

The Foothills

MARCH/APRIL 2017

# CONNECTION

## BOGGIN' BUSINESS BOOMING

M&M Powersports  
keeps off-roaders  
rolling



## NEEDLE AND THREAD

Jim Blair stitched together  
40 years of success

## TREATED LIKE FAMILY

Appalachian Insurance  
cares for the community



# How do you get your news?

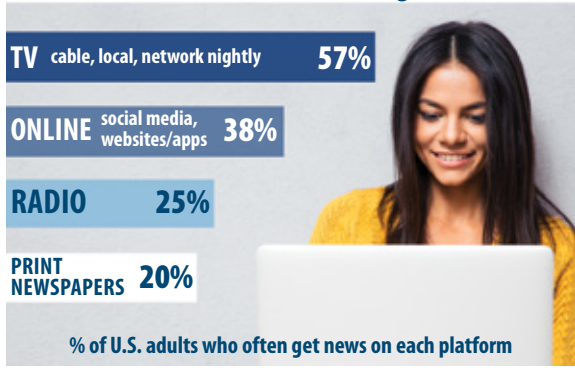
It has been a long time since America watched Walter Cronkite sign off his nightly newscast with “and that’s the way it is.” As a news anchor, he was often referred to as the most trusted man in America.

The story is quite different today. No single news source is considered the authority. The traditional networks now fight for viewership with cable channels. Many newspapers have limited their publishing schedules, and some have even gone out of business. The radio format has been splintered by countless other sources vying for listenership, including the fast-growing podcast format.

Aside from the sources themselves, the technology of delivering content has changed dramatically thanks to the internet. In its examination of major findings from 2016, the Pew Research Center recently reported that 38 percent of Americans say they often get their news online (this includes social media, websites and apps). This surpasses both print newspapers and radio.

As this trend continues, this is yet another reason your telecommunications provider is committed to delivering reliable internet service over a robust broadband network. If the internet is your main source of news, we want you to know you can depend on us to keep you connected.

## About four-in-ten Americans often get news online



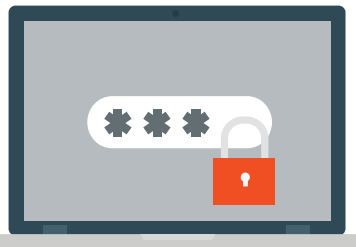
How do you get your news? Visit [www.HowDoYouBroadband.com](http://www.HowDoYouBroadband.com) and take our short quiz.

# Are your passwords secure?

Those who use the internet today find themselves with a long list of passwords to access websites for banking, shopping, sharing photos and status updates, accessing medical records

and more. A report released in January by the Pew Research Center found that 39% of online adults say they have a hard time keeping track of all these passwords.

As a result, many internet users make common mistakes, such as using common words for their passwords or even the same password across several accounts — and these mistakes could be putting their personal information at risk.



ConnectSafely.org, a nonprofit organization dedicated to educating users of connected technology about safety, privacy and security, offers these tips for managing your passwords:

- Make the password at least 8 characters long.
- Don't use just one password.
- Create passwords that are easy to remember but hard for others to guess.
- Include numbers, capital letters and symbols.
- Consider using a password manager.

For more tips, visit [www.connectsafely.org](http://www.connectsafely.org)



BY SHIRLEY BLOOMFIELD, CEO  
NTCA-The Rural Broadband Association

## Let's make sure they 'Build Broadband with Us'

A new administration. A new Congress. A new emphasis on infrastructure.

The new year has witnessed an explosion of policy ideas and actions. At the recent NTCA Rural Telecom Industry Meeting and Expo, I was pleased to announce the Build Broadband With Us campaign that will harness the momentum of this focus on infrastructure. This exciting initiative is designed to engage broadband providers, policymakers and most importantly, rural residents like you.

Through social media, industry events and meetings with policymakers, we're trying to showcase the need to build broadband as a key component of our nation's critical infrastructure.

A big part of that means educating state and federal officials about the importance of rural broadband. For instance, did you know rural providers like yours:

- contribute billions of dollars to the U.S. economy and support billions of dollars in e-commerce
- proudly serve 37% of U.S. landmass
- proudly support rural and urban jobs
- collaborate with local leaders on broadband-enabled solutions

Your broadband provider is working hard with neighboring telcos to be sure that Congress, the president and state governments “Build Broadband With Us.” Whether it's using our new hashtag — #BuildBroadbandWithUs — on social media or calling your representatives, please join us in spreading the word about how vital rural communications are to our nation's future. Learn more at [ntca.org/BuildBroadbandWithUs](http://ntca.org/BuildBroadbandWithUs). ☎

# New FCC chairman has **strong ties to rural America**

BY STEPHEN V. SMITH

**T**he federal agency tasked with regulating communications services in the U.S. has a new leader, one with strong ties to rural America and an understanding of the unique challenges faced by rural service providers.

Ajit Pai was named chairman of the Federal Communications Commission (FCC) in January by President Donald Trump. Pai grew up in Parsons, Kansas, a town of just over 10,000 in the southeast corner of the state. “Our backyard was a country pasture with cows and ponds,” Pai said in 2015 as he addressed the Telecom Executive Policy Summit hosted by NTCA—The Rural Broadband Association. “We lived on an unpaved road, next to an ostrich farmer. Our address was Rural Route 4.”

This rural upbringing taught Pai that “rural America is different,” he said.

