

When You Need to Spread the Word, SkyLine's CallTree Service Can Deliver Your Message

CallTree is an automated messaging service that can deliver phone calls, emails and even text messages. Ideal for schools, churches, small businesses, restaurants and other organizations, it allows you to transform your phone and broadband into a dynamic messaging service. What makes CallTree so valuable is that it allows the user to deliver a timely, consistent message to groups large and small alike, plus it can be set to make multiple call attempts to reach individuals on your calling list. Contact everyone on your entire list with a single message from your mobile app or your computer and phone. The CallTree app can be downloaded on the App Store® and on Google Play™ and is called ManageMyNotify.

Just a few of the possible applications for this convenient automated messaging service include:

- Meeting reminders
- Weather cancellations
- Service changes and outages
- Appointment reminders
- Non-pay reminders
- Marketing & promotions



Pricing includes a one-time \$25 activation fee and starts at \$9.95 per month for up to 250 contacts. For 251 to 1,000 contacts, the cost per month is \$19.95. Long-distance calls will incur additional charges.

To find out more or to sign up for this valuable and affordable voice messaging service, please call your local SkyLine Customer Service Center at 118.



October is National Co-op Month – Customer Appreciation Day is on October 1

BUILD BACK FOR IMPACT

Celebrated by more than 40,000 cooperatives nationwide during the month of October, National Co-op Month is an annual opportunity to raise awareness of a trusted, proven way to do business and build communities. Under the theme "Build Back for Impact," this year's theme coincides with efforts to re-boot our communities and the economy as they have struggled through a world-wide pandemic. This year's theme also is reminiscent of the first National Co-op Month-established theme in 1964: "Cooperatives: USDA Helps Build a Better America."

Recognizing the important role that cooperatives like SkyLine play as a rural telecom leader, contributor to the regional economy and through investments made to strengthen rural communities, this year's theme "Build Back for Impact" closely aligns with the work SkyLine does, having achieved a Fiber-to-the-Premise (FTTP) deployment across the co-op's service area, equipping communities with the most advanced fiber network that

CONTINUED ON PAGE 2



Pictured at the Wildcat Rocks overlook, PR Administrator Karen Powell (left) and Chief Marketing and Sales Officer Edward Hinson present SkyLine's commemorative donation to the Blue Ridge Parkway Foundation's Chief Development Officer Jordan Calaway.

Blue Ridge Parkway Foundation to Benefit from SkyLine Commemorative Donation

As we celebrate the cooperative's 70th year in 2021, we are pleased to highlight the Blue Ridge Parkway as SkyLine's longest served member of record, showing its initial connection in March 1952. It was established in 1935 with the purpose of providing jobs for trained engineers, architects and landscape architects who were left unemployed by the Great Depression and for thousands of mountain families desperately needing work. The scenic motorway would link two new parks, Shenandoah and the Great Smoky Mountains National Park, and provide a boost to the travel and tourism industry.

Today, the 469-mile route of the Blue Ridge Parkway meanders through 29 Virginia and North Carolina counties including four counties in SkyLine's service area. The final section of the Parkway was completed in 1987 with the Linn Cove Viaduct in Avery County. Its route through several areas of western North Carolina would likely have not taken place without the involvement of a

CONTINUED ON PAGE 2

Help Us "Rise & Shine" to Fight Hunger!

Recognizing the need to support local initiatives to minimize food insecurity is greater than ever, SkyLine will continue its annual breakfast food drive for area food pantries. Now in its eighth year, our two-month "Rise & Shine" food drive accepts donations of non-perishable breakfast items at each of our five Customer Center locations.

Through this month and while supplies last, all SkyLine/SkyBest customer service centers will have totes and flyers with suggested food items available for pick-up at all of our Customer Service Center locations in Ashe, Alleghany, Avery and Watauga counties. We welcome all sizes of packaged breakfast food, including individually-sealed cereals, oatmeal and fruit items that can be included in area backpack initiatives for children. As our thank-you, please keep the insulated shopping tote for



CONTINUED ON PAGE 2

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:

Customer

Appreciation Day
Friday, October 1

All SkyLine Customer
Centers

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 Bluffs Restaurant was unable to reopen to the public in August 2020 due to the pandemic. It officially reopened for the 2021 season on May 27.

