

Help Support Crisis Centers in Our Community Announcing... SkyChange Round-up Program Launches This Month!



We are excited to announce a new round-up program that seeks to assist area non-profits that help those in need throughout our community, and we invite you, our customers and members, to participate!

SkyChange allows customers of SkyLine/SkyBest to round up their monthly bill to the next whole-dollar amount. The money generated from the round-up will, in turn, be distributed to programs assisting those in need throughout our community. Customer bills will reflect a line item showing the monthly round-up donation. Funds collected through SkyChange will be distributed to crisis centers across our SkyLine/SkyBest service area but not to individuals directly. SkyLine's employee-led and employee-funded Project Teamwork program addresses crisis relief for individuals across our service area.

Some of the established crisis centers across the region include Alleghany Cares, Inc., A.S.H.E., Grandfather Home for Children, the Hunger and Health Coalition and Johnson County Safe Haven. These and others would be eligible to receive support.

If you participate in the SkyChange program by simply rounding up your bill to the next dollar, your total donations per year will not exceed \$11.88. In most cases, donations will be tax deductible.

SkyChange is a 501(c)3 organization with established bylaws and a governing committee. Once funds are distributed, our website and newsletter will give periodic updates highlighting how customers' donations helped their community.

Won't you join us in this collective effort to take our 'change' to make a positive difference across our region? Like other benevolent activities, be it through Project Teamwork or other charitable outreach initiatives, we recognize that our collective efforts have a bigger and broader impact and truly make a difference.

For more information about SkyChange and to sign up, visit www.skybest.com/skychange or call your local SkyLine/SkyBest Customer Center at 118 or 1-800-759-2226.

Beware of Covid-19-related Schemes and Scams

The Federal Bureau of Investigation (FBI) is warning the public about several emerging health care fraud schemes related to the COVID-19 pandemic.

"Criminals are actively manipulating the COVID-19 pandemic to their advantage," said Calvin A. Shivers, assistant director of the FBI's Criminal Investigative Division. "We ask all Americans to remain vigilant to avoid falling victim to these schemes."

Bad actors are selling fake COVID-19 test kits and unapproved treatments through telemarketing calls, social media platforms, and door-to-door visits. Many scammers are promising free care to patients in order to gain access

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Startup Northwest NC Launches to Support Entrepreneurs



Photo: Devin Ulery
WCC President Dr. Jeff Cox officially unveils the new Startup Northwest NC web portal for entrepreneurship support and development to serve the three-county region of Wilkes, Ashe and Alleghany.



Alleghany Photo: Devin Ulery
Johnny Wishon of Wishon Evergreens in Alleghany County was one of three area entrepreneurs who spoke at the event and were featured in video presentations highlighting WCC's three-county service area on the web portal.

Blue Ridge Business Network, Ashe Consulting Group and other such programs and agencies available to support entrepreneurs on their journey.

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Remember to Support Our Local Businesses

Now more than ever, our local business community needs our support due to the impact of COVID-19. Several area businesses provide essential services and are serving customers by using various communications channels to interact, including through Facebook, online ordering or even ordering by phone for curbside pick-up or delivery. Let's not forget those businesses who cannot currently open their doors to customers but who can still transact business online. As the Boone Area Chamber shared on its website, "Let's get CREATIVE with our purchases, considering the multitude of retail, hospitality and service industries who still offer gift cards and online purchases."

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NEED TO CONTACT US?

CUSTOMER SERVICE

LOCAL
118

TOLL-FREE

1-800-759-2226

REPAIR SERVICE, 24/7

LOCAL
611

TOLL-FREE

1-877-475-9546

Additional Local
Repair Service Numbers:

ALLEGHANY

336-372-4444
(10-DIGIT DIALING)

ASHE

336-982-3111
(10-DIGIT DIALING)

AVERY

898-9250

WATAUGA

297-4811

JOHNSON

739-4500

LENOIR

929-2872

INTERNET TECH SUPPORT, 24/7

TOLL-FREE

1-866-759-7591

WORTH NOTING:

FRS Youth Tour –
Cancelled

Cooperative Leadership
Camp - Cancelled

Monday, May 25
SkyLine Offices Close
for Memorial Day
Holiday

STAFF:

Kim Shepherd
Chief Executive Officer

Brian Tester
Chief Operations Officer

Angie Poe
Customer Service Manager

Jamey Jenkins
Retail Sales Manager

Karen P. Powell
Public Relations Administrator
& Editor



www.facebook.com/SkyLineSkyBest

The portal also features a series of videos highlighting entrepreneur success stories and making the case for why northwest North Carolina is a great place to be an entrepreneur. In an effort to highlight both the region as a whole and the unique local communities in WCC's service area, Startup Northwest NC has affiliate web pages and videos for Startup Wilkes, Startup Ashe and Startup Alleghany.

"Entrepreneurs are to the economy what a spark plug is to an engine," said WCC President Dr. Jeff Cox. "If our local economy is going to prosper, our entrepreneurs are the ones who will lead the charge into an increasingly disruptive pace of change – creating the products, services and jobs we didn't know would exist five years ago."

