BUSINESS SOLUTIONS

August 2010 • Volume 4 • Issue 3

Why HTC is a winner in our eyes

James Dickerson, Offense-Defense Sports

HTC Business Solutions

HTC Scores With Facebook | 3
Spotlight on O-D Sports | 4
Bundle More, Spend Less | 5
Prepare for Hurricane Season | 6
How to Monitor Web Usage | 7
Who's Minding Your Business? | 7

BUSINESS SOLUTIONS

Responsiveness is an essential attribute for any business to develop. In a constantly changing world, you must be able to respond in a timely manner to new developments—whether that means feedback from your customers, technological advances, or economic challenges.

Our August issue of *Business Solutions* includes several articles related to the topic of responsiveness. We begin on page 3 by sharing the HTC experience with Facebook; this social media tool enables us to be more responsive to our customers' needs as well as spread important information about safety and other public issues. The business spotlight article on pages 4 and 5 features Offense-Defense Sports, a business that's been with HTC for years and appreciates the responsiveness of our customer service team.

As we know well in this area of the country, the threat of hurricanes demands responsiveness as well as preparation. Be sure to review our safety tips on page 6 to help your business (and family) maintain communications in the event of severe weather. Then on page 7, learn how our Managed Firewall service provides the reports required to better monitor and manage your internet usage.

Please contact us with any questions you have about the solutions offered by HTC. We'll respond promptly with the answers.

Sincerely,

Tom Vitt

Tom Vitt
Director of Marketing

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HTC Scores Big With Facebook

Once rookies, we're headed for the major leagues

Like a successful sports career, building a Facebook fan base takes planning, practice, consistent execution, and commitment. You begin in the minor leagues and slowly work your way up.

HTC began as rookies when we launched the HTC Facebook page in August 2008. At that time, it contained mostly television ads, pictures of retail locations, and status updates that were actually product promotions.

Today, two years after the initial launch, HTC has just over 2,800 fans and counting.

Six months later, as we gained Facebook experience and became more comfortable interacting with fans, the page took a decidedly different direction. The tone became less formal and the content more original. You could say that the HTC Facebook page was promoted to "Class A," with Facebook widgets now on corporate sites to help drive traffic. Due to these enhancements, our fan numbers increased sharply.

Today, two years after the initial launch, HTC has just over 2,800 fans and counting. Tricia Junga, the HTC online marketing coordinator and manager of the HTC Facebook page, has been instrumental in moving HTC forward.

"It's an ongoing process," Junga says. "Our next phase is to try and regularly engage customers and fans with content that isn't necessarily product focused, yet links HTC with the community and larger social issues. A good example is the 'Don't Drive Intexticated' message that HTC delivered via both Facebook and the Inside Wire program on our access channel. This is an important safety message that reinforces our role as a responsible corporate citizen," she notes.

HTC is posting the following on Facebook to attract and retain fans:

Informal Glimpse at HTC Activities

We share internal news on subjects ranging from recent fundraisers to how our employees are active in the community, as well as articles from our traditional HTC newsletters.

Product Promotions

Facebook enables HTC to take promotions a step further. Our Facebook page was used, for instance, to announce a customer contest in 2009, post official contest rules and details, send reminders, give a timeline of events, and publish photos of the winners and their prizes.

Public Issues and Educational Information

HTC uses Facebook to provide information about certain bipartisan issues (such as Internet safety) in the community with a section called "HTC Speaks Out."

Original Content

Our in-house "Media Minute" segments provide an introduction and how-to instructions on a variety of technology topics. Other original content includes the "HTC Speaks Out" segment as well as blogs and discussion posts.

If your business is not yet active on Facebook, maybe it's time to step up to the plate. Start your journey from social media rookie to major league talent, and you'll be able to demonstrate your community involvement while building your fan base. It won't take long before fans catch on and want to support your winning team.

Spotlight on Offense-Defense Sports

"With HTC, we just pick up the phone and it's done."

