



Keeping You Connected – Social Networks

Advances in computer technology and the Internet have changed the way America works, learns, and communicates. The Internet has become an integral part of America's economic, political, and social life. — Bill Clinton —

Let me start by thanking each and every one of you for being a Solarus customer. We value your loyalty and pledge to continue bringing you the quality services and support you deserve.

For over 112 years Solarus has proudly provided central Wisconsin's first technology driven social network service – the telephone. Now the telecommunications industry, with its rapid advances in technology, has enabled another significant change in the way we as a society connect with one another – social networks.

Today, Internet based social networks are the fastest growing tool people rely on to keep in contact with friends and family, meet new people or to discuss topics. Literally hundreds of millions of people are participating everyday!

A Primer On Social Networks

Social Networks are the new town square, the place where

people gather in a community to talk. Social network services focus on building *online or virtual communities* of people who share interests, values, ideas, friendship, business advice, photos, etc.

You may already participate or might have heard of some of the most popular social networking services such as: blogging, instant messaging or social networking sites such as Facebook, MySpace or Twitter. In addition to these, there are literally hundreds of other social sites and technologies to explore.

(For definitions of some of the most common social networking terms please see page two.)

Creating Digital Relationships

It may seem overwhelming at first, but the best social networking sites are actually very simple to use. The main types of social networking sites use category divisions (such as former classmates or

personal interests), a means to connect with friends (usually with a user profile you create) and a recommendation system linked to trust (to act as a privacy setting). The recommendation element works by letting you choose or "invite" who sees what on your profile page. Believe me, it's much easier and more fun than I just described!

While it is an exciting way to stay connected, there are a few issues to be aware of as well. Privacy and child safety concerns top the list, but the best social networking sites work with law enforcement to try and prevent incidents. The best advice is to limit the amount of personal information you supply and monitor your children's participation.

Social Networks For Business

For businesses, social networking sites are a great way for companies to build their brand image. By properly using sites like Facebook and Twitter, your business can

benefit in many ways. For instance, these sites provide opportunities to drive web traffic to a site, help customers with online discussions on how best to use products and services, generate sales leads to potential customers and maintain the online reputation of your company.

The Solarus Social Network

If you don't already belong to a social network I recommend joining in, it can be informative, invigorating and fun. I would also like to thank you again for your connection to Solarus. Our goal is to continue to offer residents and businesses the media choices they desire at the best possible value.

Keeping you connected,



Doug Wenzlaff

Our newsletter is now available online! The link [Company Newsletter](#) is located under the [About Solarus](#) menu at the top of our home page.

FROM THE DESKTOP OF DOUG WENZLAFF
SOCIAL NETWORKING TERMS & DEFINITIONS
JUNE VIDEO ON DEMAND
AREA EVENTS
SOLARUS EMPLOYEE PROFILE & ANNIVERSARIES
LOCAL COMMUNITIES ARE THE US IN SOLARUS
MILWAUKEE BREWERS 2009 SCHEDULE

ALL THREE SERVICES ARE NOW AVAILABLE IN WAUSAU,
STEVENS POINT, MARSHFIELD, WISCONSIN RAPIDS
AND THE NORTHWOODS

Watch With 

Surf With 

Talk With 

Terms & Definitions

Social Media

Information and content created by people using highly accessible and scalable publishing technologies such as the Internet.

Social Networking

In general, social networking refers to a community where one connects and communicates with others on the Internet.

Facebook, MySpace, Twitter, YouTube

Examples of social networking sites. In many of the most popular you can join groups or become a member with other people who have similar interests. You can also add pre-made applications to your page, some of which are just for fun and others very practical – like a carpool organizer.

Chat Room

A real-time online interactive discussion group.

Blog

A Web site that contains an online personal journal with reflections, comments, and often hyperlinks provided by the writer.

Instant Messaging

A means or system for transmitting electronic messages instantly.

Podcast

A program (as of music or talk) made available in digital format for automatic download over the Internet.

Wiki

A Web site that allows visitors to make changes, contributions, or corrections.

June Video On Demand (VOD)*

The movies you want. When you want!

Enjoy a variety of movies anytime! Get 24-hour access to the movie of your choice. Stop, pause, fast-forward, and rewind just like using a DVD player. Movies can be viewed as often as you like within the 24 hours and choose from hundreds of movies from the comfort of your own living room.

Just 5 of the many NEW VOD MOVIE RELEASES this summer!



