

CONNECTION

Service first

Heritage Pharmacy
keeps it local



HERITAGE

PHARMACY

**FLOWER
POWER**

**RULES OF
THE ROAST**



By SHIRLEY BLOOMFIELD, CEO
NTCA-The Rural Broadband Association

Strengthening ties

Rural internet providers gain ground


No matter the challenges, NTCA members have a long history of stepping up to extend fast internet service to rural America, allowing residents to work, learn and engage with family and friends online.

Recently, we released our 2021 Broadband/Internet Availability Survey Report, reaffirming the commitment to rural broadband as the industry stands on the cusp of once-in-a-generation investment to bring connectivity to all Americans.

NTCA members responding to the survey indicated that nearly 76% of their customers can receive downstream speeds of at least 100 Mbps. That's up from 67.8% in 2020. Similarly, 55.4% of customers have access to gigabit downstream speed, up from 45.1% in 2020.

A year earlier, 28% of respondents subscribed to services with 100 Mbps broadband or better. Last year, that number was 37%.

These gains appear throughout the communities NTCA members serve, including in critically important broadband service to libraries, community colleges, state universities and extensions. There are 911 call centers and medical facilities that benefit, as well as nearly all primary and secondary schools, along with police and fire departments.

Despite the successes, NTCA members continue to face pandemic-related supply chain issues, leading to slowdowns in installing services for customers and delayed network construction. Still, these companies serving rural America continue to put your needs first, building networks that can change lives and communities for the better. As the 2021 Broadband/Internet Availability Survey Report shows, they're making a difference. 



Back it up

It's as easy as 3-2-1

The reliability of technology, from computers to smartphones, is steadily increasing, which is good because we depend on it more now than ever. From personal photo libraries to essential financial records, digital archives have replaced physical filing and storage systems.

In fact, this information is so important, consider taking a lesson from corporations and data-intensive industries — back it all up with multiple copies in strategic locations.

3

Your goal should be to have at least three copies of your important data — but you'll put each copy in a different location.

2

Two copies of your data should be stored at your home or office. Separate them, though. Keep one copy on a device such as a computer. But keep the second version on an external hard drive. Prices begin at less than \$100 and then go up, based on the amount of data you need to store.

1

Send the final copy to the cloud, which can be both convenient and a hedge against a disaster damaging your home or business. Apple, Google, Microsoft and many other companies offer cloud-based storage solutions. For a few dollars a month, you can get digital peace of mind.

Coordinating those steps is also easier than ever. Modern computer operating systems offer options to automate most of the details.



Are blue light glasses hype or help?

According to the American Optometric Association, the average office worker spends seven hours a day in front of a computer — and that's only when they're on the clock. In our off-hours, we're often squinting at our smartphones, using tablets to catch up on the news or following the twists and turns of the latest best-seller on an e-reader.

After so much time staring at screens, many people experience digital eye strain, also known as computer vision syndrome. Symptoms can include everything from dry and tired eyes to blurry vision, neck pain, headaches and more.

Some folks are turning to blue light-blocking glasses for relief. Available in a variety of styles and a wide range of prices, these glasses purport to reduce eye strain by filtering out the blue light emitted by digital screens.

But are these lenses really all that they're cracked up to be? According to experts, maybe not.

WHAT IS BLUE LIGHT?

All visible light contains the entire spectrum of wavelengths, from red to violet, and each wavelength has its own specific energy level. Blue light has the highest energy level in the visible spectrum.

The sun is the source of most of the blue light we encounter, but blue light is also emitted by fluorescent and incandescent light bulbs and the screens of electronic devices. However, no measurable harm done by the light from digital devices has been documented.

Studies have shown that it's not the screens themselves that are causing eye strain but, rather, how we use them. We blink less frequently when looking at screens and we tend to hold electronic devices, particularly mobile phones, much closer to our eyes than paper documents. Also, glare, reflections and existing uncorrected or undercorrected vision problems can contribute to discomfort, as does focusing on screens for extended periods of time.