“So when rural issues cross my desk at the Commission, they aren’t just abstractions to me,” he said.

NTCA Chief Executive



Officer Shirley Bloomfield applauded Pai’s appointment as chairman, saying that since joining the commission in 2012 he “has shown a commitment to solving rural broadband challenges and to thinking creatively about ways our country can more effectively deploy and sustain advanced communications in rural America.”

This could signal a positive direction from the FCC regarding regulations that impact broadband and related services in rural areas. “(Pai) has a deep and genuine understanding of how the services that NTCA

members deliver improve the quality of life and promote economic development in our rural communities,” Bloomfield says.

“I am deeply grateful to the President of the United States for designating me the 34th Chairman of the Federal Communications Commission,” Pai said in a statement on January 23. “I look forward to working with the new Administration, my colleagues at the Commission, members of Congress, and the American public to bring the benefits of the digital age to all Americans.”

## BACKGROUND

Before being named to head the agency, Ajit Pai served in various positions at the FCC. From 2007 to 2011, his roles included deputy general counsel, associate general counsel and special advisor to the general counsel.

Pai was nominated to serve as an FCC commissioner by President Barack Obama and confirmed unanimously by the Senate on May 7, 2012.

A graduate of Harvard University and the University of Chicago Law School, Pai served in various counsel positions for the Senate Judiciary Committee and the Department of Justice. He also spent two years as associate general counsel for Verizon Communications Inc.

The son of immigrants from India, Pai grew up in Parsons, Kansas. To read more about Chairman Pai and his position on issues impacting telecommunications, visit <https://www.fcc.gov/about/leadership/ajit-pai>.

## WHAT IS THE FCC?

The Federal Communications Commission is a regulatory body that governs communications in the United States and its territories. The commission is comprised of five members who are appointed by the president of the United States and confirmed by the U.S. Senate. A chairman is selected from among the five commissioners.

### From FCC website:

In its work facing economic opportunities and challenges associated with rapidly evolving advances in global communications, the agency capitalizes on its competencies in:

- ▶ Promoting competition, innovation and investment in broadband services and facilities

- ▶ Supporting the nation’s economy by ensuring an appropriate competitive framework for the unfolding of the communications revolution
- ▶ Encouraging the highest and best use of spectrum domestically and internationally
- ▶ Revising media regulations so that new technologies flourish alongside diversity

and localism

- ▶ Providing leadership in strengthening the defense of the nation’s communications infrastructure

Visit [www.fcc.gov](http://www.fcc.gov) to learn more.

# Changing times

**A**t exactly noon on Nov. 18, 1883, the United States made a change that would affect all citizens. The change worried people so much that panicked editorials lamented its effects, entire towns stopped all activity to brace for the moment it would occur, and one mayor even threatened to jail anyone who went through with it. But in the end, absolutely nothing happened — and I think we can learn a lot from that.



**RUTH CONLEY**  
Chief Executive Officer

You see, back in 1883, technology was changing things in ways not dissimilar from today. The telegraph and the railroad had made an unimaginably vast country seem much smaller. Before trains and telegraphs, the time of day in a certain community was essentially whatever the clock in the town square said it was. In all, there were at least 50 time zones across the U.S., and often, even neighboring towns would be 5 to 15 minutes apart. It's easy to see why a train schedule or information relayed along telegraph lines would need a common, standardized time.

So in 1883, the heads of all of the major railroads decided to make it so. It was declared that at noon on Nov. 18, all clocks would be moved up or wound back to make sure the country was in sync under four time zones.

The notion of changing the time did not sit well with everyone. Many feared what would happen if people tried to interfere with something as elemental as time. The mayor of Bangor, Maine, even went so far as to threaten to jail anyone who moved the hands on the clock. Many townspeople reportedly gathered around their local telegraph offices to wait for the official notice as to when the “new” noon would be. When the message came in, the clocks were set — and nothing else really happened. The fears were misguided, and the change has created the reliable standard we all use today.

While this example seems almost laughable today, how often do we find ourselves caught up in worrying about change? It's so easy for us to spend hours of our time and countless amounts of energy fearing what might happen because of a change. And then, after the change occurs, there's always the danger of getting pulled into wishing for the past.

Of course, any successful change — whether it's a new job, new house or new color of paint on a wall — needs a degree of planning and preparation to make the transition successful. But fear of change shouldn't stop you from doing something you know is right.

That's been our approach at Foothills. We have embraced change by not letting fears interfere with what we know we need to do. With the way our industry has changed, we've had to be ready to evolve with it. What was once a company offering one product (local telephone service) became a long-distance phone company. Then we became a dial-up internet service provider. Now we've become a company that provides broadband and television.

Through all of those changes, there were certainly concerns and a little worrying here and there. But we've always done our homework and made the changes that were needed to make life better for our customers.

President John F. Kennedy once said, “Change is the law of life. And those who look only to the past or present are certain to miss the future.” I believe that is the right attitude we should all strive for as we look ahead to whatever changes are in store for us in the years to come. 📞

The Foothills

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MARCH/APRIL 2017

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The Foothills Connection is a bimonthly newsletter published by Foothills Communications, ©2017. It is distributed without charge to all customers of the company.



Foothills is a member-owned cooperative that has been serving residents and businesses in eastern Kentucky since 1951. In the early days, we only offered telephone service over copper wires. Over the years, we have expanded our network and now provide broadband Internet and cable TV services over fiber-optic facilities to much of our service area. Our service area includes Magoffin County and portions of Johnson County and Lawrence County. We love being part of the communities we serve; our customers are our families, friends and neighbors.