The weather is heating up and so is the line-up of VOD releases. Get ready to enjoy night after night of hit movies. Pop the popcorn and settle in for uninterrupted fun.

*Not available in all areas. Certain restrictions apply. Call for details.

Area Events

MARSHFIELD AREA

28th Annual Dairyfest

Various Locations – Marshfield
June 5th - 7th, 2009

Friday Mayors Breakfast and Picnic in the park. 125 arts and crafts booths, Dairyfest parade, carnival and amusements, food, refreshments and Sunday pork-feed.

Hub City Days

Downtown Marshfield
July 25th - 26th, 2009

Live music, food, crafts, car show, antique tractor show and Brewfest. Call for further details (715) 387-3299
www.mainstreetmarshfield.com

Central Wisconsin State Fair
Marshfield Fairgrounds Park
September 2nd - 7th, 2009

Free grandstand entertainment, carnival, 4-H exhibits, horse shows, demo derby, NTPA truck and tractor pull, food, beer gardens and more.
www.centralwisconsinstatefair.com
(715) 387-1261

NORTHWOODS AREA

Boulder Junction Walleye
Tournament

Boulder Junction, WI
June 6th - 7th 2009

Catch & release tournament benefiting the Boulder Junction Boat Landing Improvement Fund. For more information, entry forms and regulations call the Chamber at:
(715) 385-2400

Hodag Country Festival
Rhineland, WI

July 9th - 13th, 2009

32nd Annual Hodag Country Festival. Call (800) 762-3803 or (715) 369-1300
www.hodag.com

Oneida County Fair

Pioneer Park S. Oneida Ave,
Rhineland, WI
August 8th - 10th, 2009

A no gate fee carnival.
For more information, contact
Tammy Gobert at (715) 362-6955

STEVENS POINT/PLOVER AREA

Walk Wisconsin-Walking Marathon
Green Circle Trail Stevens Point
June 6th, 2009

All ages are encouraged to register for the full, half or quarter non-competitive walking marathon on Green Circle Trail – a 30.5 mile hiking, biking, walking trail around Stevens Point. For information call (715) 344-2556

Riverfront Rendezvous
Pfiffner Pioneer Park
July 3rd - 5th, 2009

Riverfront Rendezvous, live music daily, food & refreshments, fireworks & boat parade on Saturday. Call (715) 346-1531
www.stevenspoint.com/rr

16th Annual Brews, Brats & Bands
Stevens Point Brewery
August 14th - 15th

Two days of music featuring Vic Fer-

rari on Friday and Bad Medicine Bon Jovi Tribute on Saturday. Proceeds to benefit the American Red Cross and Meals on Wheels of Stevens Point. Call (800) 369-4911
www.pointbeer.com

WAUSAU AREA

Wisconsin Woodchucks Baseball
Athletic Park, 324 E Wausau Ave
May 29th - August, 2009

Call or click for dates, rates and ticket ordering. All Monday through Saturday games start at 6:35pm. Sunday games begin at 5:05pm. Call (715) 845-5055
www.woodchucks.com

Wausau Balloon Rally & Glow
Wausau Municipal Airport
July 9th - 12th, 2009

A Friday night glow, children rides, live music and food all weekend long. Plus, a spectacular fireworks show will be featured on Saturday evening. Call (715) 843-0748
www.wausauareaevents.org

Wisconsin Valley Fair
Marathon Park, Wausau
August 4th - 9th, 2009

Six days with headlining entertainment nightly, carnival rides, commercial and youth exhibits. Admission TBA, children under 13 are free. Call (715) 261-1539
www.wisconsinvalleyfair.com

WISCONSIN RAPIDS AREA

Lunch By The River
Veterans' Memorial Park

Thursdays, June 11th - August 27th

Enjoy entertainment and good food along the Wisconsin River from 11:30 am - 1:00 pm. Each week is sponsored by a different business. Call (715) 423-1830
www.heartofwi.com

Cranberry Blossom Festival
June 24th - 29th, 2009

Witter Field, Sat. 9 am-10 pm, Parade on Sun at 12:30 pm. A weekend packed with fun for people of all ages. Craft show, music festival and parade. Call (715) 423-1830
www.blossomfest.com

Taste Of Rome

Alpine Village Business Park, Rome
July 17th - 18th, 2009

Great food, music and much more during this community celebration. Call (715) 213-2760
www.romewi.com

Rapids Balloon Rally & Music Fest
For Children's Miracle Network
Alexander Airport
August 21st - 23rd, 2009

The 9th annual fundraiser is filled with hot air balloons, music, food, crafts, raffles, airplane rides, helicopter rides, children's entertainers, children's events, fireworks, and more! Free Admission. Call (800) 428-5000
www.cmnballoonrally.com

Solarus Employee Profile

Rick Schmutzer,
Residential Services Manager



Family Facts:

Married to Kathy, 2 Daughters and 1 son: Sydney 11, Cason 9, and Georgi 5.