So, if blue light glasses won't help, what will? Believe it or not, taking breaks. Most symptoms of eye strain will resolve themselves when you stop using the computer. When you have to be in front of a screen for an extended period of time, experts like those at the American Academy of Ophthalmology recommend the 20-20-20 rule — after every 20 minutes of continuous screen time, look at something 20 feet away for 20 seconds.

BLUE LIGHT AT BEDTIME

While there isn't scientific evidence that blue light is responsible for digital eye strain, experts say there isn't any harm in wearing blue light glasses, and they may help at bedtime.

Blue light affects the body's natural waking and sleeping cycle, known as circadian rhythm. During daylight hours, blue light wakes us up and keeps us alert. But when it's time for bed, the blue light from screens can stimulate the brain just when you're trying to wind down for the night. This is why many devices have nighttime settings to minimize blue light exposure after dark. Experts recommend limiting screen time two to three hours before bed, but if you must use your devices in the hours leading up to bedtime, blue light glasses could help ensure a solid night's rest. 📺



The rising cost of your favorite channels

Today's television landscape has something to offer just about everyone. Viewers can access the best in sports, news, movies, comedies, dramas and more from their couch or right on their phone. But that access comes with a cost, and almost every spring the bill gets just a little bit higher.



RUTH CONLEY
Chief Executive Officer

This is true for telephone cooperatives like us as well as the live TV streaming services. When YouTube TV launched, it cost \$35 a month. Today, the price has risen to almost twice that for the base package.


Sometimes these increases come down to the cost of producing more content as networks try to compete with services like Netflix. But just as often, they're the result of increased expenses as TV networks like ABC, NBC, CBS and FOX continue to lose viewers while still having the same operating costs. When that happens, those costs get passed on in their contracts with TV service providers like us.

Over the last couple of years, you probably haven't noticed any difference. That's because we at Foothills have worked hard to find ways to avoid raising our rates, particularly as people struggled with the pandemic and resulting economic downturn. Unfortunately, we've reached a point where it is no longer realistic to absorb the increases we've seen over the past two years in addition to the new increases this year.

That doesn't mean we won't continue to find creative solutions that save you money. We already help you pay for only the programming you want by grouping certain channels. Our Essential Tier TV package includes the most popular channels households want. You can then choose from a variety of add-on channel packages to build a custom lineup that fits your needs. If you're looking to save on your TV bill, go over those options to see if there are unused channels you might be able to drop.

Another way we work to reduce your bill is by eliminating channels few customers watch. Sometimes this involves dropping additional channels if contracts with a network stipulate that they must be part of a bundle. In the past, we've been able to save our customers \$6 per month by dropping one channel group with very little viewership.

Sometimes, our hands are tied by the contracts we sign with the networks. In fact, those contracts often prevent us from even sharing with our customers how much we pay for an individual channel. But, rest assured that even when we can't share the details, we are always working behind the scenes to bring our customers the best deal on their TV service.

While we don't yet know exactly how much we will need to raise our TV rates, I can promise you that it will be only enough to cover the increase in programming costs from the networks. We also recognize we aren't alone in making these difficult decisions. Many companies and cooperatives like ours have been forced to make a choice between raising rates or eliminating TV service altogether. It's an option we have to consider ourselves each year. For now, I'm thankful that it isn't one we've had to take and that we are able to continue bringing you the quality service you have come to expect. 



CONNECTION

MARCH/APRIL 2022

VOL. 9, NO. 2

The Foothills Connection is a bimonthly newsletter published by Foothills Communications, ©2022. 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, which 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.

Foothills Communications
P.O. Box 240
1621 Kentucky Route 40 West
Staffordsville, KY 41256
www.foothills.net
606-297-3501

Foothills Mission Statement

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

Produced for Foothills Communications by:



On the Cover:



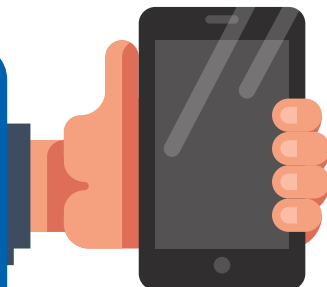
Mike Burchett, owner and pharmacist at Heritage Pharmacy, offers friendly service with faces you know. See story Page 8.



Don't forget to spring forward!