"We have to celebrate and support our entrepreneurs," added WCC Small Business Center Director Laurie Brintle-Jarvis. "We have to plant and cultivate an entrepreneurial mindset in our youth and potential entrepreneurs. And we have to make it easy for busy entrepreneurs to find what they need among myriad agencies, events and resources available to them in our region – even if that's at 2:00 a.m. when they finally get a chance to sit down and plan!"

Startup Northwest NC is one of 10 similar initiatives debuting throughout western North Carolina this year, each led by community colleges and their presidents who are members of the N.C. Rural Community College Alliance. The alliance was initiated by Dr. Garrett D. Hinshaw, president of Catawba Valley Community College.

Startup Northwest NC was developed in partnership with Supportedly, LLC and made possible through the generous support of the John M. Belk Endowment, as well as numerous local partners, including Ashe County Chamber of Commerce, Ashe County Government, Ashe County Job Development Fund, Inc., Blue Ridge Business Development Center, Blue Ridge Energy, InfusionPoints, LP – Louisiana Pacific Corporation, NC IDEA, Piedmont Federal, SkyLine Membership Corporation, Small Business Center Network, Wilkes Communications, Wilkes County Government and Wilkes Economic Development Corporation.

"SkyLine applauds the leadership of Dr. Jeff Cox and his peers in the N.C. Community College System to create an innovative approach to foster and bring together vital resources for entrepreneurship and small business growth through this new web portal," said SkyLine Chief Executive Officer Kim Shepherd. "This initiative reinforces the vital role of entrepreneurship and parallels our own efforts to ensure this region has access to the most advanced fiber broadband capabilities needed to thrive economically now and in the future."

To learn more about Startup Northwest NC, visit www.startupnwncc.com. To reach county-specific portals, visit www.startupwilkes.com, www.startupashe.com, and www.startupallegghany.com.

BEWARE OF SCHEMES CONTINUED FROM PAGE 1

to their personal and health insurance information, including their dates of birth, Social Security numbers, and financial data. Be extremely vigilant in protecting your personal information.

The Federal Trade Commission (FTC) and Food and Drug Administration (FDA) have identified a growing list of sellers of unapproved and misbranded products, claiming they can treat or prevent the Coronavirus but with no evidence to back up their claims as required by law.

For more information about the latest scams associated with COVID-19, please visit www.ftc.gov.

Kudos to our area Chambers of Commerce for rallying behind their business members to give the latest updates and convenient ways to connect with them to conduct business.

Visit these links for the latest information available.

Alleghany Chamber of Commerce –
www.alleghanycountychamber.com
www.facebook.com/AlleghanyChamber

Ashe County Chamber of Commerce –
www.ashechamber.com
www.facebook.com/AsheChamber

Avery County Chamber of Commerce –
www.averycounty.com
www.facebook.com/AveryChamber

Banner Elk Chamber of Commerce –
www.bannerelk.org
www.facebook.com/BannerElkChamber

Beech Mountain Chamber of Commerce –
www.beechmtchamber.com
www.facebook.com/beechmountainchamber

Blowing Rock Chamber of Commerce –
www.blowingrockncchamber.com
www.blowingrock.com/shop-at-home
www.facebook.com/brncchamber

Boone Area Chamber of Commerce –
www.boonechamber.com
www.facebook.com/BooneAreaChamber

Caldwell Chamber of Commerce –
www.caldwellchambernc.com
www.facebook.com/caldchambernc

Johnson County Chamber of Commerce –
www.johnsoncountytncchamber.org
www.facebook.com/JCTNCC

And just as importantly, we continue to appreciate all those businesses who are on the front lines of providing essential services and to our health care/senior care providers who are caring for our sick and most vulnerable during a challenging time. Thank you!

Recipe of the Month

Homemade Bread

Ingredients:

- 1 cup milk
- 2 Tablespoons sugar
- 2 teaspoons salt
- 2 1/2 Tablespoons shortening
- 1 cup lukewarm water
- 1 package yeast
- 3 cups flour

Instructions:

Scald milk and stir in sugar, salt, and shortening. Cool to lukewarm.

Measure into bowl 1 cup lukewarm water, sprinkle in yeast. Let stand until dissolved add to other mixture and stir in three or more cups flour.

Turn on floured board and knead. Place in greased bowl, brush lightly with melted shortening. Cover with clean towel and let rise in warm place free from draft 1 hour and 20 minutes.

Punch down and divide in two portions. Makes two loaves. Let rise 55 minutes. Bake in greased loaf pans at 400° for 50 minutes.

Submitted by Hazel Deane Pennell of Ashe Co.

Directory Correction Yellow Page Listing Correction

Ashe Animal Clinic
605 East Main Street, Jefferson
336-246-2341

FRS Youth Tour and Cooperative Leadership Camp have been cancelled in 2020



SkyLine/SkyBest is happy to introduce SkyChange – a way to change lives in your community. SkyChange is a customer-funded program that will help local charitable organizations throughout the SkyLine/SkyBest service area. Customers can round up their bill each month to contribute to SkyChange.

Call 1-800-759-2226 for more information or to sign up for SkyChange today!