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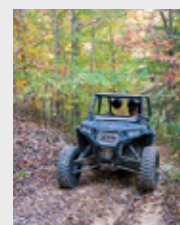
### Foothills Mission Statement

“To provide the latest in communications at affordable prices with exceptional service.”

Produced for Foothills Communications by:



### On the Cover:



M&M Powersports is part of an award-winning group of powersport dealers helping customers find the right vehicles for them.

See story Page 8.

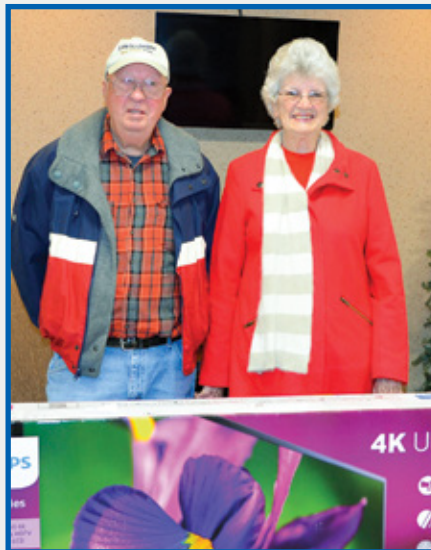


# FOOTHILLS COMMUNICATIONS THANKS YOU!

Innovation by Foothills Communications brings the latest in telephone, internet and television services, and it will bring the next great technologies, too. But a great company is more than technology and services. Foothills depends on its customers and loves the opportunity to thank loyal subscribers. Recent prize giveaways show just how thankful Foothills is.



Internet customer **Kayla Mills** won an Amazon Echo.



Cable customers **Charles and Marritta Stephens** won a 55-inch smart TV.



Platinum customer **Terry Music** won a Bose radio.

## Try watchTVeverywhere

Catch several TV networks on your computer, tablet or smartphone

And, remember it's FREE to Foothills Communications' television subscribers! Try it today!

To learn more, go to  
**[www.foothills.net/tv-everywhere](http://www.foothills.net/tv-everywhere)**.



*Good  
Friday!*

### OFFICE CLOSING

Foothills Communications' office will close Friday, April 14, to honor Good Friday. May you have a blessed holiday.



# *Relax with* **SUN, SAND AND SCENERY**

**G**oing to the beach for spring break conjures up very different ideas depending on what kind of vacation someone is looking for. There's soft sand, playgrounds for the little ones as well as activities for the older children, delicious restaurants near the shore followed by a good night's sleep for all. Then there's the MTV version of spring break. In order to enjoy your spring break, it's important to know which one you're getting into. Here are some suggestions for beaches that are a little off the beaten path — ones that will take you away from the crowds and on to new adventures on Southeastern shores.

## **GULF SHORES/ORANGE BEACH, ALABAMA**

With a 6,000-acre state park full of educational activities and a pristine, protected beach; a zoo with lions, tigers and bears — oh my; a water park; a nature preserve; and a magnificent pier with lots of fun stuff to do, Gulf Shores/Orange Beach has everything a family could want when looking for a vacation destination.

"On and off the beach, Gulf Shores and Orange Beach offer families opportunities to explore coastal Alabama's diverse landscapes," says Ally Dorrough, public relations coordinator for Gulf Shores and Orange Beach Tourism.

One of the best ways to do it is to check out the fishing charters that offer a lot more than fishing, including dolphin and nature cruises. Learn more at [www.OrangeBeach.com/Fishing](http://www.OrangeBeach.com/Fishing) and [www.GulfShores.com/things-to-do/beach-water.aspx](http://www.GulfShores.com/things-to-do/beach-water.aspx).

Over the years, the two beaches — Orange and Gulf Shores — have morphed into one incredibly gorgeous 32-mile-long sandbox loaded with fun for families.

- ▶ **Where to eat:** The Hangout, 101 E. Beach Blvd., Gulf Shores. A sudsy fun foam party every hour on the hour until 6 p.m. and a great menu make this a good place for kids. Check it out at [www.TheHangout.com](http://www.TheHangout.com).
- ▶ **Where to sleep:** There is a full range of chain motels, but many families opt for condo living while at the beach to take advantage of laundry facilities and full kitchens to save on dining out. Condo options with on-site activities for kids include Caribe the Resort ([www.Caribe-Resort.net](http://www.Caribe-Resort.net)) and The Beach Club ([TheBeachClub.SpectrumResorts.com](http://TheBeachClub.SpectrumResorts.com)).





## CINNAMON SHORE, TEXAS

With its sugar-white beaches, Mustang Island's Cinnamon Shore is an ideal spot for little architects to build sandcastles, but older kids will consider it a great spot for boogie boarding and surfing the waves.

The idyllic seaside village is 11 years old and has become a sought-after spot for families. "Our activities are centered around the children, and our beach is a pristine location for kiddos to get sandy and make lasting memories," says spokeswoman Lianne Thomas.

Spring break and blistering summer days are seasons for fun at Cinnamon Shore, with KIDS Camp, surf lessons, sandcastle instruction, live music and movies on the lawn. And all ages love s'mores night, when you'll be provided with all the things necessary to make the gooey delights — free of charge. Sunset cruises, dolphin watches and fishing excursions are available.