Daylight Saving Time begins at 2 a.m. on Sunday, March 13.
Remember to set your clocks forward one hour.

**HEY
TELEMARKETERS:**



DO NOT CALL!

It's easy to add your number to the
Do Not Call Registry.

Register online at
www.donotcall.gov

or call 888-382-1222. For TTY, call 866-290-4236.

You must call from the telephone number you wish to register.

Congratulations!

Foothills Communications is pleased to announce the winners of its Big Prize drawing. Three lucky customers were picked at random after signing up for select services:

Judy Rice

Winner of the TV Customer Award

Prize: Big screen TV

Foothills Communications offers extensive TV programming with several packages designed for every budget and need.

Jennifer Patton

Winner of the Internet Customer Award

Prize: PlayStation

We've got super-fast, cutting-edge fiber internet service with some of the fastest speeds available in the country. With multiple packages to choose from, there's a plan that fits any budget.

Alice Kirk

Winner of the Platinum Customer Award

Prize: \$250 Visa gift card

Platinum customers get to experience the best Foothills Communications has to offer, including fiber internet service, telephone service and a TV subscription.

Happy Easter!



Foothills Communications offices will be closed Friday, April 15, in observance of Good Friday. We wish you and your family a joyous Easter holiday.



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Here's how the small Alabama town attracted major recording artists

Muscle Shoals

a musician's mecca

Story by ANNE BRALY

Alabama is steeped in music history with greats like W.C. Handy, Jimmie Rodgers, Nat King Cole, the band Alabama and Hank Williams, who all left their marks on the state's list of native sons.

But those names became just a drop in the bucket when a group of musicians got together in the small Northwest Alabama town of Muscle Shoals and charted a course that would explode on the music scene and have a huge impact on American music.

Spencer Coats, a young musician and tour guide for FAME studios in Muscle Shoals, says back in the 1950s and '60s, many of the local musicians didn't care about giving live concerts, focusing more on jamming and, a little later, recording.

Now, the recording industry in North Alabama reads like a playlist of the legends of music, and it all started with three hometown men — Rick Hall, Billy Sherrill and Tom Stafford.

Hall and Sherrill were in their teens when they recorded their first song in the back of a bus station in Florence, Alabama.

One of their songs, "Sweet and Innocent," became a hit, primarily around North Alabama, but

it struck a chord with Stafford. After hearing it, he built a recording studio above City Drugs in Florence and, to make a long story short, went into the recording business with Hall and Stafford, creating Florence Alabama Music Enterprise. The business quickly took root, and Stafford soon picked up stakes and moved to what he thought were greener pastures in Nashville. Big mistake.

Hall became the driving force behind Florence Alabama Music Enterprise. He was soon forced out, but he never looked back. He took the name with him — eventually shortening it to FAME — and opened a new studio at 603 Avalon Ave. in Muscle Shoals. The sign above the door as one enters Studios A and B says it all:

"Through these doors walk the finest Musicians, Songwriters, Artists, and Producers in the World."

Chase Brandon is a tour guide at Muscle Shoals Sound.



Studio A at Florence Alabama Music Enterprise, or FAME, hosted some of music's biggest recording stars.



Hall's new venture began producing a string of hits, with artists like Otis Redding, Percy Sledge and Aretha Franklin, that would become known as the "Muscle Shoals Sound." Hall soon brought in a house band that consisted of bassist David Hood, guitarist Jimmy Johnson, drummer Roger Hawkins and keyboardist Spooner Oldham, later adding keyboardist Barry Beckett to the mix. The group would become known as the Muscle Shoals Rhythm Section, or The Swampers, as mentioned in Lynyrd Skynyrd's "Sweet Home Alabama."

History lesson over. Today, FAME Recording Studios is one of two recording studios in the Muscle Shoals area. Muscle Shoals Sound Studio in Sheffield is the other, and Cher made its address popular after recording her hit album, 3614 Jackson Highway, there.

Tours of the studios take visitors back in time. Photos of musicians who have recorded there line the walls. "If only these walls could talk," Coats says, pointing to a photo of Gregg Allman, who, with brother Duane, recorded at FAME.