Hobbies & Special Interests:

Enjoy coaching youth sports, camping, hunting and the outdoors and spending time with family and friends.

Clubs:

Member of St. Mary's Catholic Church, Member of Auburndale Youth Football, Baseball and Basketball Programs.

Proudest Accomplishments:
Marriage of 13 years and our 3 children.

What do you like best about your job and working at Solarus?

I enjoy working with all of the people and departments within Solarus. I enjoy working with "leading edge" technology and facing the challenges that come with providing service to our customers.

Congratulations!

Thank you to all our valuable employees for all that you do. Solarus extends special recognition to the following employees celebrating service anniversaries in 2009.

5 Years

Renee Louis
Jason Post
Rick Schmutzer

10 Years

Charles Vreeland
Ed Welling

10 Years

Jerrold Brock

30 Years

Judy Kay
Bill Rottler

How will you spend \$4 today?
For only \$4 per day get 3 Solarus services

INTERNET + TELEPHONE + TELEVISION

24

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Price
Guarantee

That's only \$122.99 per month and we're not stopping there. Our **3 services for \$4 a day** offer also includes a **\$100 Gift Card** to spend any way you like!

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* Offer expires July 31, 2009. Limit one \$100 gift card per household. Not valid with other offers. Two year commitment required. Averages four dollars and four cents per day. Restrictions may apply. Call for details.

Local Communities Are The Us In Solarus

"You make a living by what you get, but you make a life by what you give." – Winston Churchill – As individuals and as a company, Solarus believes in giving back to the community.



Junior Achievement

Employees of Solarus donated money to wear jeans on Friday, April 17th in support of Leap-into-Action 4-JA. All proceeds benefit Junior Achievement financial literacy programs provided to over 4,600 students in Central Wisconsin.



Wine & Cheese Benefit

Solarus was a Shiraz level sponsor at the annual event to support the Boys & Girls Club of Portage County. There are six B&GC sites in Portage County helping youth become productive, responsible, and caring community members.



Rich Seubert Trap Shoot

The event on April 18, 2009 in Eau Claire, WI, generated \$182,000 for heart research at Marshfield Clinic. Solarus hit the mark as a team sponsor at the event held in honor of Rich's grandmother, a 22-year heart transplant survivor.



Lake Arrowhead SnoBlast

Snoblast is a winter event held at the Lake Arrowhead golf course with a variety of family fun entertainment. The event raises money for multiple charitable organizations.



Lester Library of Rome

The Lester Library of Rome Foundation held a Taste of The Vine benefit. Solarus made a donation to help the library provide quality, high-interest materials and services to the town of Rome and surrounding communities.



Children's Festival

Alex stopped by the Solarus Vehicle to visit with Shawn of Solarus during the Annual Children's Festival held to raise awareness for the Wisconsin Family Child Care Association. WFCFA advocates quality early childhood care for children.



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**SOLARUS IS
GOING GREEN!**
The Solarus newsletter
will soon be available in
an e-newsletter format!



2009 MILWAUKEE BREWERS FSN TV SCHEDULE

Catch the action in High Definition on Fox Sports Network HD, exclusively on Solarus Digital Cable Television. FSN Wisconsin will broadcast 95 Brewers high definition games in 2009. That's 30 more HD games than last season! Games on FSN HD are indicated in blue *italic*. All other games are on FSN Wisconsin.