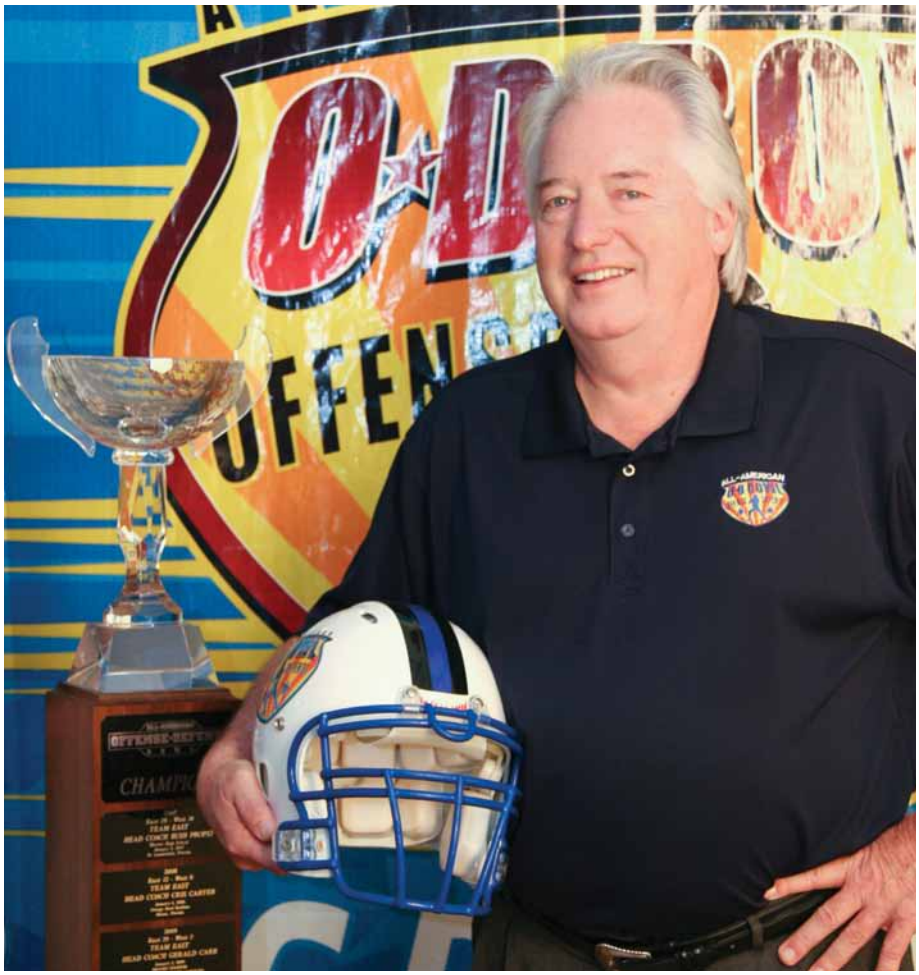
Offense-Defense Sports (O-D Sports) is the oldest and largest football camp in the U.S. and is committed to providing football players between the ages of seven and 18 with the ultimate instructional football camp. In addition to learning the fundamentals of football, camp participants learn many skills to succeed in life—such as teamwork, discipline, responsibility, respect, family values, and hard work.

O-D Sports is the oldest and largest football camp in the United States.

The goal of O-D Sports is to lead the youth football market with a camp that benefits players, teams, and leagues directly. They meet this goal through a "4 Cs" philosophy:

- **Coaching:** Highly skilled NFL players and coaches, as well as elite college coaches, train participants using a progressive contact method.
- **Curriculum:** Participants are grouped with players of the same age, size, and experience level. Each player participates in offensive, defensive, and scrimmage instruction.
- **Contact:** Players learn how to take and give a hit in a real yet safe environment. This is the best way to get in condition for pre-season football, or learn the game for the first time.
- **Commitment:** O-D Sports is committed to providing the best instruction for each participant.

O-D Sports provides a range of choices for participants, from an overnight camp experience to a day camper option, as well as specialty clinics. Camps take place each summer in cities nationwide.



