



# inter face

JULY/AUGUST 2020

THIS ISSUE

- 02 Drive-Thru Day
- 02 Eight \$1,000 Scholarships Awarded
- 03 We All Want Live Sports to Return to TV
- 04 Spotlight: Pinnacle Marketing Group

## Have a Blast in July

We hope you and your family can make the most of July—from watching colorful fireworks on Independence Day to enjoying backyard barbecues all month long.

Please let us know if you want to upgrade any of your West Central Telephone services to accommodate changes in your household this summer. We're here to help you!

Our offices are closed July 3 to celebrate Independence Day.



## WE'RE COMMITTED TO KEEPING YOU CONNECTED

The COVID-19 pandemic has changed daily life for everyone. What hasn't changed is West Central Telephone's ongoing commitment to keeping you connected. Years ago, we invested heavily in our fiber networks to provide reliable and virtually unlimited broadband to our service area. Today, those networks are meeting the challenge of unprecedented home internet use.

We know you need to keep working, learning and unwinding during these challenging times. **Please call 837-5151 if you need local help with any of our communications services.**



# Drive-Thru Day Deserves Attention This Year

As a result of the social distancing being done to reduce the spread of COVID-19, drive-thru lanes at restaurants, pharmacies, banks and other businesses have been busier (and more essential) than ever. So in 2020, it seems only fitting to celebrate on July 24, National Drive-Thru Day.

The first drive-thru restaurant, Red's Giant Hamburger, opened in 1947 on Route 66 in Springfield, Missouri. Red's closed in 1984, so the award for the longest-running burger drive-thru goes to the original In-N-Out Burger, which opened in 1948 in the Los Angeles area. (McDonald's didn't open a drive-thru until 1975.)

Since then, we've all grown accustomed to the convenience of picking up food and other items without getting out of the car — no parking spot to find, no need to bring kids into the store and no worries about what you're wearing. Now those benefits have been

joined by new, pandemic-related ones including less exposure and more safety.

**Though both of our front office lobbies have reopened, you can continue to visit us at the Sebeka drive-thru window if you're more comfortable with that option. You can also pay online at [www.wcta.net](http://www.wcta.net), call 1-844-244-1501 for Secure Pay-By-Phone or manage your account by downloading the SmartHub app.**



## Eight \$1,000 Scholarships Awarded

The scholarship committee met in May and reviewed 17 applications that were submitted by area high school seniors for the West Central Telephone Association Scholarship program. After their review, they chose to award eight students \$1,000 scholarships each. Congratulations to Maggie Erickson, Bailey Haman, Maya Lake, Tyce Lee and Mackenzie Nelson of Sebeka; Tara Hendrickson and Nicholas Treinen of Menahga; and Lucas Hinojos of Wadena.



Maggie Erickson



Bailey Haman



Maya Lake



Tyce Lee



Mackenzie Nelson



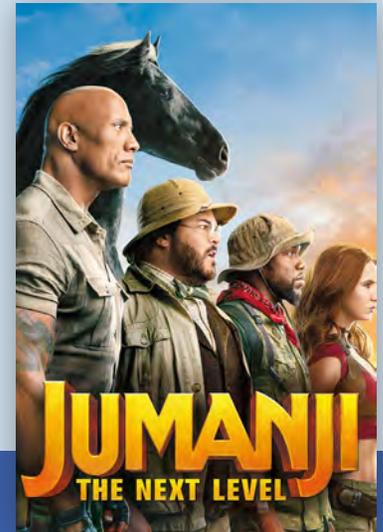
Tara Hendrickson



Nicholas Treinen



Lucas Hinojos



### Jumanji: The Next Level

Premiering July 3  
@ 8:00pm

**STARZ**

A team of friends returns to Jumanji to rescue one of their own and must brave parts unknown in order to escape the world's most dangerous game.

Jumanji: The Next Level © 2019 Columbia Pictures Industries, Inc. Starz® and related channels and service marks are the property of Starz Entertainment, LLC. Visit [starz.com](http://starz.com) for airdates/times.



