

BUSINESS CONNECTIONS



In the business of smiles

*Dr. Tony Michelakis, Dr. Aaron Wilharm,
Dr. Darren Harrington, and Dr. Matthew Miller*



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Growth is widely recognized as a sign of success in the business world. Having more customers, products, and locations means you're doing something—or more accurately, many things—right.

We're pleased to feature several examples of growth in this December issue of *Business Connections*. It all begins on page 3 with a look at the growth in smartphone capabilities as evidenced by Android models such as the Samsung Captivate™. Clearly, we've come a long way since cell phones were first introduced and phone calls were the only option.

On pages 4 and 5, we feature Coastal Cosmetic Family Dentistry and New Hope Clinic. These two organizations share more than a healthcare focus; they both count on ATMC communications services to meet their growing needs, and both give generously to the Brunswick County community.

This issue concludes by sharing highlights of the recent technological growth at ATMC when it comes to our TV services. As many of you are aware, ATMC Cable TV is changing to an all-digital delivery method and this transition will be completed in December 2010. We're excited to bring you this new technology because it will enhance not only TV viewing, but broadband speeds as well. There's also been a whole lot of growth going on at ATMC-TV, and you can read about that on page 7.

Please let us know how ATMC can help your business grow.



Android Attracting Attention

Feature-rich phones are easy to use, great for business

Android phones continue to gain market share, for good reasons. Emily Flax, ATMC Wireless Business Representative, explains, "Android is an open source platform. It's an operating system made by Google, and is constantly being updated and improved by Google and its partners." Flax notes that Android phones, like the Samsung Captivate™, are good choices if you want:

- An easy interface to use
- Updates seamlessly sent to your device
- Over 80,000 apps available for download (many for free)

Flax has heard good things from business users who have purchased the Captivate. She notes, "They say it's easy to use, and that the e-mail functionality in particular is reliable and easy to set up. Some choose it because it has a large, four-inch display screen and is very thin and streamlined."

"Android is an open source platform. It's an operating system made by Google, and is constantly being updated and improved by Google and its partners."

—EMILY FLAX
ATMC WIRELESS BUSINESS REPRESENTATIVE

Other great features of the Captivate include a longer battery life than other smartphones; **address book integration**, so your e-mail, social networking, and phone contacts are all in one place; fast, **vibrant video graphics**; **enhanced touchscreen capabilities**, including pinch-to-zoom, drag and drop, and vertical and horizontal swiping;

16GB memory capacity (expandable to 32GB); a **5.0 MP camera**; a **camcorder with autofocus and HD video recording**; a virtual QWERTY keyboard with **Swype technology**; **Bluetooth and Wi-Fi capabilities**; a music player with **subscription music services** and **streaming radio**; a **full HTML browser**; productivity tools, like **calendar, alarm clock, and personal organizer**; and extras like a **pedometer, dual speakers** for 3D sound, and **advanced speech recognition**. The Captivate integrates with **Google Mobile Services**, so you can easily access Gmail, Google Maps, YouTube videos, and more.

In addition to the Captivate, ATMC Wireless also offers the newest Androids from Motorola, the FLIPOUT and BRAVO. Stop by an ATMC Wireless store soon to get a closer look.



ATMC Warns: Don't Text and Drive!

While your wireless phone can make life easier, it can also make it more dangerous. A recent study by the National Safety Council found that 28 percent of traffic accidents occur when people use their phones to talk or text while driving, and 200,000 crashes are caused annually by text messaging.

That's why ATMC is partnering with the Brunswick County Sheriff's Office to warn the community of the dangers of texting and driving. As part of this Don't Text and Drive campaign in the coming year, ATMC Wireless will have more information about the dangers of texting and driving online and in our community.

No text message is so important that it's worth risking your life or the lives of others. Please don't text and drive.

It's All Smiles at Coastal Cosmetic Family Dentistry

Coastal Cosmetic Family Dentistry is in the business of smiles. With offices in Bolivia and Oak Island, the practice offers general and cosmetic dentistry including teeth whitening, inlays and onlays, dental crowns, dental bonding, porcelain veneers, and dental implants. The goal is to give patients the kind of bright smiles they're happy to show off.

Happy With New Phone System

The staff at Coastal Cosmetic Family Dentistry is also smiling, partly as a result of the user-friendly ESI-Link phone system installed by ATMC about a year ago. Kenny Sigafoose was part of the ATMC team on this project, and he recalls, "Coastal Cosmetic Family Dentistry came to us looking for an economical way to manage their call traffic in both of their offices. What we suggested was an ESI-Link system solution, which makes both offices act as one and enables them to communicate using Internet Technology and Voice over IP (VoIP). They can transfer phone calls and manage call traffic just like they're working out of one office."

