

Make a "Movie Night" Weekly Event

It's so easy to order movies using the "On Demand" option for Solarus cable. Why not take it to a new level, using one of the five ideas below.

1. Our first, worst, best ...find a movie that reminds you of a special time in your life and relive the magic. Think about your first date, the worst special effects, the best movie you knew would win an award, etc.
2. Double Feature madness. The first movie is child-friendly with everyone piling on the couch or relaxing on cushions on the floor. Plan intermission with specially seasoned popcorn or create your own ice cream creation fun. Then, select a romantic film for after the little ones are off to dream land.
3. Eye candy. Those of us with an artistic flair, or one's that have visual children might enjoy creating movie tickets and posters that celebrate the movie.
4. It's a theme night. All food, dress and attitudes are from the movie you are about to watch. For instance, "Ratatouille" could be French themed or perhaps how a clever rat might enjoy the scene in your living room. Adding creative play makes your stay at home super fun.
5. Since you have the option to stop a movie and return to it on your schedule, why not do just that. Halfway through, have everyone watching guess the ending and then see who was most right.



2011 Mens and Womens Badger Basketball Schedules

Big Ten Basketball is heating up! Support Wisconsin's teams watching the Big Ten Network and others from the comfort of your living room. Our customers with Internet service can grab the computer and enjoy most of the women's games using GT (game tracker) from the UW-Wisconsin website. Games in **Bold** are home games.

men's schedule

GAME	DATE	TIME	TV
Ohio State	Saturday, Feb. 12	1:00 pm	ESPN2
at Purdue	Wednesday, Feb. 16	5:30 pm	BTN
Penn State	Sunday, Feb. 20	5:00 pm	BTN
at Michigan	Wednesday, Feb. 23	5:30 pm	BTN
Northwestern	Sunday, Feb. 27	5:00 pm	BTN
at Indiana	Wednesday, Mar. 2	7:30 pm	ESPN
at Ohio State	Sunday, Mar. 6	TBD	CBS

March 10-13 Big Ten Tournament in Indianapolis
 March 17-20 NCAA Tournament (Rounds 1-2)
 March 24-27 NCAA Tournament (Sweet 16, Elite 8)
 April 2-4 NCAA Final Four & Championship

All times listed are central. Please note: Game times are determined by television 10-14 days in advance of the contest.

Solarus & Element Mobile

If you have recently visited our home office, you might have seen an area and signs with offers for Element Mobile. We feel confident being able to offer four important telecommunication services (Internet, Television, Telephone, and now Mobile services) from a single source will be a great benefit for our customers.

That said, there are several points we would like to make clear about our business relationship.

1. Solarus and Element Mobile are two separate companies.
2. Solarus is a minority shareholder in the company, previously known as Alltel. The same ownership group that ran Alltel for the past 20 years continues to run Element Mobile today.
3. Several technical issues were experienced by customers when the company was transitioned from Alltel to Element Mobile and equipment was simultaneously upgraded. Element Mobile is aware of these issues, has a plan to address them, and is working around the clock to resolve them.
4. Although a national network, Element Mobile is owned by a group of seven central Wisconsin businesses. That means it will focus on the needs of central Wisconsin with an understanding of the hardworking people and values that make up our community.
5. There are 19 Element Mobile Stores in Wisconsin only. Visit elementmobile.com for details.

COMMUNICATIONS CONNECTION

FROM THE DESKTOP OF DOUG WENZLAFF - CEO AND GENERAL MANAGER

Tip-Offs to Rip-Offs

"A ship is safe in harbor, but that's not what ships are for." William Shedd

Dear Valued Customer,

Happy 2011! I hope that this year is filled with great things, like the Green Bay Packers bringing home the Lombardi Trophy. January marks 115 years of service to our Wisconsin customers. We will continue to focus on supplying the best home entertainment and services for the next 115 years to come.

