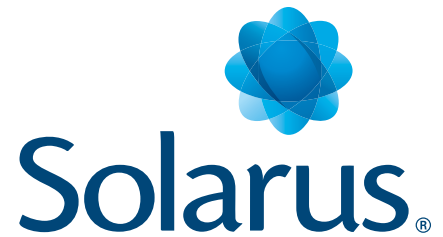


2011

SUMMER



COMMUNICATIONS CONNECTION

FROM THE DESKTOP OF DOUG WENZLAFF – CEO AND GENERAL MANAGER

SOLARUS.NET · EMAIL: INFO@SOLARUS.NET
(715) 421-8111 · (800) 421-9282

Phone Deregulation & You

“There are many ways of going forward, but only one way of standing still.”
– Franklin D. Roosevelt –

Dear Valued Customer,

Remember fun? The wait for warm weather has increased the sense of urgency to try to fit all the possibilities of outdoor fun into our schedules. I hope you and the people you spend your time with enjoy relaxing together and connecting with your Solarus services in the great indoors as well!

New Law

Wisconsin passed a Telecommunications Modernization Act on May 24, 2011. Deregulation means that there will simply be fewer rules and restrictive laws for household telephone providers.

Two Important Components of Phone Deregulation

Previously, there were limitations about which geographic areas competitors could enter. Now, all certificated phone companies can compete throughout the state. Home phone providers now have the same freedom from restrictions as the cell phone industry, which Wisconsin has never regulated. Secondly, there will be changes regarding

which type of technology phone providers are required to provide to every individual home. Now, companies including Solarus can provide essential services through “any available technology.”

Positive Effects of Deregulation

The bill will bring to customers the best effects of true free market competition: more choices, job creation and fair pricing. The law will also keep Wisconsin up to date with other states that have a more modern and faster broadband base for their telecommunications. Broadband connections offer:

- **Faster connectivity**
- **Ability to transfer more data**
- **Same cables used to connect the Internet and phone (a socket filters it to two separate signals at the line connection)**

How Deregulation Might Effect Some Phone Customers

Not all households have the choice to decide how fast they want to have services work in their homes. In Wisconsin, 12.9% of homes have landlines only. This

means that they currently only have the option for “dial-up” computer access and slower speeds. With the passage of the new deregulation legislation, some homes will be upgraded to faster services. For example, those customers could be connected with wireless Internet and digital telephone within their homes.

How it Works

Digital telephone technology works by converting Internet data into a radio signal that is picked up by wireless devices, like a laptop computer or a gaming console. There are no cable wires or network cables required, as long as the connection is within range of the signals within the house. A digital telephone is connected via the Internet, then a splitter separates and routes the phone call separately from your computer cable. Phone line providers like Solarus will still be required to provide access for every home, but now can choose to upgrade the access to a broadband connection, instead of investing in landline technology that is outdated.



Home Improvement Promotion

Take advantage of the incredible savings on our popular Solarus Home Improvement offer. Call 888-393-9783 or click on solarus.net and discover how bundling with us earns a \$100 gift card that you might use to make your home “To Do” list become a “Done and Time to Relax” list.

Finally, thank you for choosing Solarus for your home entertainment. Our over one hundred and fifteen years of experience continues to make us your knowledgeable leader in telecommunications.

Doug Wenzlaff
CEO and General Manager

FROM THE DESKTOP OF DOUG WENZLAFF
SHOP LOCAL, GARDENING & GRILLING BASICS
VIDEO ON DEMAND
AREA EVENTS
SOLARUS EMPLOYEE PROFILE & ANNIVERSARIES
LOCAL COMMUNITIES ARE THE “US” IN SOLARUS
RAFTERS & WOODCHUCKS BASEBALL SCHEDULES

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

Watch With

Surf With

Talk With

5 Reasons to Shop Local

It's easier now than ever before to support your local economy with a visit to your local farmer's market. Just visit one of these websites:

www.savorwisconsin.com
www.farmersmarketonline.com
www.wisconline.com

1. Fresh

Most food was picked in the last day or two and retains more nutrients.

2. Delicious

Food is grown for taste, instead of ability to travel or store.