- ▶ **Where to eat:** Lisabella's Bistro, 5009 Highway 361, is in the heart of Cinnamon Shore. The laid-back, beach-chic atmosphere belies an amazing menu of fresh coastal cuisine. But not all children like seafood, so there's a good menu for them, too. Phone: 361-749-4222.
- ▶ **Where to sleep:** Rental homes at Cinnamon Shore are designed with families in mind, including large bunk rooms for children. But if you're looking for a simple one-night stay, there are a number of hotels, both chains and mom-and-pop motels, in Port Aransas just five miles down the road. A good website to visit is [portaransas.org](http://portaransas.org). For Cinnamon Shore rentals, visit [www.cinnamonshore.com](http://www.cinnamonshore.com).

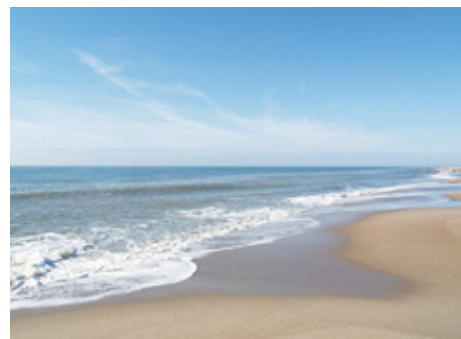


## COLIGNY BEACH PARK AT HILTON HEAD, SOUTH CAROLINA

Taking the less-traveled path in Hilton Head leads to daylong fun at Coligny Beach Park. While the main drag in town is always busy, the park offers a change of pace, perfect for families looking for a less-crowded option. The waters are shallow, and multiple tidal pools during low tide are ideal for your little tadpole to take a dip.

The park, according to Kayla Medina, public relations manager for Hilton Head Island Chamber of Commerce, is one of the most popular places on the island, offering direct access to the beach, a child-friendly splash zone, bike trails and a movie theater when children need to come in from the sun and surf.

- ▶ **Where to eat:** Big Bamboo Cafe, 1 N. Forest Beach Drive (at Coligny Plaza Shopping Center). Just steps from the beach, the cafe features a wide range of options, including an awesome children's menu. Phone: 843-686-3443.
- ▶ **Where to sleep:** Recently renovated, The Beach House, a Holiday Inn Resort (1 S. Forest Beach Drive), caters to families with young children, offering free games by the pool and on the beach. Bunk beds are available in some rooms. Small refrigerators in all rooms keep leftovers cold for late-night snacking. For reservations, call 843-785-5126 or visit [www.beachhousehhi.com](http://www.beachhousehhi.com).



## EDISTO BEACH, SOUTH CAROLINA

Edisto is one of the few islands that hasn't been taken over by chains and other mega-commercial enterprises, but that doesn't mean there's nothing to do. There's golf at The Plantation Course at Edisto Beach Golf Club; fishing from the pier, the shore or along the river; and boat tours that will let you see a different side of the island. There's a bike path that winds its way through most of the island, and if you can't bring your bike, there are several bike rental companies at Edisto Beach. And if you want to "rough it," camping (with full hook-ups and showers) at Edisto Beach State Park is an amazing experience. Listen to the ocean as you drift off to sleep — it's that close. The island also has a lighthouse, museums and white-sand beaches. Though still recovering from Hurricane Matthew, most of Edisto is open and ready for visitors.

- ▶ **Where to eat:** The Waterfront Restaurant, 136 Jungle Road. It's a great place for low-country cooking with one of the best seafood menus on the island, but there's also plenty for landlubbers — burgers, chicken dishes and steaks. There's a children's menu, too. Phone: 843-869-1400 or online at [www.waterfrontrestaurantedisto.com](http://www.waterfrontrestaurantedisto.com).
- ▶ **Where to sleep:** Wyndham Ocean Ridge (1 King Cotton Road) offers one- and two-bedroom suites equipped with kitchens, washers and dryers, making it ideal for families. Reservations: 843-869-4516. ☎





*M&M Powersports  
finds the right ride*

# Wheels for work or fun

BY JENNIFER CALHOUN

**E**ver wanted to explore the outdoors on an all-terrain vehicle or lighten your workload by using a utility task vehicle?

You're not alone, says Marty Williams, a partner at Stafford's M&M Powersports, which sells and services new and pre-owned Kawasaki and Polaris powersports equipment.

"We've got a mountain area behind the place where we show customers how to use their four-wheel drive system and how to use their machines," says Williams, a former automobile business employee who joined up with longtime powersports dealer Mike Ratz. "We find out what they want to do and get them accustomed to what each machine does so they'll find the best fit for their wants and needs."

## WHAT TO CHOOSE?

Williams says the first question M&M employees tend to ask of future ATV, UTV or motorcycle owners is "What do you want to do with the machine?" Questions range from whether they plan to use it strictly for recreation or if they need to haul equipment, camping or hunting gear. Others might need a UTV for farm work, Williams says.

ATVs are typically a less-expensive option than UTVs and can be easily customized for riders of different sizes and budgets. While generally allowing for one rider, or a driver and rider who sits behind



Marty Williams leads the Stafford's M&M Powersports team, which focuses on helping customers buy the perfect vehicle.

the driver, ATVs are considered fun to ride and easy to maneuver.

Today's UTVs are becoming increasingly popular as well, thanks to their ability to carry multiple riders. UTVs also allow for added storage space for tools, a cooler, hunting gear or camping supplies.