Safety meets Technology

In a recent conversation, I was discussing the surprising number of people that have been challenged by frauds and scams over the Internet or on the telephone. It is so widespread that consumer watchdog websites like Snopes.com and Consumerist.com are necessary. This fraud has also introduced new words to our vocabulary and a bustling business in spyware software.

As my quote on the top suggests, the explosion of interconnectedness is a gift that we are able to enjoy in this time in history. Our voyages to connect with our friends and family are exciting, however, temper communications with common sense, awareness, and knowledge.

Phishing, Smishing

Phishing is an online form of fraud. What appears to be a reputable

email or message is actually an attempt to acquire your personal information, access accounts or passwords. This electronic identity theft is tricky, as often the sender will use similar logos, company names and will create pages that appear legitimate.

Smishing is similar to phishing, but it uses social media. Often a text or short message on a cell phone will ask the receiver to dial another number or link to a website. Once there, requests will be made for sensitive information. But, don't get hooked. There are ways to avoid these scams.

What to avoid

1. Don't give out your personal data. If your bank is asking for an update or to "reset" something, call the institution back first using a number from your mail, card or files to be sure.
2. Be wary of alarmist language and statements like, "Contact us in the next 48 hours!"
3. Watch for grammatical and spelling errors. Seriously, many scammers and criminals do not have great spelling and word choice.
4. Don't click on most attachments. You might be

clicking on a virus or installing damaging software.

5. If it looks too good to be true, it probably is! Extreme deals, free items and fake ads will frequently also ask for money to be wired. You should never wire money to a stranger or to a third party.

A Few Good Habits

Develop awareness and you can avoid costly mistakes and fraud. Review your monthly charges. While this may seem obvious, many people use online banking, and might not take the care to look through their monthly statements. That is precisely how a colleague recently missed a monthly charge of less than five dollars per month for over six months!

We have a policy to **never** ask for details about your account or account password via email. The best way to communicate with us quickly is to call our customer service line at (800) 421-9282. If you have a technical question about your service, call (888) 676-8638.

Social media sites, including Facebook warn that ANY request for money should send off alarms. One recent scam

asked for money from friends and family because of a supposed complication while traveling overseas. It might be a good idea to not post on those sites the exact dates you are planning to be gone. It could be the morsel of information that allows thieves an opening to create havoc.

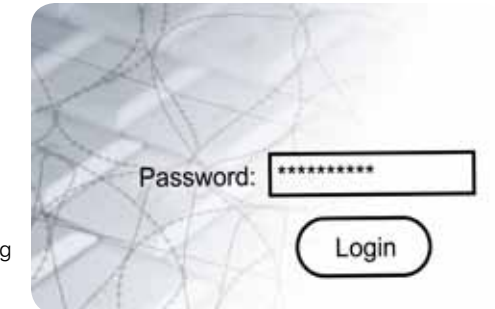
Not a scam

A recent trend in ordering from Solarus is to talk to our customer service representatives to create the exact best fit for your needs. While we do have amazing offers, often the best choice for your entertainment is unique to your family viewing, online needs and telephone habits. Call today and match up your best deal. Solarus is your best catch.

Doug Wenzlaff
CEO and General Manager



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



Our newsletter is now available online! The link [Newsletter](#) is located on the [About Solarus](#) page. Visit: solarus.net/Newsletter.php

FROM THE DESKTOP OF DOUG WENZLAFF
 THINGS TO DO, PLACES TO GO, MOVIE NIGHT IDEAS
 VIDEO ON DEMAND
 AREA EVENTS
 SOLARUS EMPLOYEE PROFILE & ANNIVERSARIES
 LOCAL COMMUNITIES ARE THE "US" IN SOLARUS
 BADGERS BASKETBALL SCHEDULES

Watch With

Surf With

Talk With

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

Things To Do, Places To Go

Want something fun to do with your kids or grandkids? Here are some great websites that are geared just for them, with an emphasis on FUN.