JUNE

1	Mon	@Marlins	6:00 pm
2	Tue	@Marlins	6:00 pm
3	Wed	@Marlins	6:00 pm
4	Thu	@Marlins	6:00 pm
5	Fri	@Braves	6:30 pm
6	Sat	@Braves	6:00 pm
7	Sun	@Braves	12:30 pm
9	Tue	Rockies	7:00 pm
10	Wed	Rockies	7:00 pm
11	Thu	Rockies	1:00 pm
12	Fri	White Sox	7:00 pm
13	Sat	White Sox	3:00 pm
14	Sun	White Sox	1:00 pm
15	Mon	@Indians	6:00 pm
16	Tue	@Indians	6:00 pm
17	Wed	@Indians	6:00 pm
19	Fri	@Tigers	6:00 pm
20	Sat	@Tigers	3:00 pm
21	Sun	@Tigers	12:00 pm
23	Tue	Twins	7:00 pm
24	Wed	Twins	7:00 pm
25	Thu	Twins	1:00 pm
26	Fri	Giants	7:00 pm
27	Sat	Giants	6:00 pm
28	Sun	Giants	1:00 pm
29	Mon	Mets	7:00 pm
30	Tue	Mets	7:00 pm

JULY

1	Wed	Mets	1:00 pm
2	Thu	@Cubs	7:00 pm
3	Fri	@Cubs	1:00 pm
4	Sat	@Cubs	12:00 pm
5	Sun	@Cubs	1:00 pm
7	Tue	Cardinals	7:00 pm
8	Wed	Cardinals	7:00 pm
9	Thu	Cardinals	1:00 pm
10	Fri	Dodgers	7:00 pm
11	Sat	Dodgers	6:00 pm
12	Sun	Dodgers	1:00 pm
16	Thu	@Reds	6:00 pm
17	Fri	@Reds	6:00 pm
18	Sat	@Reds	6:00 pm
19	Sun	@Reds	12:00 pm
20	Mon	@Pirates	6:00 pm
21	Tue	@Pirates	6:00 pm
22	Wed	@Pirates	11:30 am
24	Fri	Braves	7:00 pm
25	Sat	Braves	6:00 pm
26	Sun	Braves	1:00 pm
27	Mon	Nationals	7:00 pm
28	Tue	Nationals	7:00 pm
29	Wed	Nationals	7:00 pm
30	Thu	Nationals	1:00 pm
31	Fri	@Padres	9:00 pm

AUGUST

1	Sat	@Padres	9:00 pm
2	Sun	@Padres	3:00 pm
3	Mon	@Dodgers	9:00 pm
4	Tue	@Dodgers	9:00 pm
5	Wed	@Dodgers	9:00 pm
7	Fri	@Astros	7:00 pm
8	Sat	@Astros	6:00 pm
9	Sun	@Astros	1:00 pm
11	Tue	Padres	7:00 pm
12	Wed	Padres	7:00 pm
13	Thu	Padres	1:00 pm
14	Fri	Astros	7:00 pm
15	Sat	Astros	6:00 pm
16	Sun	Astros	1:00 pm
17	Mon	@Pirates	6:00 pm
18	Tue	@Pirates	6:00 pm
19	Wed	@Pirates	6:00 pm
21	Fri	@Nationals	6:00 pm
22	Sat	@Nationals	6:00 pm
23	Sun	@Nationals	12:30 pm
24	Mon	@Nationals	3:30 pm
25	Tue	Reds	7:00 pm
26	Wed	Reds	7:00 pm
27	Thu	Reds	1:00 pm
28	Fri	Pirates	7:00 pm
29	Sat	Pirates	6:00 pm
30	Sun	Pirates	1:00 pm

SEPTEMBER

1	Tue	@Cardinals	7:00 pm
2	Wed	@Cardinals	7:00 pm
3	Thu	@Cardinals	1:00 pm
4	Fri	Giants	7:00 pm
5	Sat	Giants	3:00 pm
6	Sun	Giants	1:00 pm
7	Mon	Cardinals	1:00 pm
8	Tue	Cardinals	7:00 pm
9	Wed	Cardinals	1:00 pm
11	Fri	@Arizona	8:30 pm
12	Sat	@Arizona	7:00 pm
13	Sun	@Arizona	3:00 pm
14	Mon	@Cubs	7:00 pm
15	Tue	@Cubs	7:00 pm
16	Wed	@Cubs	7:00 pm
17	Thu	@Cubs	1:20 pm
18	Fri	Astros	7:00 pm
19	Sat	Astros	6:00 pm
20	Sun	Astros	1:00 pm
21	Mon	Cubs	7:00 pm
22	Tue	Cubs	7:00 pm
23	Wed	Cubs	7:00 pm
24	Thu	Phillies	7:00 pm
25	Fri	Phillies	7:00 pm
26	Sat	Phillies	6:00 pm
27	Sun	Phillies	1:00 pm
29	Tue	@Rockies	7:30 pm
30	Wed	@Rockies	7:30 pm



For local high school
sports scores and
team information visit
Wisconsin Sports Net:
www.WisSports.net