James Dickerson, O-D Sports

Past football pros have included Rosevelt Colvin, Jevon Kearse, Ray Lewis, Zach Thomas, Willis McGahee, Keith Brooking, Chad Johnson, Steve Smith, Fred Taylor, Priest Holmes, and many more NFL stars. Camp participants have raised their skill levels, become assets to high school teams, been actively recruited by colleges, and received college scholarships for football. Parents of camp participants have also noticed an increase in their children's confidence levels.

O-D Sports has been a customer of HTC since 2005. They started with multiple phone lines, cable TV, and Tier 1 broadband internet, and later added more phone lines and upgraded to Tier 3 broadband internet. Communications are key in this service-based business, and O-D Sports depends on HTC solutions.

HTC asked James Dickerson of O-D Sports about his experience working with us:

What do you like most about working with HTC?

The ability to talk to anybody that you want to. I'm pretty sure if I wanted to meet with the president of the company tomorrow, they would make the time, just because we're a customer.

What was your most memorable experience of working with HTC?

When we had an emergency, something that was our fault, HTC took all the information they had and brought it to the right person; they didn't ask us to do that task. The next thing we knew, they told us, "We will have someone there in two hours, even if we have to take them off of another job." And they did just that.

How would you describe the service installation process?

Professional. The HTC installation team assessed the situation and before we knew it, everything was ready to go.

What was it like working with the professional staff at HTC?

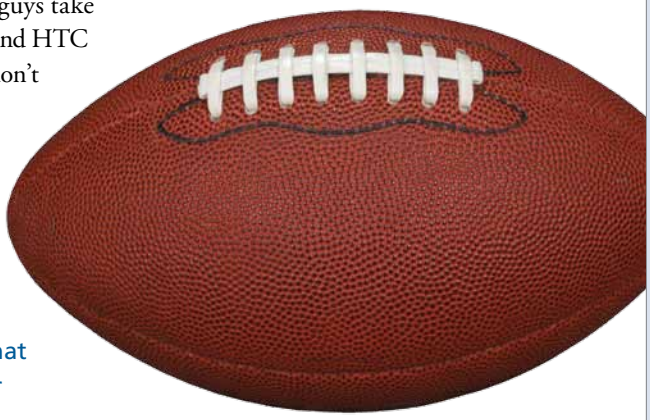
We've known the same technicians now for well over a year. The same guys take care of any problems we have. And HTC treats us like a partner. They don't treat us like a client. They're there ahead of time, making recommendations. Anytime we need anything, we just pick up the phone, and it's done.

Was there a specific need that caused you to upgrade your internet service?

One of the things we had been looking for was the ability to bring in a higher bandwidth connection. We started looking around to see if there was anyone local who knew anything. It turned out that HTC is probably one of the most advanced operations that I have ever come in contact with, in terms of the internet. We had looked high and low for people who could help us stream, who understood what the future market would be, who would get on board with what we have to do as a marketing operation. HTC explained that it didn't matter what size we needed; it was already here. We actually had the cable in the wall from HTC for years, and didn't know what was on the other end of it. That information sold me immediately.

> "I'm pretty sure if I wanted to meet with the president of the company tomorrow, they would make the time."
>
> —JAMES DICKERSON, O-D SPORTS

To get winning solutions for all of your business communications needs, call Business Services at 843-365-2155.