Tours of both studios allow guests to see many of the instruments, spaces

and iconic items used during recording of so many familiar songs. The green sofa where the Rolling Stones sat down for a break while recording "Wild Horses" still remains at Muscle Shoals Sound. Next to it hangs the original bill for the studio's services: Dec. 4, 1969 — \$1,009.

One can just picture the mood in the studio at Muscle Shoals Sound when Aretha belted out her hit "I Never Loved a Man the Way I Love You." Or when Percy Sledge recorded "When a Man Loves a Woman." But what is it about The Shoals area that attracted these artists when there were bigger studios in larger nearby cities like Nashville and Memphis?

Coats thinks the vibe along the swamps of North Alabama may have played a part. "The same magic wouldn't have happened elsewhere like it did here," he says.

Both FAME and Muscle Shoals Sound remain active studios with artists coming in to record several days a week. Would-be visitors to Muscle Shoals Sound Studio can make reservations for tours by calling 256-978-5151 or visiting muscleshoalssoundstudio.org. Make FAME tour reservations at famestudios.com. 📞

Hit RECORD

The South is a haven for recording artists who take to studios in towns large and small. Probably the best known of these are in Muscle Shoals, home of Rick Hall's FAME Recording Studios. Nearby Florence, Sheffield and Tuscumbia have also witnessed an explosion of talent, but some other studios beyond The Shoals where artists tell their story through song include:

- Royal Studios in Memphis, where artists including Al Green, Ann Peebles and Mark Ronson, in collaboration with Bruno Mars, recorded their hits.
- Sun Studios in Memphis, where Elvis Presley recorded hits including "That's All Right" and Johnny Cash cashed in on "Folsom Prison Blues."
- Quad Studios in Nashville — a one-hit wonder that saw the recording of "Margaritaville."
- Miami's Criteria Recording Studios, which produced such hits as "Layla" for Derek and the Dominos, James Brown's "I Got You (I Feel Good)" and the Bee Gees' "Nights on Broadway."
- Stax Records headquarters in Memphis, which turned out hits from Otis Redding and Isaac Hayes, but today also features the state-of-the-art Museum of American Soul Music.
- RCA Studios A and B in Nashville, where the Everly Brothers recorded "All I Have To Do Is Dream" and Dolly Parton immortalized "Jolene."
- PatchWerk Recording Studios in Atlanta, which, though not a familiar name, has produced big sounds, including Usher's "You Make Me Wanna."
- American Recording Studio in Memphis, which flies under most radar but produced such major hits as Elvis' "In the Ghetto," Dusty Springfield's "Son of a Preacher Man" and Neil Diamond's "Sweet Caroline."
- Sea-Saint Studios in New Orleans, which became a major player in the recording industry with Patti LaBelle's "Lady Marmalade" and Paul McCartney's "Listen to What the Man Said."

Pharm life

Heritage Pharmacy keeps it local

Story by JEN CALHOUN



Mike Burchett is a glass-half-full kind of guy. As owner and pharmacist at Heritage Pharmacy in Salyersville, he knows the pitfalls and problems associated with owning a small business, especially one that specializes in health care.

But the Paintsville native also knows the rewards. “I like people,” he says. “When I was trying to figure out what I wanted to do with my life, I knew two things: I liked science, and I wanted to help people. That’s basically how I got into community retail pharmacy.”

‘NEVER SAY NEVER’

When he first left his hometown to pursue an undergraduate degree at Western Kentucky University, Burchett never planned to return. Today, however, he looks back on his younger years and

laughs. “I thought I was out,” he says. “I was all about leaving Eastern Kentucky.”

But his path kept pulling him east. After graduating with a doctorate in pharmacy in 2008 from the Appalachian College of Pharmacy near Grundy, Virginia, he realized staying away from home would be a mistake. “I moved back to my hometown and started working for a local, independent pharmacist. Never say never. You learn that. I wouldn’t leave now for nothing.”

He takes pride in his community, saying it’s the only place he’d want to raise his three children. “It’s home, and it feels safe,” Burchett says. “I know a lot of people, and I don’t have big-city problems. The further we get into the chaos of the world, the more grateful I am for that. It’s small-town America, and all these small towns are what make the country great.”

