High School, Bakersville, NC	
Ashe County	July 20
Ashe County High School, West Jefferson, NC	

SkyLine/SkyBest Recognized at Watauga Democrat's Best of the Best Awards

The Watauga Democrat's 8th Annual Best of the Best event recognized business and community members at its award ceremony at Alliance Bible Fellowship in Boone on April 10, and SkyLine/SkyBest received the award for "Best Cable Service." Thousands voted for their favorite Watauga businesses, professionals and organizations in more than 150 categories.

With more than 300 people in attendance, the event featured keynote speaker J.B. Lawrence, former Blowing Rock mayor and current client services executive at Highlands Bank. Lawrence told attendees, "You don't get to be best of the best by accident," he said. "It takes a ton of work and commitment. Being the best takes sacrifice, and sacrifice means putting in the time to be successful." He cited the importance of knowing the business' products inside and out, providing excellent customer service, and he further stressed the value of teamwork and encouraging one another in the workplace. "We all like to hear kind words that lift our spirits. A stressful workplace does nothing for your business."

The event was sponsored by Highlands Bank and Peabody's Wine and Beer Merchants.



SkyLine PR Administrator Karen Powell and Business Sales Executive Brett Yates accepted the award for "Best Cable Service" at the Watauga Democrat's Best of the Best Awards Ceremony.

Directory Omission White Pages Omissions/Corrections

Mountain Advantage Tree & Landscape
502 S. Jefferson Ave, West Jefferson 336-846-6286

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WORTH NOTING:

Monday, May 28
SkyLine Closes for
Memorial Day Holiday

STAFF:

Jimmy Blevins
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Kim Shepherd
Chief Management Officer

Brian Tester
Executive Director of
Customer Operations

Angie Poe
Customer Service Manager

Jamey Jenkins
Retail Sales Manager

Karen P. Powell
Public Relations Administrator
& Editor



A snapshot of the visible work by the local chapter members and volunteers included securing scores of donated items with a retail value of over \$27,000 setting up multiple boards to list these items up for bid and tables to display the items as well as preparing delicious baked goods from Ashe County kitchens. Along with live coverage by SkyZhone HD, SkyLine provided the phone service and bank of phones to connect volunteers with those who called to place bids, and 580 AM and 93.5 FM WSKS provided live radio coverage of the auction. Many thanks to the generous-minded folks from near and far who placed multiple bids or pledged donations to honor or remember friends or loved ones to benefit the American Heart Association.



WSKS (580 AM and 93.5 FM) has been the bedrock of the annual Heart Auction, broadcasting the fund-raising event live for well over a half century. WSKS's Graham Caddell led the cadre of announcers for the daylong auction that netted nearly \$14,000 as of presstime.

Heart disease is the number-one killer of Americans, while stroke ranks fourth and is a leading cause of severe disability. Far too many families are losing loved ones of all ages. Established in 1924 by six cardiologists, the American Heart Association is the nation's leader in CPR education training and has funded more than \$3.4 billion in research since 1949, more than any organization outside the federal government. Its mission is to build healthier lives, free of cardiovascular diseases and stroke.

Thank you for supporting our local efforts to raise awareness and fund research and programs that benefit people right here in this community.

In the Community Support the 26th Annual Letter Carriers' Stamp Out Hunger® Food Drive on May 12

With food insecurity a major concern for our region, we are so appreciative of the many ways our communities show their support, including for our own "Rise and Shine" breakfast food drive, which is held each fall. SkyLine is pleased to also recognize other area initiatives that take place at other times of the year that address hunger in our communities.

This month, the largest one-day food drive in America is scheduled on Saturday, May 12, when the nation's 200,000-plus letter carriers collect non-perishable food donations left in or next to their mailboxes and distribute them to local food agencies. The timing is important with food banks, pantries and shelters running low on donations from the winter holidays and with summer months approaching, when many school meal programs may be suspended.

Since the program began, the annual food drive has collected almost 1.6 billion pounds of food, and in 2017, the drive collected more than 80 million pounds of non-perishable food.

For more information, visit: nalc.org.

Remember to Notify One-Call at 8-1-1 Before You Dig

Each year in North Carolina, lives are endangered, money and time are wasted and property is destroyed because individuals fail to follow safe digging practices. The "One-Call" system, which is free to the excavator as well as the homeowner, helps those who dig comply with the safety rules and regulations of the construction industry.

In a typical neighborhood, a complex web of utility lines are buried under lawns, sidewalks and driveways. When digging, one wrong move might cause the community of residents to be cut off from heat, electricity, telephones, water, 911 calls and other vital services. When you make the free call to the One-Call Center, the One-Call staff notifies their member utilities to mark the ground with color-coded paint. After the utilities are marked in your work area, you have taken the first step to avoid damage or injury. And, our Shady Valley and Mountain City customers also can contact the Tennessee One-Call Center by dialing 8-1-1 from their homes or businesses located in the 739 telephone exchange.

In fact, North Carolina state law requires homeowners, contractors and excavators to contact the One-Call Center at least two business days before digging. The North Carolina One Call Center provides a toll-free telephone number, 8-1-1, to help reduce damages to underground facilities, thereby reducing the loss of service to the public and the loss of time and money to excavators, utilities and taxpayers.

So, be safe, not sorry: Know what's below... Call before you dig...Dial 811.

Recipe of the Month

Double Cheese Breakfast Muffins

Ingredients:

- 1 1/2 cups plain flour
- 1/2 cup cornmeal
- 1/4 cup sugar
- 1 tablespoon baking powder
- 1 egg, beaten
- 1 cup whole or 2 percent milk
- 1/2 cup shredded Cheddar cheese
- 1/2 cup cream-style Cottage cheese
- 1/4 cup butter, melted

Instructions:

Preheat oven to 400°. Grease and flour 16 muffin cups. Combine flour, cornmeal, sugar and baking powder in bowl. Combine egg, milk, cheddar cheese, cottage cheese and butter in another bowl. Add egg mixture to flour mixture. Stir until moistened. Do not over mix. Spoon batter evenly into muffin cups, filling each about 2/3 full. Bake 20 minutes or until golden brown.

Submitted by Marsha Walters of Ashe County.

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*Some restrictions apply. SkyBest TV is available to fiber-served communities only.