BLUE RIDGE PARKWAY CONTINUED FROM PAGE 1

key Congressional figure from Alleghany County, known as "Farmer Bob." Robert Lee Doughton, who served as a member of the U.S. House of Representatives from 1911 to 1953, was among the voices that helped influence the final choice of routing the Parkway through North Carolina instead of Tennessee.

Doughton's family owned some of the land that is now part of Doughton Park (formerly the Bluffs), which is the Parkway's largest recreation area of 7,000 acres.

In 1949, Bluffs Restaurant at Milepost 241 became the first dining establishment to open on the scenic route and along with a 24-room lodge, served customers for 61 years. It and the lodge closed in 2010, and after being dormant for a few years, the Blue Ridge Parkway Foundation began raising funds to restore the restaurant, generating nearly \$1 million from more than 500 donors.

According to BRP Foundation Project Manager Kevin Brandt, it was also important to update the communications technology at this facility – even more so during a pandemic. "It may seem surprising that a restored vintage restaurant relies heavily on 21st-century technology," he said. "With a fiber-optic line directly to the facility, food and supply ordering and scheduling as well as fire detection and security is fast and reliable. Having sufficient bandwidth at the Bluffs allows us to offer free public WiFi as well as to power our live public webcam."

This summer, SkyLine designated a \$5,000 commemorative year donation to the Foundation to benefit the Blue Ridge Parkway, noting its generational impact throughout the High Country region. The SkyLine donation will be earmarked toward the Trails and Views Forever program, which provides support for the trails, overlooks, picnic area and campground of Doughton Park and other priority needs across the High Country region of the Parkway.

"The Blue Ridge Parkway Foundation is honored to accept this gift from SkyLine," said the Foundation's Chief Development Officer Jordan Calaway. "Our mission to preserve and protect this national treasure is made possible through community support. We look forward to the next 70 years of partnering with SkyLine to make our Parkway communities a better place to live, work and play."

CO-OP MONTH CONTINUED FROM PAGE 1

delivers Gig-capable broadband speeds – critical not only during a pandemic where virtual access was essential to business, education and healthcare but well into the future. Celebrating its 70th year in 2021, SkyLine will host its annual Customer Appreciation Day on October 1 and in conjunction with Annual Meeting early registration with special member treats and giveaways while they last. We hope our members and customers will drop by any of our five Customer Center locations on Friday, October 1 to let us say 'thank you.'



Deliver non-perishable items to SkyLine between September 1 - October 31

SUGGESTED ITEMS

Oatmeal
Whole-grain Cereals
Hot Cereals
Cream of Wheat
Grits
Gravy Mixes
Pancake Mixes
Muffin Mixes
Granola Bars
Syrup
Fruit Juice Packs
Canned or Dried Fruits
Jam
Powdered Milk
Coffee
Hot Chocolate
Pop-Tarts

Items will benefit:

Solid Rock Food Closet
Ashe Food Pantry
Hunger and Health Coalition
Reaching Avery Ministry
Shady Valley Baptist Church Food Pantry

Recipe of the Month

Hot Apple Punch

Ingredients:

1 gallon apple juice (Murray's Brand is good)
2 cinnamon sticks
1 tablespoon whole cloves
1 large can unsweetened pineapple juice
1 large can apricot nectar

Instructions:

Heat apple juice just to boiling. Add in the rest of the ingredients and simmer for about 30 minutes for spices to blend.

Recipe submitted by Faye Reeves of Alleghany County.

RISE & SHINE CONTINUED FROM PAGE 1

future use, and SkyLine will make delivery of these items to area food pantries, including the Solid Rock Food Closet, Ashe County Food Pantry, the Hunger and Health Coalition, Reaching Avery Ministry and the Shady Valley Baptist Church Food Pantry in early November.

SkyLine is grateful to join the community in support, including numerous individuals, churches and local organizations like those listed that are trying to help fill the hunger gaps that continue to exist across the region. For information about the food drive, please call your local SkyLine/SkyBest Customer Service Center at 118. Thank you!



Stream TV

Now with more channel options! Ask us today about **SkyBest TV NOW** Max & Ultra line-ups!

70  **Years**
Connecting Technology & Community: 1951-2021

www.skybest.com/now

*Restrictions apply. SkyBest Internet 12 Mbps or faster speed is required. Visit website for more details.