

March 2019

Cooperative **Connection**

QUALITY CONNECTIONS TODAY, TOMORROW, AND ALWAYS

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the World of Esports**

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Photo by: Ann Boothe

Marquette **ADAMS**
Telephone Cooperative, Inc.

MONTELLO STUDENTS ENTER THE WORLD OF ESPORTS



Big things happen in small towns across the country every day. Here at Marquette-Adams, we pride ourselves on reinvesting in our local communities so that we can contribute to making big things happen. Recently, we donated \$3,500 worth of video equipment to the Montello School District for the simple reason that we believe their students are on to something big.

In the spring of 2017, a number of Montello students expressed an interest in forming an electronic gaming club. Not knowing where to start, they began researching school-supported gaming organizations around the state. What these students discovered was a group consisting of 8 Wisconsin schools that were working together to develop what is now known as the Wisconsin High School Esports Association. Montello, having stepped up to propel this effort forward, is a founding member of this statewide association that is dedicated solely to “Esports” competitions. Currently, the WIHSEA consists of 31 member-schools and 640 students who will be competing this semester. The organization expects to include more than 50 schools and 1,000 students by the fall of 2019.

You may be wondering, what is Esports? To the casual observer, Esports is little more than playing games on a computer or console (PS4, Xbox, Nintendo Switch), but that is a rather shortsighted view. That would be no different than someone saying football is little more than tossing a ball around on some nice grass. To be more specific, Esports is a multiplayer video game played competitively for spectators. Esports participation and popularity has grown at a tremendous rate in recent years, even outpacing traditional sports by a large margin among individuals 45 years and younger. By implementing Esports at the k-12 education level, Montello school district has been able to use the platform to teach sportsmanship, teamwork, and communication, as well as a wealth of other lifelong skills, much in the same way traditional sports do. Organizations and colleges have also started investing heavily into Esports as they are beginning to acknowledge its socioeconomic potential. They recognize that Esports appears to be closely following the same roadmap as traditional sports initially did. For example, the first athletic scholarships were initially offered in the 1870s,

and at that time many people could not believe that a college was willing to pay their tuition just so they could play sports. From that rather humble beginning, traditional sports now employ sportscasters, analysts, coaches, sports medicine, equipment specialists, and so on. Today college sports is multi-billion dollar industry. Esports really isn't all that different, except the modern technological landscape has expanded the playing field by enabling athletes to compete online.

The implementation of Esports within the Montello school district has opened a number of doors for the local students. Not only do players get the opportunity to compete and be recognized for playing at a high level, they also have the chance to be recruited by colleges around the country to showcase their skills at the next level. Montello actually has four current and former players that are actively being recruited by colleges. Additionally, Montello has many other students who are learning valuable new skills by participating in a variety of exciting roles that pertain to Esports competitions. These roles include video production, play-by-play announcing (casting), IT support, marketing, graphic design, and many more.

The support of Marquette-Adams has opened many doors for the Esports program in Montello. In addition to providing a gigabit of broadband service to the school, our contribution of video-capture equipment has strengthened the functionality of the Esports online channel, which enables the school to broadcast Esports matches live online. This allows families the chance to view the competitions even if they are unable to travel to the school to see it in person, which means friends or relatives can now tune in live from anywhere in the world.

So, as you can see, Esports is so much more than playing games; it's about creating opportunity. Given the multitude of roles available through the Esports program, students are learning valuable skills that will open doors for them not only as they look toward their academic future, but as they plan for their lifelong careers as well.

JOIN OUR TEAM!

Communications Specialist/ Customer Service Representative (Full-Time Position)

The Communications Specialist / Customer Service position is critical to Marquette-Adams' success. The applicant who is selected to fill this diverse role will take the lead in managing various communications publications, which include monthly e-newsletters, quarterly print newsletters, as well as additional copywriting responsibilities. Customer service related responsibilities will include working closely with our valued customers to solve issues and address questions regarding product and service offerings, billing, new service applications, and service issues.

Visit www.MarquetteAdams.com to find out more about this exciting opportunity.

If you or someone you know has what it takes, email your resume to hr@maadtelco.com today!