FILLING A NEED

Burchett opened Heritage Pharmacy in 2018 after his previous employer fell ill and sold his business to a large retail chain. Named for Magoffin County’s annual festival, Heritage Days, Heritage Pharmacy met the town’s need for an independent pharmacy with a personal touch. “I had established a lot of connections in town, and I knew people would want to go with someone they know,” he says.

Today, Heritage Pharmacy offers prescriptions, vaccinations, consultations and medication pharmacy management, all at the same prices as bigger pharmacies. The business also provides a helpful mobile app that can be used to manage prescription refills.

And while Heritage can’t compete with the department-store offerings and the far-reaching national forces that drive people to the multibillion-dollar retail chains, Burchett says his store still triumphs.

“The chain stores can’t compete with me on customer service,” he says. “They can’t compete with any of the independent pharmacies. They know that, so they’ve stacked the deck to where they don’t have to.

“The fact that I like the people in my community is my selling point,” Burchett adds. “You call here, and you’re going to talk to me. If you need me, I’m available. You can get your medicine anywhere. But if you want somebody that knows your name, recognizes your face and knows what medicines you’re on, then you come here.”

He also knows his role in the community has grown into an increasingly important responsibility. “There’s so much health care information out there these days,” he says. “I’m glad I can help people navigate it.”

LOCAL WORKS

Burchett’s passion for his community and its people led him to subscribe to Foothills Communications. Not only did he want a local company providing his internet and phone services, he wanted the best, he says.



The Heritage Pharmacy staff, from left, are Reda Adams, Kristen Howard, Burchett, Jonnie Risner and Anna Arrowood.

“Pretty much everything we do in health care these days depends on the internet and computers,” he says. “It’s all the way now. Everything’s through the internet. If it goes down, you’re dead in the water.”

Because of this, Burchett says he only trusts Foothills Communications with his internet service. He knows there are other options, but he’s simply not interested. “I have the best internet provider, and I know it,” he says. “If something goes wrong, they’ll send someone to fix it right away. I rarely have any problems, but there’s a lot of comfort knowing that if I do have an issue, they’re going to take care of me fast. I know I can’t get that anywhere else.”



Heritage and hometown

Heritage Pharmacy is a locally owned, community pharmacy at 870 Parkway Drive in Salyersville. Pharmacist and owner Mike Burchett and his staff take pride in making their customers the top priority. Besides standard prescriptions, they offer vaccinations, medication therapy management, prescription consultations and more. To see the latest information, visit and like the Heritage Pharmacy Facebook page. Heritage Pharmacy also offers a mobile app that helps with refills, reminders and savings on medications. To learn more about the app, visit the pharmacy's website, heritagepharmacyky.com, and click on the "Mobile" tab.



John Michael Laney

HIT *the* TRAIL

These apps can help you plan your next outdoor adventure

Looking for new adventures this spring? A good internet connection can come in handy when you're planning your next excursion into the great outdoors. From discovering your next destination to sharing every step of the journey, these digital tools make it easier than ever to get out there and start enjoying our world.

Yonder

Yonder helps people find nature-rich destinations off the beaten path. Search the more than 20,000 locations across the United States to find your new favorite hidden gem. Each listing puts just as much focus on the experiences guests can expect during their stay as it does on the price tag. Those experiences can include trekking through a canyon, sampling grapes off the vine or enjoying nearby views. Travelers can book online or in the Yonder app available for iOS and Android.

Tripcast

Share more than just the highlights of your trip with the people who matter most. With Tripcast, available on iOS and Android, you can add friends and family to an interactive photo album that puts every traveler's pics in one place. Post notes, photos and real-time updates that are all automatically added to a trip map. Make your trip public or only invite those who want to share in every step of the journey.

AllTrails

You might be surprised how many great trails there are right in your own community, and AllTrails can help uncover them all. Whether you're looking for a relaxing hike, an invigorating trail run or a challenging, off-road bike ride, you're bound to find something that fits your needs. Browse nearby trails based on their length, difficulty and popularity to find exactly what you're looking for. You can even search for trails that are dog-friendly, have great views or are suited to a fun family outing. You can download the app in iOS or Android.