Dr. Tony Michelakis notes, "Before we got this ESI phone system, we were having trouble with intra-office communication; the call center at our Bolivia office couldn't transfer calls to the other office without incurring long distance charges. With the new system, we're saving time and money. Our call center employees can easily schedule appointments and answer questions, and there's more consistency of calls."



Their ESI phone system simplifies the scheduling of patient appointments



Drs. Wilharm, Miller, Harrington, and Michelakis

Teleconferencing and ATMC Cable TV are two other valuable communications tools for Coastal Cosmetic Family Dentistry. Says Dr. Michelakis, "Our Bolivia office uses teleconferencing a lot for group staff meetings as well as meetings with our consultant. We have a total of 28 employees and want seamless communication so that everyone hears the same thing at the same time. And we provide TV service in our exam rooms and waiting rooms to help nervous patients relax. It's also invaluable during severe weather events such as a hurricane or tropical storm, or during big sports games. There are just certain times when people want to watch TV and stay informed."

Happy to Help Those in Need

In addition to Dr. Michelakis, the other dentists in the practice are Dr. Aaron Wilharm, Dr. Darren Harrington, and Dr. Matt Miller. All four of them regularly volunteer their time at New Hope Clinic (*read more about it on page 5*). "We've been involved with New Hope Clinic for years, and several of our dental assistants volunteer there as well. Brunswick County has been great to us and we wanted to give back to the community. There's a tremendous need for dental services, and the patients at New Hope Clinic are very appreciative of what we provide for them."

ATMC applauds Coastal Cosmetic Family Dentistry for making so many people smile.

New Hope Clinic Gains New Opportunities

A bigger building enables the clinic to serve more uninsured residents of Brunswick County

New Hope Clinic's former location in Southport was tiny, with just two exam rooms and one multi-purpose room. That made it challenging to serve the basic health care needs of its clients — uninsured Brunswick County residents between the ages of 18 and 64. Thanks to the generosity of the community, New Hope Clinic moved into a new 4,000-square-foot building in Boiling Spring Lakes in June 2010.



Sheila Roberts, Executive Director

Sheila Roberts, Executive Director, is thrilled with the new facility. She says, "It's absolutely wonderful, and a big improvement over our previous location. We now have four dedicated medical exam rooms and two dedicated dental rooms; this enables us to provide multiple healthcare services simultaneously and offer more patient privacy. We've also increased our number of new patients per month from 50 to 65." About 37 percent of the 18-64 age group

is currently uninsured in Brunswick County, according to a U.S. Census American Community Study. Roberts notes, "New Hope Clinic primarily helps people manage chronic diseases like hypertension and diabetes. Without access to our services, they may go without the medications they need or end up in the emergency room."

As a nonprofit organization, New Hope Clinic depends heavily upon community support, and ATMC is proud to be part of this support network. In 2009, the ATMC Grant Program awarded New Hope Clinic with a grant to help cover the costs of medications; in 2010, funds were given to offset the rising costs of diabetic supplies. Says Roberts, "Our patient load is increasing dramatically, and we couldn't keep up without our amazing donors and volunteers."

New Hope Clinic stays connected with the community thanks to reliable and affordable ATMC services including phone and DSL Internet. Says Roberts, "The ATMC team was involved from the beginning of the building process. They helped us figure out what would best meet our communications needs, even when we weren't sure what those needs were."

"Our patient load is increasing dramatically, and we couldn't keep up without our amazing donors and volunteers."

— SHEILA ROBERTS, EXECUTIVE DIRECTOR,
NEW HOPE CLINIC



Joan Simonelli, Pharmacist

Housed in the same building as New Hope Clinic is NC Mentor, a coordinator of mental health services for uninsured and Medicaid patients. NC Mentor offers telepsychiatric sessions, meaning that a psychiatrist in Wilmington can talk to a patient in Boiling Spring Lakes via a dedicated, high speed Internet connection and widescreen TV. "This is a welcome option for area residents with mental health needs, since there are few local psychiatric providers," explains Roberts.

Many businesses and civic organizations have stepped up to the plate to lend a hand to New Hope Clinic. For example, the Southport-Oak Island Kiwanis sponsored the creation of a play area in the waiting room, and local Key Club members volunteer to watch the children of patients. If you or your business is interested in making a donation to New Hope Clinic, call Sheila Roberts at 910-845-5333 or go to www.newhopeclinicfree.org.

2011 Small Business Programs

You can begin 2011 with valuable business knowledge, thanks to these and other free programs offered by the Small Business Center of Brunswick Community College. A complete list of programs can be found at www.brunswickcc.edu > Continuing Education > Class Schedule. Space is limited, so register soon by calling 910-755-7380.