"A farmer would have a different vehicle than a hunter," Williams says. "And a hunter would have a different vehicle from someone who is just going out into the woods and joyriding. That's why we figure out your main objective."

## STAYING ON TOP

M&M's parent company, Logan Powersports Group, was recently named 2016's No. 1 dealer in North America by Powersports Business. It was the second year the company received the honor, granting the company admission into the Power 50 Hall of Fame.

Despite challenges from the economy, the powersports business has been steady at M&M thanks to the company's commitment to staff training and the customers' ability to try out each vehicle on wilderness trails at the dealership.

But it hasn't been easy to stay on top, Logan Powersports President Mike Ratz says.

Ratz recently told Powersports Business, an industry website, that job losses in the coal industry have resulted in a ripple effect throughout the economies of southern West Virginia and eastern Kentucky.

The loss of coal jobs has resulted in reductions in the trucking and railroad industries, as well as layoffs at schools, sheriff's departments and courthouses, Ratz says.

"This is very alarming to us, and we are also feeling the effects with walk-in traffic being slow in our dealerships," he says. "We have had to work harder and smarter than ever before, bringing customers in from other towns and states as far as six hours away." ☞



# Coverage when it counts

Appalachian Insurance treats  
customers like family

BY LISA SAVAGE

When Lisa Caldwell and Dwight Howard, both veterans of the insurance business, opened Appalachian Insurance in 1995, they knew they wanted something special for their office in Paintsville.

They both grew up in large, Christian families, and they each knew the importance of taking care of those they love. So, in their insurance business, they wanted to focus on really helping the people in the community.

"It's important to know your customers and know their needs," Caldwell says. "Above all, we want to do what's right, and we know God will reward us for it."

Nothing quite prepared Caldwell for just how important their business goals were until reality hit close to home a few years ago.

A young man, married and a new father, called her at home with a question about his insurance coverage. He was still on his parents' automobile policy, and she talked to him about the importance of getting his own coverage and adding life insurance to help take care of his family should something happen to him. He updated his insurance the next week. Less than a month later,

he was killed in an automobile accident.

Caldwell says it's that type of personalized care — making sure people have exactly the coverage they need if the worst happens — that independent agents like herself and Howard can offer.

## KEYS TO THE RIGHT COVERAGE

Appalachian Insurance works with several insurance carriers, which typically have mobile apps and online services. But nothing can replace a conversation with an agent to best evaluate a customer's needs, she says.

When talking to an agent, Caldwell says anyone shopping for insurance should consider a few important points:

Some customers don't realize a credit score is linked to an insurance rate, but that score can make a huge difference in determining how much someone pays.

Homeowners policies also have different replacement cost options, and an agent can help determine what is best to suit a customer's needs.

Bundling insurance policies, such as homeowners, automobile and life, can save a customer a lot of money.

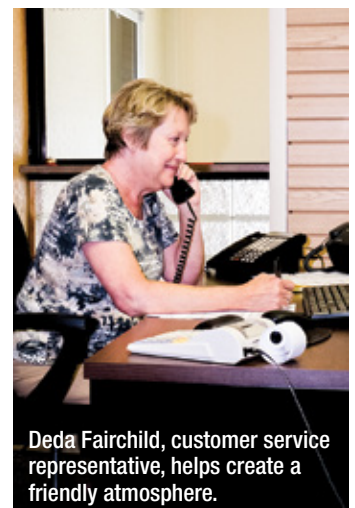
When disaster such as a



Lisa Caldwell and Dwight Howard understand the importance of caring for loved ones, and they have brought that focus to Appalachian Insurance since 1995.



Helping the community is a focus for Appalachian Insurance's Dwight Howard.



Deda Fairchild, customer service representative, helps create a friendly atmosphere.

tornado, fire or flood occurs, it's difficult for a person to remember everything in their home at such a time of stress. Consider making a video or a detailed list of everything in the home, and keep that information stored at another location, such as a family member's home or in a safety deposit box.

People tend to overlook the need for insurance to cover specialty items such as jewelry or guns, which might not be fully covered by a standard homeowners

policy. Remember, high-value items may require additional coverage.

Some specialized types of damage, such as flooding, also need additional coverage, and it's always best to talk with the agent to know what is covered and what is not.

"It's important to evaluate your situation at least once a year to see if your insurance needs have changed," Caldwell says. "Your life situations usually change, and that means your insurance needs do, too." ☎



# Parents, take control

In my last article, I talked about how important it is for parents to take charge of their kids' technology usage. However, that can sometimes be easier said than done. As much as I tried to manage my kids when they were using their iPads, it became apparent that I needed help.

One frustration I had was the number of "kid" apps showing up on my devices every time I installed them on my kids' iPads. I had, like many parents, put my own Apple ID on their devices, which meant every app they downloaded also connected to my account.

## FAMILY SHARING TO THE RESCUE!

Apple products have made it much easier for parents to manage the content their children see and access on their

iPods, iPads and iPhones. One of the best ways to take advantage of these features is to set up a separate Apple ID for each iOS user. This includes even the littlest in your family. If they are old enough for a device, they should have their own Apple ID.

This process is simple: On your own iOS device, go to Settings/iCloud/Family/Add Family Member.

Here you will see an option to Create an Apple ID for a child. Follow the on-screen instructions to create your child's Apple ID. Even though they will now have their own Apple ID, you can control many aspects of their iOS use.