Bundle More, Spend Less

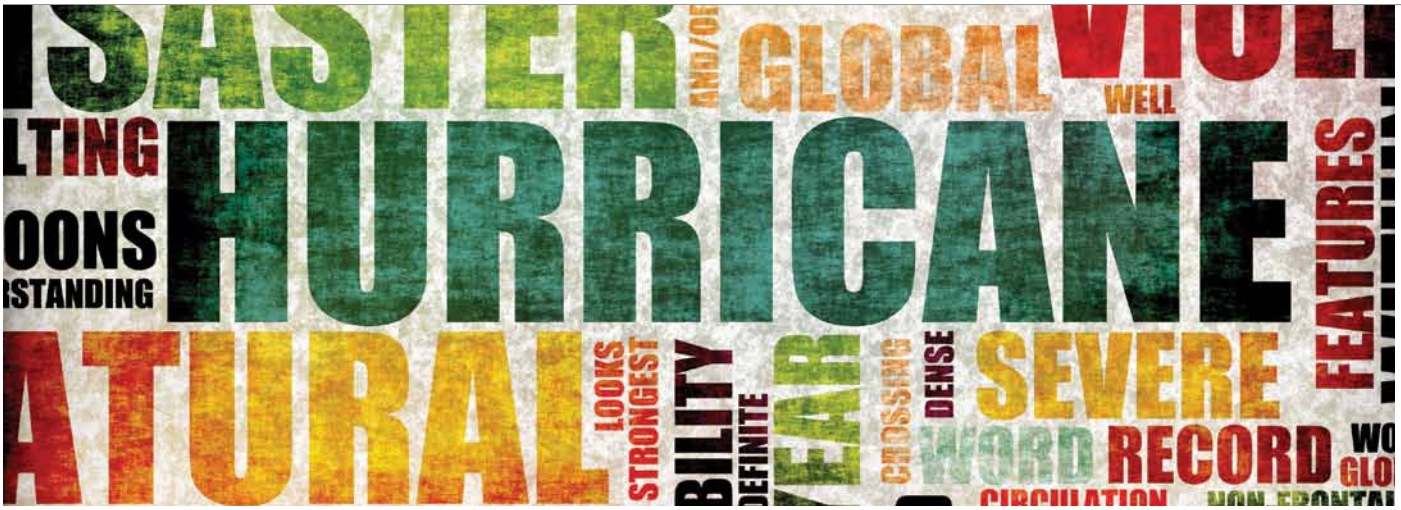
HTC is offering the ProVoice Power Bundle, which gives small- to medium-sized businesses unlimited local calling plus big savings on voice, video, data, alarm lines, alarm monitoring, wireless calling, and phone systems. Customers with as few as two voice lines can add one of the following and get a base package for only $124.95 per month:

- A third voice line
- HTC NetRacer high speed internet
- HTC Digital Cable Plus
- Alarm line and alarm monitoring
- Data backup and recovery
- Phone system with four intercom/speakerphones

Once you reach the three-service threshold, you can add additional services for $39.95 each per month and up to two unlimited wireless calling accounts for $49.95 each per month *and* a second alarm line for only $15.00 per month.

The ProVoice Power Bundle also includes valuable services features as part of the base price.

Call 843-839-2651 today to learn more about the ProVoice Power Bundle and take advantage of free installation.



Prepare for Hurricane Season

Follow these tips to maintain communications when storms hit

According to the National Oceanic and Atmospheric Administration (NOAA), the Atlantic hurricane season could be the busiest since 2005, when Katrina and Rita caused massive destruction along the same part of the Gulf Coast now struggling with the offshore oil spill. The NOAA scientists urge everyone to be prepared, as the 2010 season may spawn up to 23 named tropical storms including as many as seven major hurricanes.

To help our customers with this preparation process, HTC put together these safety tips related to communications services:

1. Keep the lines open

Please keep non-emergency phone use to a minimum during periods of severe weather since too many callers can jam lines and overwhelm tower capacities. Call 911 only if you have an actual emergency.

2. Do not rely solely on cordless phones or VoIP equipment

These types of phones need your home's electricity and can become inoperable during power outages. Consider maintaining one traditional corded phone and landline since they are line-powered by the HTC network and can work when other phones do not. If you have VoIP equipment, purchase battery backups for temporary power.

3. Program emergency numbers

Make sure your home and wireless phones have been programmed with the numbers for the police department, fire station, and hospital, as well as for family members.