3. Environmentally Friendly

Shorter travel distances mean fewer resources are used.

4. Supports your Community

Local farmers employ local residents who spend in your community.

5. Support Farming

Farmers selling directly to consumers get a larger share of the profit.

Video On Demand Releases (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 6 of the many NEW VOD MOVIE RELEASES each month!



Our line-up of VOD releases keeps getting hotter and hotter. Get ready to enjoy night after night of hit movies. Pop the popcorn and settle in for uninterrupted fun.

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

Area Events

MARSHFIELD AREA

Wisconsin Farm Technology Days Seehafer Acres

Tues, Wed, Thurs, July 12-14
Showcases latest improvements in production agriculture, including practical applications of recent research findings and technological developments.

Tues. 9-5; Wed 9-5; Thurs. 9-4
www.marathonfarmtech.com

Hub City Days

Downtown Marshfield
Sat. July 30

Food and craft vendors, children's play area, karaoke contest, chalk art contest, car show, Pork Cookoff, Brewfest and Vic Ferrari.

10 AM - 11 PM
Call (715) 387-3299, or visit
www.mainstreetmarshfield.com

Central Wisconsin State Fair State Fair Park

August 31st - September 5th
Enjoy all the fair has to offer! Horse shows, demolition derby, 4H exhibits, carnival, festive foods and more.
Call 715-387-1261 or visit
www.centralwisconsinstatefair.com

NORTHWOODS AREA

Northwoods Summer Art Tour

Several cities, travel by car
Fri.-Sun, July 29-31
Self-guided tour of 32 artists' studios, many of which are rarely open to the public. Artists will provide demonstrations and have artwork for sale. Fri. 10-5; Sat. 10-5; Sun. 10-5
Call (715) 385-3334 or visit
www.northwoodsarttour.com

55th Annual Musky Jamboree Fair & Antique Auto Show

Downtown Boulder Junction
Sunday, August 14 from 9-4
Musky fun run, antique auto show, 180 arts and crafts booths, food booths, kids casting contest, flea market and live entertainment.
Call (715) 385-2400 or visit
www.boulderjct.org/events

31st Annual Paul Bunyan Fest

Downtown Eagle River
Wednesday, August 17
Family fun event features chain saw carving demonstrations, over 60 arts-n-crafts vendors, live musical entertainment and a Paul Bunyan Roast Cook-off by area businesses.
Contact 800-359-6315

STEVENS POINT/PLOVER AREA

Portage County Fair

Amherst Fair Grounds
Thurs.-Sun., July 14-17
Live music, truck/tractor pulls, carnival rides, demo derby, 4H and FFA exhibits, volleyball, parade, and lawn mower races.
Call (715) 824-5522, ext. 503 or visit
www.amherst.k12.wi.us

Vintage Military & Gun Show with Vintage Tractors and Equipment Iola Old Car Show Grounds Sat.-Sun., August 13-14

Vintage equipment, swap meet, gun show, old tractors, engines, battle reenactment, parade of vehicles.
Daily admin: Adults \$6, Child \$4
Call (715)-445-4005 or visit
www.iolavms.com

WAUSAU AREA

Balloon Glow & Rally Wausau Municipal Airport Thurs-Sun, July 7-10

Live music and delicious food all weekend long, children's rides, helicopter and plane rides (fees may apply), kite-flying demonstrations, a spectacular fireworks show, and of course the beautiful hot air balloons!
Call (715) 843-0748 or visit
www.wausauareaevents.org

Wisconsin Valley Fair Marathon Park

Tues-Sun August 2-7
The second largest county fair in Wisconsin! Enjoy big name grandstand entertainment, carnival rides, animals, youth projects, food, demolition derby, and more.
Call (715) 261-1570 or visit
www.wisconsinvalleyfair.com

Big Bull Falls Blues Fest

Fern Island Park in Wausau
Fri - Sat., August 19-20
Enjoy national and local blues artists a beer garden and festival style foods.
Call (715)-848-8941 or visit
info@wausauareaevents.org

WISCONSIN RAPIDS AREA

36th Annual Wisconsin Rapids Car Cruise & Concert

Saturday, August 6,
Cruise starts at 6 pm at Lincoln High School and ends with concert at Grand Rapids Lion Club.