You will need to create a username and password for them, so make sure it is something they can remember. This is important because it saves you the hassle of logging them in every time they want to download something. It also teaches them

responsibility for remembering it themselves. Once they have chosen an app to download, you will get a message on your iOS device that they want to download an app and what it costs. You can either approve or deny their request.

## CIRCLE BY DISNEY

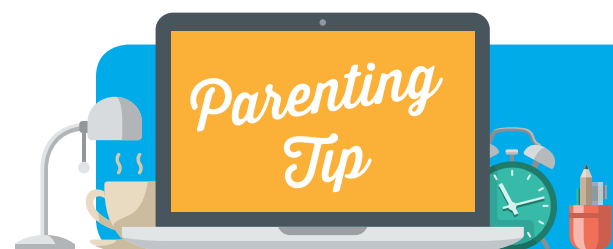
The other way I manage my kids' time online is by using a device called Circle by Disney. With the Circle, I can restrict the amount of time my kids have access to the internet, turn on or off access to specific websites or apps, and set a bedtime to deactivate the internet. This will automatically turn the internet off at a set time, not turning it back on until a set time in the morning. The great thing about this is it only affects my kids' devices, not anyone else's in the house. However, you can restrict access to every device connected to your router if you wish. You also can "pause" the internet for the whole house at meal times or whenever you want the family to disconnect.

The ability to turn off or on specific websites and apps can be helpful when your child needs to finish homework online but tends to be sidetracked by other sites. Now you can be sure they only have access to the sites they need for schoolwork until they finish their assignment.

The internet is important for your family, but it's also important to manage what is being accessed and how much time is spent online. Hopefully these tips will make it more manageable for you. ☎



**CARISSA SWENSON**  
IS A TRAINING  
AND EDUCATION  
CONSULTANT  
FOR CONSORTIA  
CONSULTING.



**Circle** pairs with your home Wi-Fi and lets you manage every device on your network, both wireless and wired, without ever needing to put software on them. It's available for \$99 at Target, Amazon, Best Buy and Disney Stores. **For more information visit [meetcircle.com](http://meetcircle.com).**



# HOME PHONES FOR 911



WHEN IT COMES TO EMERGENCY CALLS, LANDLINE PHONES STILL HAVE THE EDGE

BY ANDY JOHNS

If an emergency happens at your home and you reach for a phone to dial 911, your decision on whether to dial from a landline or cellular phone could greatly affect the ability of firefighters, police officers and medical personnel to find you.



**BRIAN FORTES, CEO**  
NATIONAL EMERGENCY  
NUMBER ASSOCIATION

“That’s the most important question: Can you find the person making that 911 call?” says Brian Fortes, CEO of the National Emergency Number

Association, which studies 911 policy and technology.

For the all-important answer to that question, the 911 caller’s best option is clear. “It’s easier to track someone down using a landline phone than a cellular,” Fortes says. “That still is the gold standard for 911 location.”

The landline difference, he says, is what dispatchers see on screen. On an emergency call from your home phone, dispatchers will be able to pull up the exact address of where the call originated.

On a mobile call, the dispatcher gets the network’s best guess at the coordinates of

the caller. The accuracy of those coordinates could be 300 yards or more away from the caller’s location. “It’s always going to be a challenge if you don’t know that address,” Fortes says.

While wireless providers and emergency officials are making strides to improve the location capabilities for the networks, the NENA CEO feels safer knowing he has a home phone.

“I do have that landline connection in my home for security reasons,” Fortes says. “(In an emergency) if you have access to a wired phone, I would certainly use the wired phone.” 📞

## Here are some things to consider:

### 300 METERS

The current requirements for some emergency cellphone calls only require the phone to be trackable within a 300-meter area. Once emergency personnel respond to a cellular 911 call, first responders may have an area the length of three football fields to search. How many other houses are within 300 yards of your home? “Realistically, there will be 911 calls that fall out of that 150- or 300-meter range,” Fortes says. Landline phones will give the authorities a specific address to send first responders.

### THE ELDERLY AND YOUNG

The two groups of people with the hardest time explaining to dispatchers where they are located are young children who don’t know their address and older adults who may be unable to talk or can’t remember where they are. A home phone line gives dispatchers an exact address in order to send first responders.

### THE Z AXIS

When a wireless emergency call is placed, the signal can only be tracked to geographic area. The current 911 system can’t make any distinction for vertical location, also called the Z axis. For example, in a three-story apartment complex or in a condo above a shop or restaurant, responders may be able to find the location but will have no idea about the floor where the call originated.

### FIVE YEARS

In 2015, the Federal Communications Commission adopted new rules requiring major improvements in cellular 911 calls. Wireless phone providers have five years to phase in these improvements. “A lot of work is currently underway to improve,” Fortes says. “The gold standard is the exact location, and we’re not there yet.”

# STITCH BY STITCH

## One Kentucky man's path to self-employment

BY DREW WOOLLEY

Jim Blair grew up living for every moment he could get at the city pool. It was the goal that drove him on summer mornings when he would cut grass and scrounge together money so he could hitch a ride to town and spend his afternoons by the water.

Having now spent more than 40 years running his own business, Blair sees those early years growing up in West Van Lear as the unlikely source of an entrepreneurial spirit. “Perhaps that subliminal message took hold, that if you worked to earn money, you could reap the benefits — and spend time at the pool,” he says.