4. Dial 611 for repair service

If your service is disrupted, dial 611 toll-free from any HTC exchange or 843-365-2186 to request repair service. Keep in mind that the loss of electrical power can sometimes result in the interruption of telephone and cable television service. HTC utilizes generators as an alternative power source to maintain service as long as possible; when primary power supply is returned to our equipment, your service will once again be fully active.

5. Have a family communications plan in place

Designate someone out of the area as a central contact, and make certain all family members know whom to contact if they become separated.

6. Think about batteries for your wireless phones

Figure out how you'll recharge your batteries in case of power outages (i.e. charging via your car charger, storing extra cell phone batteries, or using a disposable cell phone battery).

7. Use text messaging

Often during an emergency, text messaging will go through more quickly than voice calls. Text messaging also helps free up the phone lines for emergency officials.

8. Use call forwarding in the event of an evacuation

Since call forwarding is based out of our telephone central office, you can forward home number calls to your wireless number even if your home service is disrupted.

9. Beware of lightning

It can travel through phone lines resulting in severe injuries to anyone on that line. During these types of storms, limit phone use to emergency calls only.

What Websites Do Your Employees Visit?

Managed Firewall service monitors internet activity and gives you reports

Do you know what websites your employees visit during work hours? Is their productivity being affected? Are their online activities causing drains on your available bandwidth? Is the security or regulatory compliance of your business at risk?

You'll get answers to these and related questions when you subscribe to Managed Firewall service from HTC. This affordable, easy-to-use service will help you to better understand and manage the Web usage at your business. You'll automatically receive a variety of reports on a weekly and monthly basis including:

- Top Users of Bandwidth
- Web Usage Top Sites
- Top Web Users
- Top Websites by User
- Top Filtered Sites
- Top Filtered Web Users
- Top Attacks
- Summary of Intrusions by Category
- Firewall Up Status
- Virus Attacks
- Top Spyware Categories

"These reports can benefit your business in two primary ways," says Rick Rush, HTC Network Services Manager. "First, the information gives you insight into employee productivity and allows you to monitor the activity on your internet connection. Second, it enables you to demonstrate due diligence with compliance/regulatory requirements." This second point is particularly applicable to companies such as medical offices that operate under the Health Insurance Portability and Accountability Act (HIPAA).

For example, Conway Medical Center and Loris Healthcare are both satisfied customers of the Managed Firewall service. Rush notes, "We've helped these health organizations better secure their internal systems and data to successfully meet their regulatory and compliance objectives. However, any small- to medium-sized business that does not have an in-house person to take care of IT and security-related needs would be wise to consider Managed Firewall service."

To find out how Managed Firewall service could benefit your business, call Business Services at 843-369-E2IT (3248) for a quote and complete details.

Who's Minding Your Business?

Cindy McKenzie, Customer Service Supervisor

Cindy McKenzie, Customer Service Supervisor for HTC, is serious about customer service. She says, "More than anything, I think customers want to feel they are valued and that they are dealing with a knowledgeable representative who will do everything possible to help them." McKenzie does all she can to make this happen by ensuring her team has up-to-date information, monitoring customer service interactions, and personally following up with customers to solicit feedback.