Star Walk

Make a night under the stars even more exciting with this augmented-reality star chart that tracks over 200,000 celestial objects. Open the app and point your phone at the night sky to see constellations traced right before your eyes and learn about the mythology behind them. Track planets or the International Space Station, and even get notifications for major astronomical events on iOS and Android devices.

Recreation.gov

For those seeking an extended stay in the wild, Recreation.gov is a great starting point. The site and its official app are both built to help travelers find and reserve campsites at national parks, forests and other federally designated properties across the country. Browse amenities and nearby activities for each site, as well as ratings and reviews from those who have stayed there.





Find your Little Free Library

An online map guides readers to book boxes

Take a book. Leave a book. That's the simple, powerful idea behind more than 100,000 Little Free Libraries scattered across the globe.

Todd H. Bol, who created the first Little Free Library in 2009, founded a nonprofit of that name to help people access books at no cost, no matter where they live. A key goal of the Little Free Library organization is the promotion of literacy.

The effort is driven by volunteers who build small, waterproof library boxes, find the libraries a home in their yards or other appropriate spots, and seed them with books. You don't have to share a book before taking one, and you don't even need to return the book you take. It's all on the honor system. But, please do consider contributing a book or two, because that's how the library system grows.

**Do you want to find a Little Free Library near you?
For a searchable map, visit littlefreelibrary.org/ourmap.**

E-READERS

Are you the type of avid reader who enjoys keeping a couple, or maybe even a couple dozen, reading options handy at all times? E-readers were made for you.

E-readers' screens are more eye-friendly than those of do-everything tablets like iPads. And there's another key advantage to e-readers — fewer distractions. There are no notifications, social media, games or email.

While the screens of phones and tablets emit light to create bright, clear images, those of e-readers, such as the Kindle, direct light toward the screen instead of sending it outward. Eye strain is lessened, and the e-readers typically are easy to view even when in direct sunlight.

Amazon remains the e-reader leader. The company is on the 11th version of the Kindle Paperwhite, which was updated late last year. The price is about \$140, with slightly more expensive and less pricey versions also available.

With a Kindle, you can tap into the Amazon library to purchase and store online books. While companies such as Apple offer bookstores, those are not available on Kindle devices.

There are also non-Kindle e-readers, like the Clara HD by Kobo. The company has its own e-book store. You can't reach the Amazon bookstore through a Kobo device, but you can get books through software such as OverDrive, which is used by many library systems. A Clara HD is available for about \$118 from online sites such as Walmart.



Bonus tip: Do you ever want to read the classics, for free? Project Gutenberg makes it possible, providing digital versions of books whose copyrights status allows free distribution. Visit gutenberg.org for details and to browse the library.



Flower power

Paintsville Floral continues an artful tradition

Story by JEN CALHOUN

Paintsville Floral Co. got its start in 1970 as little more than a laugh between good friends. The late Nancy Howard goaded the late Geraldine “Jerry” Preston into starting the shop, saying only, “It’ll be fun.”

“They didn’t have any experience or anything,” says Tim Cooper, the shop’s designer. “It just snowballed through the years.”

Fifty-one years later, the Main Street shop is a Paintsville institution known for its elegant designs and fresh floral arrangements for funerals and special events. But Jerry’s big laugh and Nancy’s outgoing personality still fill the halls of the shop, which Jerry’s son, James Preston, now owns.

“Nancy had passed away before I started here about 10 years ago,” Tim says. “Then, Jerry died in 2015. But everybody still talks about Nancy and Jerry. Jerry would hold court back there on her little stool like a queen. There was always a parade of people coming in just to hear her laugh and carry on. Ask anyone in Paintsville and they’ll have a story to tell about Jerry.”

FRIENDS AND FAMILY

Located in a two-story brick building that once held a grocery store, Paintsville Floral offers a large showroom filled with custom-made wreaths, unique gift items and home decor. Tim also decorates a few local businesses for the holidays.