But Blair’s first instinct was to follow the more traditional path to success. He graduated from Morehead State University in 1974. He and his wife, Mary Jane, were expecting their first child, and they moved to Owensboro, where

he took a job as an assistant engineer with Ashland Oil’s pipeline division.

It wasn’t long before Blair started to want something more, and as it turned out that something was potato chips. While at a get-together with some of his co-workers, Blair discovered Charles Chips, a brand produced locally and only just appearing in retail stores. The thought of getting involved lingered in the back of Blair’s mind, but when he and his wife bought their first house, providence gave the idea a jolt.

“As fate would have it, we moved in next door to the



After 40 years in business, Jim Blair keeps on sewing at his home-based business in Staffordsville.

local distributor, so I began to talk to him and his father who owned the franchise,” he says. “I got the names and phone numbers of contacts to speak with and interviewed with a company executive, and my franchise was launched in 1976.”

Transitioning to self-employment took time. There were applications for sales tax licenses, unloading licenses, occupational licenses — chores Blair says might have deterred his leap of faith had he known about them in advance.

“Tax time was always a challenge,” he says. “Health insurance was provided by my old employer; now it wasn’t. There are several hazards of being self-employed lurking just under the surface that you don’t necessarily encounter until you jump in.”

Blair ran his franchise for 13 years, but eventually the

drudgery and travel required for the enterprise wore thin, and he once again found himself looking for something new. Around that time, his wife began taking an interest in doing some business herself.

“She had been to the mall and came home with an idea,” Blair says. “She had seen an embroidery machine humming away in a kiosk and asked me to check into it.”

A new machine was far too expensive, but fortune smiled on the Blairs again as a friend mentioned an elderly man in town who had one he was eager to get off his hands. They took out a loan and bought the machine, and Blair Custom Embroidery was born.

Not only did buying a secondhand machine save money, but it also came with its own clientele. The previous owner had done embroidery for sporting goods stores in Paintsville,



Prestonsburg and Pikeville, so while Blair's wife focused on maintaining those relationships, he used his snack food route to build new ones and to make deliveries.

"I was passing close by those stores anyway, so it was a convenient service," Blair says. "I also sold shirts and jackets to grocery stores that I serviced and even other vendors."

After a couple of years working day and night to run both jobs, Blair dropped the franchise and began focusing exclusively on the embroidery business. Today, Blair Custom Embroidery serves numerous individuals, groups, small businesses and schools and has helped him put two children through college.

Now in his 60s, Blair can look back on his career as a success and have confidence in saying that there is nothing he would change. For those tempted to follow in his footsteps, he warns that it might feel overwhelming, but self-confidence and a commitment to being all-in can see them through.

A little luck never hurt either. Or as he prefers to see it, divine guidance.

"For divine guidance to work, you must be willing to recognize it, ready to implement it and prepared to go through the open door when it presents itself," Blair says. "Then you have to be willing to close that door behind you and not look back." 📞



Blair Custom Embroidery produces a range of products, each stitched by the business's owner.



Businesses, schools and others have depended on the Blairs' creations.

# Keys to becoming your own boss

Being able to work for yourself has always been part of the American dream. According to the U.S. Bureau of Labor Statistics, the self-employed accounted for about 10 percent of all American workers in 2015. That percentage has dropped in recent decades in part because self-employment carries unique challenges. If you're interested in being your own boss, keep these tips in mind to ensure your business starts off on the right foot.



**Know what you want.** A willingness to work lots of hours is especially important during those early years, but hard work alone won't get your business where it needs to be. Make sure you've taken the time to figure out where you want to end up and take a hard look at each decision along the way to see if it lines up with that goal. If not, you may want to reconsider.



**Educate yourself on finances.** Traditional financial advice doesn't always apply to self-employment, so the responsibility is on you to learn how to save money and budget without a set income each month. One of the biggest mistakes people make is forgetting to withhold money for taxes throughout the year, only to find they owe thousands of dollars they don't have. Be diligent and plan ahead to ensure your finances are in order.



**Keep it professional.** Many people think of self-employment as an excuse to work at home in their pajamas, but it's important to maintain the same level of professionalism you would at any other job. This means getting dressed and going to a designated work space each morning, and it also means putting limits on your time. Give yourself a work schedule and turn off your phone and email when the day ends, just as you would when leaving an office.

# A TEEN AND HER FOODIE DREAM

**A**delle Pritchard, 13, loves to write, sing and play the ukulele. Like many teens her age, she also plays soccer and enjoys reading and traveling. But unlike most girls in her age group, Pritchard owns a restaurant.

"I've always loved to cook," she says. "I love finding and trying new foods."

So when it came to deciding what foods she wanted featured in her new eatery, she turned to what she knew best — crepes.

"It was the first thing we thought of," Pritchard says. "My dad's from England, and one of their traditions is Pancake Day. Crepes are called pancakes in England."

When Ken Pritchard moved to Chattanooga and married his wife and Adelle Pritchard's mom, Carla, he carried the tradition with him.

"We used to always have about 100 people over and make hundreds of crepes to celebrate Pancake Day," Adelle Pritchard says. "I've always loved making them."

During the summer of 2016, Adelle Pritchard opened Adelle's Ice Cream Creperie, serving breakfast and lunch on Main Street in Chattanooga's Southside. She says her friends were very supportive of the move and come by often, but her teachers and others were a bit surprised when she returned to school from summer break and were told of her business venture.

"Not many people my age do something like this," she says.

