



BRANDING IRON

Volume LXII, Number 4, July 22, 2015

Last Week: Consolidated Telcom



Rhonda Fitterer, marketing and public relations manager at Consolidated, spoke about the history of the company and some of the challenges the telecommunications industry is facing.

On January 2, 1961, two struggling phone companies, Bowman Slope Telephone Mutual Aid Corporation and Dunn Telephone Mutual Aid Corporation, joined together in what is today Consolidated. As Consolidated grew it provided service to Richardton, South Heart, Reeder, Regent, and Marmarth, doubling in size from 1,680 customers in 1961 to 3,400 in 1978.

In 1996 Consolidated purchased 5 additional communities from U.S West which were Killdeer, Mott, Hettinger, New England, and Bowman, doubling in size again from 4,000 customers to 8,000. In 1997 Consolidated became a local telephone provider. DSU was the first customer for their competitive local exchange company otherwise known as CLEC. CLEC provides over 8,000 access lines, 7,700 TV subscribers, and 9,700 internet customers.

In 2006 Consolidated took on the ambitious goal of providing all customers with a fiber infrastructure. This goal is almost complete.

(continued on page 2)



This Week's Greeters Are:

Val Mack & Mary Massad

Next Week:

Adam McGill & Shirley Meyer

Give Thanks Today: Rob Remark

Next Week: Chad Renicker

Thank you, Father, for all your gifts—for love, for life, for material blessings. Help us to be truly grateful, and to reach out to those who have little. Amen.

Your Program Today:

District Governor Craig Loughery

Coming Up:

July 29—Terri Thiel, Dickinson CVB

August 5—TBD

Program Chair: Guy Moos Next Month: Gaylon Baker

Birthdays

Lawrence Schilla 7/24

Announcements:

- The Dickinson Rotary **budget for 2015-16** was approved. If you have questions, please contact club president Erv Bren.
- **District Governor Craig Loughery** will be visiting us on July 22. All club members are encouraged to make it a priority to attend.
- Join your fellow Rotarians for a **summer outing in Medora** on August 18. The Pitchfork Fondue begins at 5:30 p.m. and costs \$25 per adult or \$8 per child. The Medora Musical begins at 7:30 p.m. at a cost of \$30 for adults, while children attend free. RSVP to sreger@weareamerican.com by August 5 with the number attending for each event (meal, musical, or both).



Craig and Diane Loughery

Consolidated Telcom (continued from page 1)

Among the challenges faced in telecommunications are the continuing rapid changes in technology. The newest example of this is 4K TV. Most high-def televisions now display 1080 pixels. 4K is the equivalent of 4 times as many pixels—ultra high-definition. This requires providing customers with greater bandwidth. Another challenge is related to long-distance telephone service. In an effort to cut costs, some long-distance carriers contract with third-party "least-cost routing" providers to connect calls to their destination. Service quality has suffered, and sometimes calls are not connecting at all. Bills are pending in Congress which would address this issue.

Paul Harris Recognition



Bill Herauf was recognized as a Paul Harris Fellow. The Paul Harris award, named for Rotary's founder, acknowledges individuals who contribute \$1,000 (or otherwise earn 1,000 points) to the Rotary Foundation. Bill is pictured here with Foundation Committee Chair Kris Fehr and Club President Erv Bren.



Dickinson Club Website:
www.dickinsonrotary.org

 DickinsonRotary

District Website:
www.clubrunner.ca/5580

Rotary International Website:
www.rotary.org

Club Contact:
Erv Bren, President
president@dickinsonrotary.org

District Survey Request

District 5580 is asking members to complete a short survey regarding the Annual Programs Fund. The survey will assist the District in determining the type of information that is needed by members concerning the fund. The survey is completely confidential and you are not asked for your name or club name. Please complete the survey by clicking [here](#), by Friday, July 24.

Last Meeting Visitors

- Nolan Overton, guest of Rhonda Fitterer