Customers praise the shop’s elegant funeral arrangements and wreaths, but they also enjoy the friendly atmosphere. “People are always coming in and asking for tips and tricks for their own arrangements,” Tim says. “I had a friend come in the other day, and she spent the whole afternoon. She said she wanted to watch and learn, but she mostly just entertained us for three hours.”

Throughout the year and the various holidays, the shop bursts with custom designs and inspirational ideas for decorating. “My favorites are the spring flowers,” says Tim, a former art major who insists on using only the best quality flowers and materials. He also practices interior design as a hobby. “Tulips, forsythia, any of the bright flowers that come in after we’ve been through



Tim Cooper is a Paintsville Floral Co. designer.

winter — when all those boxes come in with spring, we just love it.”

Paintsville Floral also offers a selection of gifts and decor that changes with the seasons. The shop carries everything from blankets, throws and lanterns in the fall and winter to garden decorations and wind chimes in the spring and summer. Its Facebook page offers videos and photos of the latest selections.

GROWING STRONG

Like all floral shops, Paintsville Floral requires the best phone and internet service to do its job. Most orders come in over the phone, and high-speed internet is required to promote its services on social media. Without reliable connections, the shop can't run. That's why the business moved to service from Foothills Communications as soon as it became available in downtown Paintsville. “We had so many problems before the switch,” Tim says. “Every month, we were constantly calling the other provider and fighting about our service.”

Since the switch, Tim says the shop runs much more smoothly. “I told the boss we had to go with Foothills,” he says. “We have three phone lines, and if they're down, we can't take orders. I love that Foothills is a local company, which means so much to us. They're 5 miles from the office. If something happens, they're here in 15 minutes, and it's all taken care of. It's so much better.”

The shop also uses Foothills TV services and internet to keep customers up to date on its latest offerings, says Tim, who manages the store's Facebook page. “I posted a couple of live videos the other day, and it brought all kinds of people into the shop. I couldn't even count the number of calls we got to reserve items from just those posts.”

HEART AND SOUL

But with all the high-tech communication that keeps them running, Tim says the heart and soul of the business grew out of the laughter and good spirits of the two friends who started it all.

“Jerry would always joke about Nancy pitching her the idea of a flower shop,” Tim says. “She always got a kick out of that ‘It'll be fun’ line. I can still hear her laughing.” 🗨️



John Michael Laney



Geraldine "Jerry" Preston was a Paintsville Floral Co. founder.



Paintsville Floral is at 117 Main St., in the heart of Paintsville. The shop offers complete floral service for all occasions, as well as wreaths, gifts and home decor. To see the latest designs and customer events, visit Paintsville Floral on Facebook. To order arrangements or ask questions, call the shop at 606-789-5390.

Roasting

can yield the perfect taste and texture

Explore the nuances of a common cooking technique

A perfectly roasted cut of beef is a thing of beauty. A deliciously roasted chicken surrounded by colorful roasted vegetables is Instagram worthy. But how do you get these cuts of meat to reach these levels of perfection?

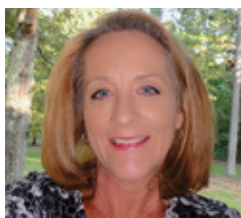
Roasting is an age-old culinary technique that takes relatively tough cuts of meat and, like magic, turns them into tender, mouthwatering bites. It all has to do with cooking low and slow. There's a marked difference between roasting and baking. Baking transforms liquid — batter — into solids like cakes and cookies. Roasting does the opposite, taking meats and vegetables and breaking down their sinewy fibers into a near-gelatinous state.

Here are some simple tips to consider when roasting.

Bring food to room temperature before roasting: Tempering food is a simple but critical step that involves bringing an ingredient to room temperature so that it cooks more evenly. When roasting whole chickens, turkeys, Cornish hens and other birds, keep in mind that white and dark meat are best cooked to different temperatures.

To ensure your bird is roasting properly, position different parts toward hotter or cooler parts of the oven, or cover the breast with foil. It's important to rest meat after roasting, particularly larger cuts that continue to cook after you take them out of the oven. Letting the meat rest for 10 to 20 minutes is usually sufficient. Rested meat will cut more easily.