Car Show Swap Meet Car Corral Grand Rapids Lions Club

Sunday, August 7

Betty Boop Festival Wisconsin Downtown Wis. Rapids

Thurs-Sun, July 28-31
Art exhibits, film festival, motor cycle ride-in show and shine, collectors and collectibles, artists, vendors, Betty Boop Bash Dance and contests.
Visit www.BettyBoopFestivalWI.com

Wisconsin Rapids Balloon Bally and Music Fest to benefit Children's Miracle Network

Alexander Field
Fri-Sun, August 26-28
Majestic hot air balloons, live music, food, pancake breakfast, petting zoo, inflatable rides, face-painting, dove release, helium balloon release, fireworks, church service, balloon glow and launch and beer tent.
Visit www.cmnballoonrally.com

Solarus Employee Profile

Kyle Resheske
Lineman



Family Facts:

Wife Holly, one year old son Evan and four year old Chocolate Lab, Remi.

Hobbies & Special Interests:

Hunting, fishing, trapping, snowmobiling

Proudest Accomplishments:

My family makes me proud.

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

"My good group of co-workers and the fact that I get to work outside."

Congratulations!

To our valuable employees who will be celebrating service anniversaries in 2011. Thank you very much for all that you do.

10 Years

Dave Haeflinger

15 Years

Rhonda Kester

20 Years

Kevin Roble

Home Improvement SPECIAL

WHEN YOU RENOVATE YOUR HOME WITH 2 OR MORE SOLARUS SERVICES

INTERNET | TELEPHONE | TELEVISION



\$100

PAINT THE TOWN RED
GIFT CARD

2-YEAR
PRICE GUARANTEE
and
FREE
INSTALLATION

888-393-9782 | SOLARUS.NET/PROMO

Offer expires July 31, 2011. Limit one \$100 gift card per household. Not valid with other offers. Two year commitment required. 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.



LHS Sportainment Night

Solarus was the Ally Oop sponsor for 9th annual Lincoln High School Sportainment Night. All proceeds were donated to the Sammy Wilkinson Foundation providing sporting equipment to less fortunate youths in Third World countries.



Solarus Comedy Night

The 2nd Annual Solarus Family Comedy Night was held at the Performing Arts Center. All proceeds were donated to the LHS Cheer & Stunt Team to help pay for the team members to attend state and national competitions.



2011 "Duel It" Fore the Kids

Solarus was a sponsor for the Marshfield Clinic "Duel It" Fore the Kids Event to support children affected by illness or disease. Proceeds benefited the "Fore the Kids" Pediatric Angel Fund at Marshfield Clinic.



6th Annual Men in the Kitchen

Solarus was a sponsor for the annual Men in the Kitchen event held at the Hotel Mead. Proceeds were donated to the Family Center Inc. whose mission is to eliminate violence and provide safety for all people victimized by abuse.



7th Annual Portage County Taste of Wine & Cheese

Solarus was a Stage Sponsor for the wine and cheese event held at the Noel Group Hangar. Proceeds benefit the Boys & Girls Club in Portage County.



Rich Seubert's Celebrity Trap Shoot

Solarus was a sponsor for the 4th annual Rich Seubert's Celebrity Trap Shoot. Proceeds benefit the Celine Seubert Endowment for Cardiology Research at Marshfield Clinic.

Gardening Basics

1. Soil First:

Be sure to have soil that is rich and full of nutrients. Each year, you may need to add to (amend) soil to keep the dirt a healthy blend of Potassium, Phosphorus & Nitrogen.

2. Sun Exposure

Most vegetables enjoy a lot of sun. Flowers, on the other hand, are more particular about the amount of sun they prefer. Check the label and choose the spot in your yard wisely.

3. Height

If you're planting landscape near your home, put the tallest items closest to the house. Stand alone planting beds can have the tallest plants in the center or the back.

4. Color Scheme

Some gardens are breathtaking with only one color with variations in texture and size. Others stand out because of blending warm and cool colors, like purple and yellow.

