



The Baca Connection

Baca Valley Telephone Co., Inc. ♦ Sierra Communications, Inc.

OCTOBER 2011

Save with Bundled Service!

Basic Residential Telephone Service

High Speed DSL

Voice Mail

Caller ID... Name and Number

Unlimited Local Calling (278 & 375)

Unlimited Long Distance

Available to BVT telephone customers with residential service

Contact Us:

(575) 278-2101

(575) 375-2101

(575) 445-5364

Toll Free:

1-888-682-2101

Online:

bacavalley.com

bvt@bacavalley.com



Understanding Your Consumer Rights

Truth in Billing

The Federal Trade Commission adopted Truth-in-Billing rules to help improve consumers' understanding of their telephone bills. The rules require that a telephone company's bill must:

- (1) be accompanied by a brief, clear, non-misleading, plain language description of the service or services rendered;
- (2) identify the provider associated with each charge;
- (3) clearly and conspicuously identify any change in service provider;
- (4) contain full and non-misleading descriptions of charges;
- (5) identify those charges for which failure to pay will not result in disconnection of the customer's basic local service; and
- (6) provide a toll-free number for customers to call in order to lodge a complaint or obtain information.

The Commission also determined that telecommunications providers should use standard labels on bills for line item charges relating to federal regulatory action, such as universal service fees (USF), subscriber line charges, and local number portability charges.

Truth in Caller ID Act

The Truth in Caller ID Act prohibits caller ID spoofing for the purposes of defrauding or otherwise causing harm. In June 2010, The Federal Communications Commission (FCC) adopted rules implementing the Truth in Caller ID Act. These rules became effective August 19, 2011.

The Truth in Caller ID rules...

- (1) Prohibit any person or entity from transmitting misleading or inaccurate caller ID information with the intent to defraud, cause harm, or wrongfully obtain anything of value;
- (2) Subject violators to a penalty of up to \$10,000 for each violation of the rules;
- (3) Exempt authorized activities by law enforcement agencies and situations where courts have authorized caller ID manipulation to occur.

Tips for Consumers

- (1) Don't give out personal information in response to an incoming call. Identity thieves are clever. They often pose as representatives

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New and Updated Directory Listings

Des Moines

Baca Valley Telephone	278-2101
Anderson, Monte & Tamie	278-2776
Benjamin, Timothy	278-2365
Doherty, Ben	278-2634
McMurtrey, Kara	278-3792
The Shoppe	278-2556

Maxwell

Baca Valley Telephone	375-2101
Henning, Sandy	375-2229
Troyer, Mable	375-2400
Wilson, C.	375-2333

Clip and Keep



Directory information provided on our website
www.bacavalley.com is updated monthly.

Do Not Call Registry

The National Do Not Call Registry gives you an opportunity to limit the telemarketing calls you receive. Once you register your phone number, telemarketers covered by the Registry have up to 31 days from the date you register to stop calling you.

The registry applies to all telemarketers, with the exception of businesses, with whom you have an existing relationship, and certain non-profit organizations. Political calls and solicitations are not covered by the Registry since they are not considered "telemarketing."

You may register your personal telephone number, including your cellular telephone number, at no cost. You may register by phone or online. Business-to-business calls and faxes are not covered by the Registry.

To register by phone, call 1-888-382-1222. You must call from the telephone number you wish to register. If you have a current email address you can register online at donotcall.gov.

Your telephone number will be included on the Do-Not-Call list within 31 days following your registration. Numbers placed on the Registry will remain on it permanently due to the Do-Not-Call Improvement Act of 2007. You can remove your number from the list at any time.



Don't forget to Fall Back!

Daylight Saving Time ends at 2:00 a.m. on November 6. Set your clock back one hour.

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of banks, credit card companies, creditors, or government agencies to get people to reveal their account numbers, Social Security numbers, mother's maiden names, passwords, and other identifying information.

- (2) If you get an inquiry from a company or government agency seeking personal information, don't provide it. Instead, hang up and call the phone number on your account statement, in the phone book, or on the company's or government agency's website to find out if the entity that supposedly called you needs the requested information.
- (3) Let the FCC know about ID spoofers by calling 1-888-CALL-FCC or filing a complaint at fcc.gov/complaints.

If you have any questions about your Baca Valley Telephone statement, or your Baca Valley service, please call us at 575-278-2101 or 1-888-682-2101.



Motorola Radios

Baca Valley Telephone is now a dealer for Motorola Radios.

Call for more details...



Baca Valley Telephone Company, Inc. Sierra Communications, Inc.



532 Broadway Ave
P.O. Box 67
Des Moines, NM 88418