EASTER COLORING CONTEST

Marquette-Adams Telephone Cooperative is having a coloring contest at our office in Oxford for kids from ages 3-10. There are several pictures to choose from, so stop in and grab some entries for the children in your family! Pictures will be located in our office; feel free to take a few. We will hang all submissions, so even if you're too old to win, your colored picture will still be displayed. All entries are due by Tuesday, April 16th. Remember, we are judging on creativity, not perfection, so have fun with the contest and show us your creative skills. The winners of the contest will receive a special Easter prize and have their photo displayed in our E-Newsletter. All entries must include the name and phone number of the child's guardian to qualify. GOOD LUCK!





TEST YOUR KNOWLEDGE FOR A CHANCE TO WIN A FREE KINDLE!

Answer these 5 questions and mail them in with your bill for a chance to win a FREE KINDLE!

Hint: All answers can be found in this newsletter. Winner will be drawn April 1, 2019. Good luck!

1. Patty Spaulding recently retired from Marquette-Adams. How many years had she worked for the Cooperative?
2. To which email address can customers submit photo contest entries until March 30th?
3. How much did Marquette-Adams recently donate to the Marquette County Youth Organization?
4. What association is the Montello School District a founding member of?
5. What full-time position is Marquette-Adams currently hiring for?



Name:

Account Number:

Marquette County Youth Organization Donation

As a local cooperative, Marquette-Adams takes every opportunity to help out our local communities. Recently, we made a \$5,000 contribution to the Marquette County Youth Organization. The Marquette County Fair board has a goal of raising \$100,000 in sponsorship dollars to aid in the construction of a new rabbit and poultry barn, as well as make additional improvements to a number of the other buildings and structures at the Marquette County Fairgrounds. Pictured are: Marquette County Fairest of the Fair, Tori Timme, Marquette County Fair Board President, David Timme, and Marquette-Adams Telephone Cooperative Board Member, Ken Huber.

If you would like to become a sponsor, or would like some more information regarding the fundraising effort, please call (608) 296-5200, or visit marquettecountyfairwi.org.



HAPPY
Retirement!
PATTY SPAULDING

It is with mixed emotions that we announce that on Friday, January 11th, Marquette-Adams celebrated the retirement of Patty Spaulding after nearly 23 years of devoted service at the Cooperative.

Patty began her tenure at Marquette-Adams in 1996 as an Administrative Assistant to the General Manager and Board of Directors. She recalls that at that time, Marquette-Adams had only just begun offering dial-up Internet services. Patty states, "I have learned so much in this challenging, ever-evolving telecommunications industry."

Throughout the years, Patty has assisted countless customers in one way or another, and consistently did so with a positive attitude and a smile on her face. Her attention to detail, while at all times keeping the broader picture and well-being of the customer in mind, has been invaluable. Her willingness to put in extra time and effort to help meet deadlines has demonstrated a commitment to excellence that we had come to depend upon. In addition to her incredible competence and skill, she has been a friend to all with her thoughtfulness and encouragement.

Patty will remain in the Oxford area and will continue her involvement in community projects. She plans to pursue many new adventures with her husband, Kim, and looks forward to spending more time with her family, friends, and her little Ellie dog.

As Patty departed the office on her last day, she shared a final sentiment, "I've known many of my co-workers and customers most of my life. I want you all to know that you have all impacted my life. You will be missed."

We at Marquette-Adams will surely miss Patty as well. We all wish her a wonderful retirement.



~2019~

PHOTO CONTEST



It's time again for the annual Marquette-Adams photo contest! Not only will we select one winner to display on the cover of our 2019 directory, but we will also choose an additional four entries to feature on the cover of our quarterly newsletter.

The pictures can be of just about anything. If you think it would look good on the cover of our directory or newsletter, send it in. We only require that the photo be taken within our coverage area.

GOOD LUCK!

**SUBMIT ENTRIES TO
PSCULLY@MAADTELCO.COM
BY MARCH 30th**

HOLIDAY HOURS

Marquette-Adams Telephone Cooperative's office will be closed on the following dates:

Friday, April 19 — Good Friday

Saturday, April 20 — Easter Holiday

Saturday, May 25 — Memorial Day Holiday

Monday, May 27 — Memorial Day

Our technicians are always available should a service issue arise, and our 24-hour Technical Support line will remain available during all holiday hours.

To reach Technical Support, call (608)586-5910, or (800)497-7887.

Have a great spring!



MANAGER: Jerry Schneider

NEWSLETTER EDITOR: Patrick Scully

Ph: 608-586-4111 • 800-331-5619 • **Fax:** 608-586-5209
113 N. Oxford St. • P.O. Box 45 • Oxford, WI 53952

www.MarquetteAdams.com