



The Baca Connection

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

October 2003

Do Not Call Registry put On-Hold...

As most of you are aware, on September 25th the U.S. District Court in Denver ruled that the National Do Not Call Registry provisions of the Telemarketing Sales Rules violate the First Amendment, and prohibited the Federal Trade Commission (FTC) from implementing the registry. According to information posted on their website, the FTC will appeal the decision of the federal court and expects ultimately to implement the National Do Not Call Registry. Pending court action, the FTC cannot enforce the requirement for telemarketers to consult the list. However, most telemarketers are also subject to the Federal Communication Commission's do not call rule, which took effect October 1, 2003. The FCC has announced that it will enforce its rule.

There are still steps you can take to limit the number of telemarketing calls you receive. The FTC recommends that you:

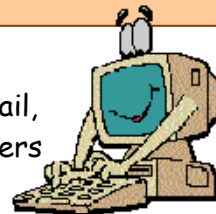
- Limit the number of calls by telling companies to put your number on the company's do not call list. Write down the name of the company and the date you asked to be put on the list. You should not receive further calls from that company. This provision of the Telemarketing Sales Rule is still in force (as are all non-do-not-call provisions of the Rule). The FTC and its state partners are committed to enforcing the company-specific provisions of the Rule. The company-specific do not call rules apply to all telemarketing calls, including calls from companies with which you have done business and telemarketing calls on behalf of charities.

For current information about the National Do Not Call Registry visit www.ftc.gov.

Remember to "Fall Back"! Daylight Savings Time ends October 26th ...set your clocks back one hour.

We're trying to "Can" Spam!

Spam, unsolicited and unwanted email, is a huge problem, not only for consumers but for Internet service providers as well. At Sierra Communications we use filters designed to stop email that meets certain spam criteria from being delivered to your mailbox. While some spam continues to sneak through, the filters block over 20,000 messages in a 24 hour period. As the spammers become more creative in designing their messages to avoid detection, our filters are continually being modified to detect potential spam.



Typically a spammer gets a list of addresses from a list broker, who compiles it by "harvesting" addresses from the Internet. Here are some steps you can take to help protect your address:

1. Try not to display your email address in public... including newsgroups, chat rooms, websites, or online service's membership directories.
2. Check the privacy policy when you submit your address to a website.
3. Read and understand the entire form before you transmit personal information through a website.
4. Decide if you want to use two email addresses - one for personal messages and one for chat rooms, newsgroups, and directories.
5. Use a unique email address. Spammers use "dictionary attacks" to sort through possible name combinations hoping to find a valid address.

Be assured that Sierra Communications will continue to implement the technology necessary to help protect you from this unwanted intrusion and give you the quality of service and the privacy you deserve.



Until next time - happy surfing!
karen@bacavalley.com

DES MOINES

Brown, J.	278 - 2099
Cruz, Eleanor	278 - 2399
Ellis, Ty	278 - 3577
Flemming, S.	278 - 3772
Montelius, J.	278 - 3884
Schoonover, Mike	278 - 3340
Smith, D.	278 - 3483
Travesser, Amanah	278 - 3212
Travesser, Gabriel	278 - 2599

MAXWELL

BACA VALLEY TELEPHONE	375 - 2101
Pompeo, Carl	375 - 2395
Braud, Jonas	375 - 2341
Casias, Joe	375 - 2506
Gallegos, M.	375 - 2575
Horn, Jack	375 - 2975
Horn, Lyle	375 - 2892
Johnsson, Kristin	375 - 2838
Lane, Wade	375 - 2514

Clip and Keep



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

We now accept Discover and American Express credit cards in addition to Visa and Mastercard. If you would like to make arrangements to pay your monthly bill by credit card just give our office a call.



(A transaction fee may apply.)

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



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1-888-682-2101 (Toll Free)

Introducing another great service...

Network Operations Center

At Sierra Communications we know good customer relationships are vital to your business. When your customers need assistance they should receive friendly, personal service. It's important to provide this service even when you are not available. With telephone answering and support solutions provided by our new **NOC** (Network Operations Center) you can be assured all your calls will be handled in a professional manner.

24 x 7 x 365...All Day, Every Day...

Our Operations Center is staffed 24 hours a day, 7 days a week, 365 days a year providing you a very cost effective way to make sure you are "always there" for your customers. We offer you the flexibility of choosing your level of support - 24-hour, on demand, or after hours.

All your calls are "Branded"...

Your calls are answered with your company name and your personalized greeting. With every call we make sure your customer service procedures are followed to your exact specifications.

Much more than just a message service...

It's our responsibility to deliver your messages in the manner that is most convenient for you. You have the option of choosing message delivery by phone, by fax, or by electronic mail. We will work with you to help determine what method of delivery you prefer.

Your report logs will be customized to provide the data that is important to you. We make sure you receive the information in a format that is easy to read and understand.

We provide Business Solutions...

In addition to our NOC services we also provide solutions that keep you on the cutting edge of business technology. Telephone business systems, high speed Internet access, and security systems are just a few of the many services available to our customers. Call our office for more information about our Network Operations Center or to schedule a free on-site consultation by one of our certified technicians. We look forward to hearing from you!