# We All Want Live Sports to Return to TV

We know you miss live sports on TV and so do we, but the COVID-19 pandemic forced sports leagues to shut down live sports. Sports leagues are now looking at their options for returning, which could include a shortened season and most likely will be events held without fans in attendance.

In mid-May, NASCAR races made their return with seven races including the NASCAR Cup Series, NASCAR Xfinity Series, NASCAR Gander RV & Outdoors Series and the ARCA Menards Series.

**Other sports league updates are below:**

- MLB:** The owners approved a plan that would restart baseball in July.
- NHL:** A proposal for a 24-team playoff to be hosted in two separate cities has been approved. This four-phase plan means that return to play won't happen until at least July 10, so the season might not start until August.
- NBA:** The league is looking into making a July return with an announcement potentially coming in June. They are discussing resuming play in Disney's ESPN Wide World of Sports Complex in Florida. While nothing is set yet, there are four different scenarios that have reportedly been discussed: Continuing the regular season, Standard Postseason, Modified Postseason and Postseason with play-in games.
- NFL:** For now, the 2020 NFL season is scheduled to start on the originally intended date.
- PGA Tour:** The PGA announced plans to resume the season on June 11 at the Charles Schwab Challenge – without fans in attendance – and unveiled a reconfigured tournament schedule for the remainder of 2020.
- NCAA:** The NCAA is clearing the way for college football and men's and women's basketball to resume on-campus activities on June 1. This decision was only the first of many steps for the return of college sports in the fall.

**We are continuing to watch how this plays out and will post any updates at TVOnMySide.com.**

**Welcome New Members**

Aldrich, Daneen.....	631-1397
Anderson, Scott V & Susan..	631-3567
Andrews, Debra .....	631-2228
Barthel, John & Holly.....	631-7371
Brincefield, Larry & Sharon..	631-4477
Brown, Dan.....	445-2787
Bryan Wegscheid	
Plumbing & Heating .....	631-4227
Burg, Jason & Abby.....	445-4322
Clark, Larry & Ruth.....	631-1035
Crandall, John & Karen .....	631-1333
Crooker, Rebecca .....	629-1829
Dan's Painting.....	631-4729
Davis, Danny & Diane.....	631-3127
Derby, Robert & Kathy.....	631-2017
Dexter, Malinda .....	629-1841
Dirks, Donald & Shirley.....	631-1651
Doug's Plumbing	
Service LLC.....	631-3442
Drone, Norman & Shawna ..	445-5953
Dunn, Brandon.....	445-4651
Ellis, Chester .....	445-6755
Erno, David .....	837-6956
Ernster, Dale.....	629-1772
Evans, Russell & Tana .....	631-1763
Farber, Shannon.....	837-1771
Goeller, David & Alexia.....	837-3140
Groshong, Stacy .....	837-1144
Hackler, Larry & Jodi .....	631-3154
Hackler, Loran & Debra .....	631-4290
Hahn, Dan & Jill.....	631-3549
Hall, Sara.....	564-4819
Haman, Robert & Donna.....	631-4293
Harrison, Josh.....	631-1866
Hart, Douglas & MaryJane ..	472-3482
Hillukka, Bruce .....	538-1517
Hillukka, Randy & Katie .....	564-6006
Hillukka, Tim & Katelyn.....	538-6597
Hoffman, Raymond & Susan ..	631-2819
Holland, Geraldine.....	631-1061
Holland, Jeffrey .....	629-1978
Holmquist, Tyler & Shawna..	472-6450
Jahnke, Scott & Vicki .....	629-1543
Johnson, Charles & Pat.....	631-2170
Johnson, Gary & Carla .....	631-1653
Jorgenson, Virgil & Mary.....	631-4759
Kaphahn, Cory & Crystal....	629-1245
Komppa, Frank & Megan.....	837-1611
Korfe, Jonathan & Sherri .....	629-1692
Kramer, Greg & Jan.....	632-5031
Kveton, George & Magaen...629-1597	
Lorentz, Stephen & Rose .....	631-3194
Lorentz, Tim & Brenda .....	631-2264