1. kideos.com

Prescreened silly videos and laughter

2. funbrain.com

Fun and educational games available

3. nga.gov/kids/zone

National Gallery of Art site lets you play with art

4. thetoymaker.com

Print out and assemble paper toys & miniatures

5. activitytv.com

How-to videos for magic, cartooning, juggling, jewelry making, etc.

Make this the year you explore Wisconsin!

This quirky website details places to go in our Badger State that even seasoned travelers might have missed.

Our state has:

1. A twine ball from Lake Nebaganon

2. A concrete park in Phillips

3. A Wizard Quest in the Wisconsin Dells

4. A mold field from a fiberglass factory in Sparta and many more attractions.

Visit <http://www.roadsideamerica.com/location/wi>

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 cooler and cooler. 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

Marshfield Cultural Fair
UW-Marshfield, Wood Cty Campus
Sat. & Sun. February 26-27

Free program with music and dance, demonstrations, international food, family fun, and a children's activity area. Samples and demonstrations as well as interactive exhibits, building, financing and decorating ideas and displays. Sat. 10-5; Sun. 10-4
www.shoppesatwoodridge.com

Central Wisconsin Home Builders Association
Shoppes of Woodridge, Suite #300
Fri., Sat. & Sun., February 25-27

Discover ways to update or upgrade your home with remodeling, landscaping, building, financing and decorating ideas and displays. Fri. 4-8 PM; Sat. 10-5; Sun. 10-3
Call (715) 424-5060 or email cwghba@cwghba.com
www.cwghba.com

38th Annual Gem, Mineral, Fossil & Jewelry Show

Marshfield Senior High School

Sat. & Sun., April 30-May 1

Dealers, demos, displays, kid's activities, auctions and more.

Sat. 10-5; Sun. 10-4

Call Cynthia, (715) 387-8782 or visit

www.fromtherock.com

NORTHWOODS AREA

Mystery, Magic & Monsters Ice Show

Lakeland Hawks Ice Arena

Sat. & Sun, February 26-27

Join the Lakeland Figure Skating Club and 2-time Gold Medalist Peter Biver for a show that will entertain and impress. Admission is \$5, with children under 5 free. Show times Sat. at 2 PM or 7 PM; Sun. 2 PM
Call (715) 356-6762 or visit www.minocqua.org

2011 Hodag Home Show

James Williams Middle School

Sat.-Sun, March 5-6

Exhibitors, crafters and artists with products that will warm your heart and home. Family and children's activities, door prizes and more. Saturday 10-4; Sunday 10-3.
Call (715) 365-7464 or (800) 236-4386
email info@rhinelanderchamber.com
www.rhinelanderchamber.com

STEVENS POINT/PLOVER AREA

Trivia 42, World's Largest Trivia Contest on WWSP 89.9 FM

Friday-Sunday April 8-10,

6 am-midnight

Enjoy a trivia parade kickoff with floats and candy at 4, and then listen as registered teams compete for fun and prizes.

Call (715) 346-2669 or visit

www.90fmtrivia.org

Point Bock Run

Stevens Point Brewery

Saturday, March 5

Scenic 5 mile course starts and ends at the brewery. Course is closed to traffic, and is flat and fast.
Call 800 369-4911 or visit www.pointbockrun.com

WAUSAU AREA

Paper Cities Kennel Club Dog Fair
Wausau Center Mall

Saturday, February 19, 10 AM start

Obedience and performance demonstrations with owners and breeders available to answer questions.

Call (715) 842-0472 or visit

www.shopwausaucenter.com

Avalanche Days

Granite Peak Ski Hill

March 11-April 4

Two week spring festival Free Child ski & snowboard rental with Family Combo Ticket. Free Group ski & Snowboard lessons Mon-Fri.