5. Water

It is recommended to water very early in the mornings, to avoid damage from midday sun and rotting from overnight dampness. Also, consider mulching to maintain moisture.

6. Plant Selection

Choose plants that grow in our zones, and remember that annuals have showy blooms for most of the summer; perennials bloom less but will usually come back every year.

Check out **HGTV** and **DIY Network** for more planting ideas!

Grilling Basics

1. Marinating meat adds lots of flavor! Use equal amounts of meat and marinade for a zing of zesty goodness.
2. Use tongs! Piercing your meat with a fork will lead to dry and overly chewy food without juicy flavor.
3. **It is usually best to turn the meat only once. Determine exact minutes per side for each meat and try to leave the cover on.** Suggested cooking times can be found at: www.bhg.com
4. Add some sauces last. Sugar and tomato based sauces will burn easily.
5. Marbling isn't your enemy! Some amount fat will help cook your meat and often times turns into a gelatin like substance.
6. Try amazing new ideas for hamburgers, including contest winners that are sure to become family favorites. Visit : www.buildabetterburger.com

Tune into **The Food Network** or **The Cooking Channel** for more recipe and grilling inspiration.



2011 Wisconsin Rapids Rafter & Wausau Woodchucks Schedules

Semi-pro baseball is the perfect, affordable summertime activity. All games listed below are home games. Visit the team websites for out of town dates. **The 2011 Northwoods League All Star Game will be held at Historic Witter Field on July 17th & 18th.** Divisional Playoffs are August 15-17; Championships are August 18-20.

Rapids Rafter

GAME	DATE	TIME
Green Bay Bullfrogs	Wednesday, July 6	7 PM
Madison Mallards	Monday, July 11	7 PM
Battle Creek Bombers	Tuesday, July 12	7 PM
Battle Creek Bombers	Wednesday, July 13	7 PM
Battle Creek Bombers	Thursday, July 14	7 PM
Eau Claire Express	Thursday, July 21	7 PM
LaCrosse Loggers	Monday, July 25	7 PM
Green Bay Bullfrogs	Thursday, July 28	7 PM
Green Bay Bullfrogs	Friday, July 29	7 PM
Wausau Woodchucks	Saturday, July 30	6 PM
Wausau Woodchucks	Monday, Aug. 1	7 PM
Madison Mallards	Tuesday, Aug. 2	7 PM
Waterloo Bucks	Thursday, Aug. 4	7 PM
Waterloo Bucks	Friday, Aug. 5	7 PM
Waterloo Bucks	Saturday, Aug. 6	6 PM
Eau Claire Express	Wednesday, Aug. 10	7 PM
LaCrosse Loggers	Saturday, Aug. 13	6 PM
LaCrosse Loggers	Sunday, Aug. 14	5 PM

Wausau Woodchucks

GAME	DATE	TIME
Battle Creek Bombers	Wednesday, July 6	6:35 PM
Wisc. Rapids Rafter	Thursday, July 7	6:35 PM
Wisc. Rapids Rafter	Thursday, July 8	6:35 PM
Green Bay Bullfrogs	Tuesday, July 12	6:35 PM
Green Bay Bullfrogs	Wednesday, July 13	6:35 PM
Eau Claire Express	Friday, July 15	6:35 PM
LaCrosse Loggers	Wednesday, July 20	6:35 PM
LaCrosse Loggers	Thursday, July 21	6:35 PM
Waterloo Bucks	Friday, July 22	6:35 PM
Waterloo Bucks	Saturday, July 23	6:35 PM
Waterloo Bucks	Sunday, July 24	5:05 PM
Eau Claire Express	Tuesday, July 26	6:35 PM
Madison Mallards	Thursday, July 28	6:35 PM
Madison Mallards	Friday, July 29	6:35 PM
Wisc. Rapids Rafter	Sunday, July 31	5:05 PM
Battle Creek Bombers	Monday, August 8	6:35 PM
Battle Creek Bombers	Tuesday, August 9	6:35 PM
Madison Mallards	Wednesday, August 10	6:35 PM