*Continued on page 4*

## Welcome New Members

Continued from page 3

Lynk, Steve & Joanne.....	631-3288
Marjamaa, Burt .....	564-0397
Marty, Peter.....	564-3488
Mason, Adrienne.....	445-8479
Mayerhofer, Luke.....	837-5844
Mike's Electric.....	631-4109
Mindermann, Ted .....	629-1260
Mitchell, Samuel.....	472-3161
Neuerburg, Eric.....	631-4105
Newhouse, Charles.....	564-3755
Niemann, Bethany.....	472-5295
Nolte, Eric .....	837-3289
Olds, Dan .....	837-1129
Olson, Michael B.....	629-1075
Payne, Krystle .....	629-1762
Peterson, Dale & Judy.....	564-4527
Petrowski, Scott & Tabitha ..	629-1911
Platt, Daniel & Lela .....	631-7177
Residential Living Solutions ..	632-5644
Richardson, Sidney & Marcia..	564-9076
Richter, Bruce & Karyl .....	631-3470
Richter, Mark & Bonnie.....	631-2740
Ristinen, Lester & Carol.....	564-3733
Rockwood Real Estate	
Solutions LLC.....	837-2604
Roers, Michael & Jan .....	632-6549
Roth, Alexander .....	629-1060
Sabinash, Anthony.....	445-1877
Sabinash, Bernie & Lynn .....	631-4143
Sabinash, Jason .....	629-1595
Sams, Roddy & Jan .....	414-6746
Schmitz, Robert .....	632-2035
Service Professional Inc .....	631-2638
Seventh Day	
Adventist Church.....	631-4030
Skoog, Ben .....	538-4185
Sly, Tim & Debbie .....	631-2025
Sommars, Dan & Lavonne ..	631-1154
Sorenson, Gene .....	631-5995
Thompson, Cassandra.....	445-9881
Thomson, Harlan & Joyce....	631-3271
Thorpe, Amy .....	564-1361
Tiede, Dennis & Judy .....	629-1963
Tomperi, Leo & Sherri.....	564-0889
Valley Eq & Farm .....	631-4004
Van Orsdel ,Vernon & Edna..	631-2207
Vasey, Bryson.....	837-7332
Waller, Brian .....	564-9983
Wegscheid, Ed & Dawn .....	632-2639
White, Betty .....	631-1821
Wright, Jason.....	631-3442



## BUSINESS SPOTLIGHT: Pinnacle Marketing Group

In 2002, West Central Telephone Association partnered with Pinnacle Publishing in Bemidji, MN, to publish our annual telephone directory. Over the years, Pinnacle Publishing has transitioned to Pinnacle Marketing Group, a full-service marketing and advertising company offering additional services such as website design & hosting, social media management, targeted Google Ad and social media advertising, video production, design services and more.

Pinnacle Marketing Group works with businesses of all sizes and industries across 37 states and over 300 markets. Their mission is simple: to help businesses achieve success through effective marketing, and this is backed by their commitment to provide superior customer service with customized marketing solutions that provide measurable results. Their staff of marketing strategists, content writers, designers, account managers and consultants work together to develop custom plans to meet the needs of each client they serve.

**Pinnacle Marketing Group works with businesses of all sizes and industries across 37 states and over 300 markets.**

If you are a business just starting out or a seasoned company that needs a fresh marketing approach, Pinnacle can help. They offer FREE assessments which include a 30-minute call with members of their marketing team. The team will ask questions about your business including the services you offer, your goals, and what has worked/not worked for you in the past in terms of marketing. They will assess your business and provide a proposal for what they advise. The proposal includes suggestions for an optimal marketing plan and recommendations for budget.

**Call West Central Telephone at 837-5151 to learn about security, surveillance, internet and other technology solutions for your business.**