Remember that size matters: When roasting vegetables, cut veggies into pieces of the same size to ensure even cooking. The best meats to roast are large, tough cuts, such as pork shoulder. Don't roast thinner, less fatty cuts of meat such as boneless, skinless chicken breasts — they'll dry out. Good vegetables to roast are the heartier ones like beets, carrots, potatoes, squashes, cauliflower, Brussels sprouts and sweet potatoes. 🥘



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

PERFECTLY ROASTED RIB-EYE

- 1 (4- to 5-pound) rib-eye roast
- Olive oil, optional
- 1 tablespoon kosher salt
- 1-2 teaspoons black pepper, crushed or ground

Before roasting, bring the meat to room temperature. Preheat the oven to 325 F. If the roast is very lean, you may want to drizzle 1 to 2 tablespoons of olive oil over it. Sprinkle salt and pepper over the roast, then place it on a wire rack on a baking sheet. Keep in mind that your cooking time depends on the size of your roast.

Bake for approximately 25 to 30 minutes for every pound of meat for the roast to be cooked to medium. Adjust accordingly for your preferred level of doneness.

You should use a meat thermometer to determine when the roast is done. Push the thermometer all the way into the center of the roast. The ideal temperature for medium is 140-145 F, and the meat may become tough if cooked to well done, which is 155 F and above. Remove the meat from the oven when the inside temperature is about 10 degrees less than your desired level of doneness, because it will continue to cook as it rests.

Let the roast rest for at least 15 minutes, tented in aluminum foil to keep it warm, before carving to serve. Makes about 10 servings.

GARLIC BUTTER ROASTED CHICKEN

- 1 (4-pound) whole chicken, at room temperature, giblets and neck removed from cavity
- 1/4 cup unsalted butter, melted
- 3 tablespoons olive oil
- 1/2 cup dry white wine
- 1 lemon, halved
- Salt and freshly ground pepper, to taste
- 2 tablespoons fresh chopped parsley
- 4 garlic cloves, minced
- 1 whole head of garlic, roughly peeled and cut in half horizontally through the middle crosswise
- 3 fresh whole rosemary sprigs

Preheat the oven to 425 F. Line a baking tray with foil, or lightly grease a roasting pan. Pat the chicken dry with paper towels.

Pour the melted butter, olive oil, wine and juice squeezed from one of the lemon halves over the chicken, under the skin and inside the cavity. Season the chicken liberally with salt and pepper on the outside and inside the cavity, then sprinkle the parsley over it. Rub the minced garlic over the chicken, mixing all the ingredients together over the chicken and under the skin.

Stuff the garlic head into the chicken cavity, along with the rosemary sprigs and the squeezed lemon half. Tie the legs together with kitchen string. Place the chicken, breast-side up, onto a baking sheet or roasting pan and roast for 1 hour and 15-20 minutes, basting halfway through cooking time, until its juices run clear when you pierce the chicken thigh with a skewer.

Baste again, then turn on the broiler to high and broil the bird for 2-3 minutes or until the skin is crisp and golden. Keep an eye on this process, because it can burn quickly.

Remove the chicken from the oven, cover it with foil and allow it to rest for 10 minutes before serving. Drizzle it with the pan juices, and serve it with the remaining lemon half cut into wedges or slices.



Roasted Vegetable Medley

- 3 zucchini squash, cut lengthwise into fourths, then sliced into bite-sized pieces
- 3 yellow squash, cut lengthwise into fourths, then sliced into bite-sized pieces
- 1 red bell pepper, cut into 1-inch pieces
- 1 red onion, cut into wedges
- 8 ounces whole mushrooms
- 1 garlic clove, minced
- 1 tablespoon olive oil
- 1 tablespoon balsamic vinegar, or more to taste
- 1 tablespoon rosemary leaves
- 1 teaspoon kosher salt

Preheat the oven to 450 F. Spray a large baking sheet with cooking spray.

Mix all of the cut-up vegetables and garlic in a large bowl. Add olive oil and balsamic vinegar. Toss until all the vegetables are covered. Add rosemary leaves and salt, and toss again.

Roast the vegetables for 30-40 minutes, stirring once, until they are brown on the outside edges and tender on the inside. Makes 6-8 servings.





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