Pritchard, with help from her mother, devised a menu that mirrors that of creperies that dot the landscape in Paris, a city she has visited on several occasions as a side trip when visiting her dad's family in England.

"We knew we would need to have some



Inspired by her English father, Adelle Pritchard embraced her love of crepes.

of the classic crepes on the menu — like ones with ham and cheese or Nutella," Pritchard says.

A house favorite is "Fire in the Hole," filled with spicy chicken, greens and Gruyere cheese drizzled with sriracha aioli. Adelle's offers a number of choices for a sweet finish, including "The Bee's Knees," a massive, mouthwatering crepe with Nutella, banana and cinnamon-maple sprinkles topped with honey.

As the name of the restaurant implies, ice cream is also on the menu. But Pritchard wasn't satisfied with just chocolate and vanilla, adding blood orange sorbet, cinnamon-brown sugar and salted caramel ice creams, hand-dipped and sold by the scoop or made into sundaes, floats or milkshakes.

Pritchard's entrepreneurial spirit is not lost on her mother, herself a Chattanooga business owner.

"She's wanted to do this — open a restaurant — since she was about 9 years old," Carla Pritchard says. "We finally gave in, and now I'm very impressed that it was not just a fleeting interest."

She is also already considering her future. "I'm very interested in going to culinary school," she says. "But right now I'm interested in making Adelle's the best it can be."

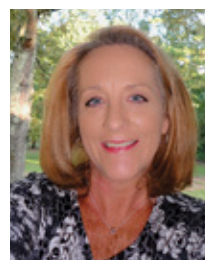
She does this with the help of a good staff of people, including a manager to handle

daily operations when she is in school.

Practice makes perfect when it comes to making good crepes. Pritchard says you don't need a crepe maker. They can be made in a skillet — any size, depending on how big you want your crepe. And when it comes to filling them, your palate is the guide.

"They're like a blank canvas; you can fill them with so many different things," Pritchard says, adding a couple of tips:

- Chill the batter at least a couple of hours. It helps to make the batter more smooth. It'll keep in the refrigerator for a day or two.
- The batter itself can range from very simple to more complex if you use different spices and flavors.
- You want the pan to be hot enough to set the batter, but not so hot that it smokes. The crepe is done when it turns golden brown. 📺



**ANNE P. BRALY**  
FOOD EDITOR,  
IS A NATIVE OF  
CHATTANOOGA,  
TENNESSEE.



## Basic Crepes

- 1 cup sifted flour
- 3/4 cup whole milk
- 1/2 cup water
- 2 eggs
- 1/4 teaspoon salt
- 3 tablespoons butter, melted
- 1 teaspoon vanilla (optional, use only in sweet crepes)

Place all ingredients in blender, adding melted butter last. Blend for about 10 seconds or until smooth. Chill in refrigerator for at least 30 minutes, but leaving it overnight is ideal. Heat a small nonstick pan and swirl about 1/4 cup batter evenly all over pan. Cook for about 30 seconds (or until slightly golden), then flip and cook on other side for another 15 seconds. Cook until batter is gone, stacking crepes on a plate, putting small pieces of waxed paper between each one. Fill with favorite topping, fold over and serve.

## Classic Chicken Mushroom Crepe

### Sauce:

- 1/3 cup butter
- 3 1/2 tablespoons flour
- 1 cup chicken broth

### Chicken filling:

- 1 small carton sliced baby bella mushrooms
- 2 tablespoons butter
- 3/4 cup cooking sherry
- 1/2 cup chicken broth
- 4 teaspoons chopped onion
- 1 teaspoon salt
- 2 dashes hot sauce
- 2 cups cubed cooked chicken
- 6 tablespoons sauce

### Topping:

- 1 cup sauce
- 1/2 cup heavy cream
- 1 egg yolk, beaten
- 1/4 cup butter
- Parmesan cheese

**For sauce:** Melt butter and stir in flour,

cooking until slightly golden. Gradually stir in broth until thick.

**For filling:** Melt butter in saute pan.

Saute mushrooms until soft, and then add sherry, broth, onion, salt, hot sauce and chicken. Add sauce to moisten as needed. Season to taste with salt and pepper.

**For topping:** Place sauce in saucepan.

Add cream and stir until smooth. Add egg yolk and butter. Heat, but do not bring to boil.

**Finish:** Divide chicken filling evenly onto each crepe and roll up. Place in shallow baking pan and cover with topping and sprinkle with Parmesan cheese. Broil until golden.

## Pear, Brie and Jam Crepe

- 4 fresh pears
- Thinly sliced brie cheese
- 2 tablespoons brown sugar
- 2 teaspoons lemon juice
- 4 tablespoons butter
- Honey or jam

Peel and slice pears and toss with sugar and lemon. Saute in butter until tender. Place pears and thin slices of brie on half of the crepe. Fold the empty half of crepe over the covered half, then fold one more time. Do this with each of the crepes. Place in roasting pan and heat in 350 degree oven for 10 minutes. Remove from oven and top with drizzle of honey or your favorite jam. Strawberry is Adelle's favorite. You can also add toasted almonds or walnuts. 📱



The menu of Adelle's Ice Cream Creperie highlights sweet and savory crepes, as well as unique ice cream flavors.

## IF YOU GO...

**Where:** Adelle's Ice Cream and Creperie

**Address:** 400 E. Main St., Chattanooga, Tennessee

**Phone:** 423-531-2222

**Hours:** 7 a.m.-2 p.m. Monday-Saturday



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