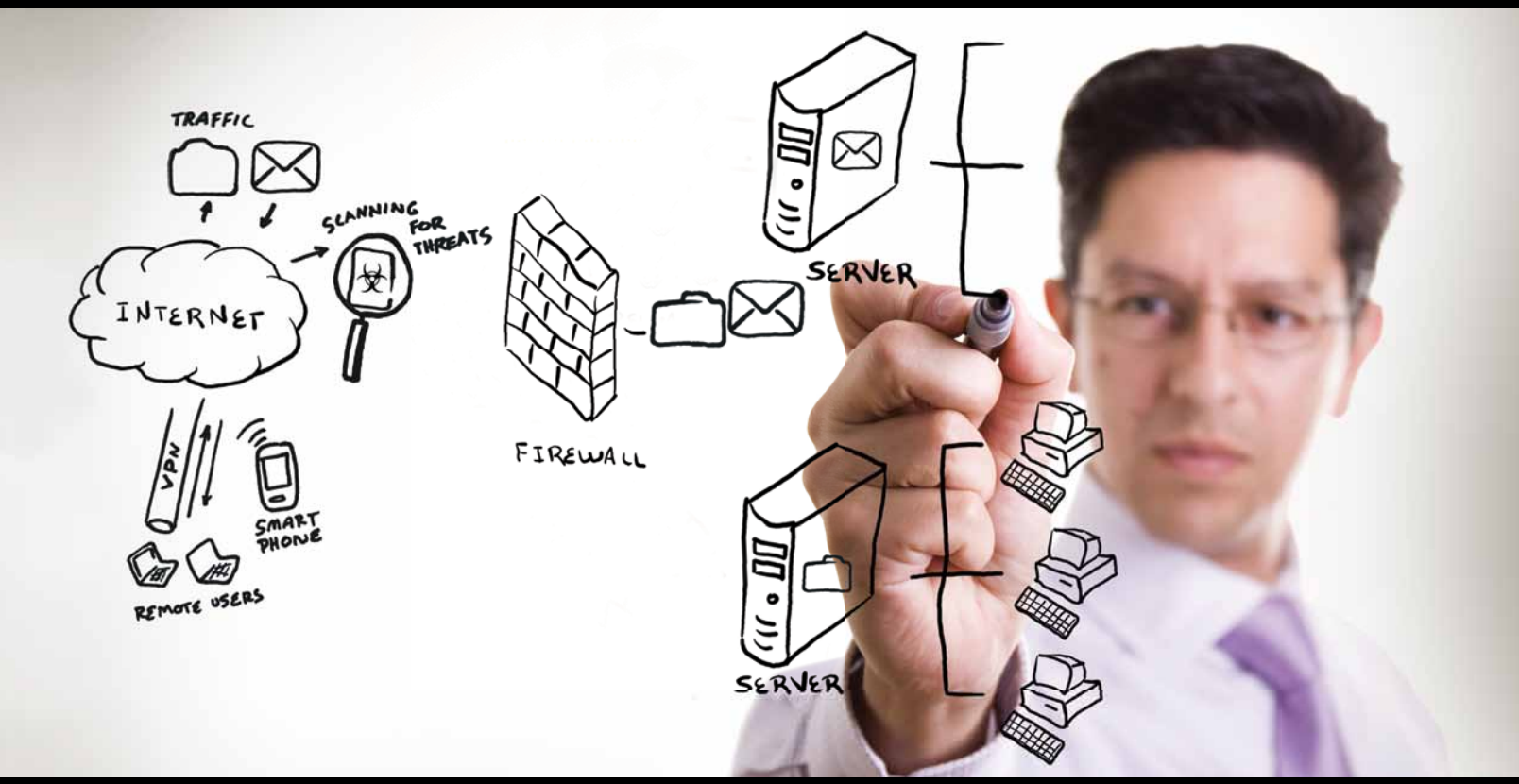
These efforts fall within McKenzie's overall responsibilities for providing ongoing customer support for most commercial customers of HTC. The Business Sales Support team consists of 14 customer service professionals.

McKenzie began her career with HTC in June 1999. Previously, she worked in marketing—as an office manager and in various accounting, sales, and assistant manager positions.

In her free time, McKenzie enjoys doing yard work and spending time with her husband; they both like to play golf and ride Harleys. She is a native of Horry County.

MANAGED FIREWALL SECURITY

Is the security of your business at risk? What websites are your employees visiting during work hours? Are their online activities causing drains on your bandwidth or exposing your network to threats? Our new Managed Firewall service will answer those questions and more!



- Ideal for small and medium sized businesses
- Keeps your network safe from new and evolving threats
- Automated weekly reports track your internet activity and monitor the productivity of your employees
- Complete installation, management, maintenance and support
- Optional 802.11N wireless capability

As low as $69.95 a month with FREE installation! Call for a quote and complete details on this high performance network protection!

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