Call (715) 845-2846 or visit

www.skigranitepeak.com

Lawn, Garden, Home and Recreation Expo

Cedar Creek Mall & Patriot Center

Friday & Saturday, March 25-26

Explore and ask questions about how to make your outdoor areas come alive with life and fun. Buildings are connected for easy wandering. Friday starts at 3, and Saturday 10-7
Call (715) 355-0011 or visit www.cedarcreekmall.com

WISCONSIN RAPIDS AREA

Mardi Gras Expo 2011

Hotel Mead, Wisconsin Rapids

Tuesday, March 8th

Enjoy an evening of networking with guests, friends, and Heart of Wisconsin Business Alliance members. Over 50 booths.

Call (715) 423-1830

www.heartofwi.com

Central Wisconsin Home Builders Association Show

Lincoln High School Fieldhouse

Sat, Sun., March 26-27th

Discover ways to update your home with remodeling, landscaping, building, financing and decorating ideas and displays. Sat. 10am-5pm, Sunday, 10am-4pm.

Call (715) 424-5060

www.cwghba.com

Nekoosa Walleye Days

Wisconsin River

Sat. March 19-Sun. April 17

Annual fishing contest on the Wisconsin River. Also Kid's Day tournament on April 9th, Jim Freeman Charity Challenge on April 13th; and Poker Run on April 16th
Call (715) 510-0039 for details.

Solarus Employee Profile

Greg Krings

Assistant Controller/Accounting Manager



Family Facts:

Wife Brenda; sons Josh and Zack; daughter Macyn

Hobbies & Special Interests:

Hunting, fishing, golf, watching Wisconsin's Badgers & Packers, coaching & watching his kids.

Proudest Accomplishments:

My family makes me proud. I am also a member of the

MSTC Foundation Board and League Coordinator for WRYSA (Wisconsin Rapids Youth sports Assoc.).

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

"My co-workers are a great group. I also like being a part of a progressive, local company."

Congratulations!

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

5 Years

Lisa Bubla
Rochelle Homann

10 Years

Chris Ashenberg
Dennis Pierce
Debbie McCrossen

15 Years

Greg Ashbeck
Chris Landowski



THE Solarus TRIPLE THREAT INTERNET, TELEPHONE AND TELEVISION

The Triple Threat is not only a player who can pass, shoot or dribble from one position - it's bundled services from Solarus. Gain the home court advantage with **Internet**, unlimited local and long distance **Telephone** and **Television**.

BUNDLE AND SCORE FOR YOUR HOME TEAM:

2 YEAR PRICE GUARANTEE

FREE \$100 GIFT CARD

FREE INSTALLATION

888-393-9782 | SOLARUS.NET/PROMO

Offer expires March 18, 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.



Golf For Research

Proceeds from the event at Arrowhead Golf Course benefit cancer research at Marshfield Clinic. During the event, General Manager and CEO, Doug Wenzlaff of Solarus presented a check to Annual Giving & Special Events Coordinator Jill Kurszewski of the Marshfield Clinic.



Day of Caring

Raindrops did not scare away Cub Scout Pack 178, Solarus Employees, friends and family from participating in the United Way's Day of Caring on October 23rd.



Nekoosa Pumpkin Festival

As a sponsor for the Nekoosa Giant Pumpkin Fest at Riverside Park October 2nd & 3rd, Solarus helped support area non-profits and scholarship programs. Our Mike Meinel presents a donation to Nekoosa's mayor, Gordy Freeman and board member Terry Schertz.



Operation Christmas Child

Bud Ramsland of the Sons of Norway accepts personalized gifts for the pack a shoe box for kids program. Gregg Hielema, Solarus Information Systems Manager presents filled boxes for the Samaritan's Purse program we have supported since 2003.



Kevin Roble, LOCAL HERO

Thank you Kevin Roble, you are a "Local Hero" in our community. Our installer assisted Larry Steuck, Sr. by assisting him to a safe and secure environment during an emergency. Bravo!



Christmas at the Ridges

Solarus was a table sponsor for the Riverview Hospital Auxiliary, Christmas at The Ridges Event. Proceeds from the event support the many projects of Riverview Hospital Auxiliary, benefiting the entire community. Designers for the Solarus tablescape were Lynn Hansen and Sandy Rodock of Solarus.