Microsoft Excel for Small Business

Supply Campus
Mon., Jan. 31
6:00 pm - 9:00 pm

Quick Books Pro, Payroll

Leland Campus
Thurs., Feb. 10
5:30 pm - 8:30 pm

Tax Implications for Starting a Small Business

Leland Campus
Thurs., Feb. 17
6:00 pm - 8:00 pm

Creating Outstanding Customer Service

by John Formica, formerly with Disney
Supply Campus
Tues., March 1
7:30 pm - 10:00 pm

Matchforce.org - Your Window to Military Contracts

Leland Campus
Thurs., March 3
6:00 pm - 8:00 pm

How to Raise Your Credit Score to over 740 Points

Leland Campus
Tues., March 15
6:00 pm - 9:00 pm



Get Equipped to Enjoy All-Digital ATMC Cable TV

ATMC Cable TV is undergoing a significant technological change—the transition to an all-digital delivery method. By the end of 2010, ATMC will no longer transmit analog cable TV signals in any of our service areas. ATMC is making this move because digital technology is a more efficient means of delivering cable TV services and will enable ATMC to:

- Increase the number of high definition channels. (Eventually all of the channels we offer will be HD.)
- Offer next-generation high speed Internet via cable modem capable of delivering speeds of over 20 Mbps.

Across the nation, cable TV companies of all sizes have been switching to all-digital technology and all TVs now sold are digital. ATMC believed that 2010 was the best time to take this same step forward and take part in the future of cable TV. To equip your home or business to enjoy all-digital ATMC Cable TV service, you

need to have the appropriate digital devices installed for each set. In order for this transition to be as “painless” as possible and have the least financial impact on you, two of these digital devices come free with your service. Installation is also included at no charge. Additional devices start at just \$1.50 per month.

Jody Heustess, Marketing Manager, notes, “Digital is the future of the entire television industry. At ATMC, we weighed all of the options, and decided we needed to go to an all-digital advanced delivery method to stay competitive; it keeps us up to date and allows us to provide the advanced services of tomorrow as well. We realize that any change will cause some disruption for our customers. But please be patient with us. It will be well worth it.”

If you have questions about this transition or need more information, call the Digital Conversion Hotline at 910-755-1919.

“Bigger and Better” ATMC-TV

You can look forward to an expanding lineup of local shows

ATMC-TV Channel 3 has grown in the last couple of years, and is only going to get bigger and better, according to Jennifer Beasley, Programming/Video Production Manager for ATMC-TV. She says, “Until 2008, the channel consisted of only a character generator that played simple slides with community information. So much has changed since then.”

In 2008, the opportunity came to build the channel and add shows. In April of that year, ATMC hired a full-time Programming/Video Production Manager and converted warehouse space into a studio for the production of local shows. Initially, just a handful of shows were broadcast, including “Grow Your Own,” “Brunswick Chamber Highlights,” “Brunswick Now,” and West Brunswick High School Varsity football games. Later, the station began recording and airing community events, such as seminars from the local community college, and events benefiting local nonprofit organizations.

Beasley notes, “When there are local, state, or federal elections, we have teamed up with local newspapers and other organizations to sponsor and cover political forums.” In addition, viewers can now watch their favorite ATMC-TV shows even after they’ve been taken off the channel, using ATMC OnDemand.

Here’s a sampling of ATMC-TV Channel 3 shows, available exclusively with ATMC Cable:

Grow Your Own

Each week, Dr. Bruce, “The Plant Doctor,” explores gardening and landscaping in the local area and other parts of the world.



Jennifer Beasley, ATMC-TV Programming/Video Production Manager

Get Fit

This fitness show features yoga, Pilates, and other group exercises.

Brunswick Now

Keeps viewers informed about organizations and events taking place throughout the community.

Chamber Highlights

Features local businesses and members of the Brunswick County Chamber of Commerce.

Brunswick Health Watch

Local health professionals discuss health topics of interest and importance to the community.

Coastal Gardener

This monthly gardening show is aimed at the backyard gardener and issues specific to the Cape Fear area.

Tee Time

PGA Pro Al Arrigoni and ATMC-TV explore Brunswick County golf courses.

ATMC-TV Community Bulletin Board

This is a free service of ATMC-TV, providing text-based public service announcements (PSAs) to area nonprofit organizations.

Watch for more changes at ATMC-TV. Beasley says, “We have plans in place to build a new studio, with completion set for the fall of 2011. This new space will give us the flexibility and versatility to host new and exciting shows that the community is interested in, and give us room to grow. We conducted a survey of our viewers to find out what people want to see on our channel and the responses were great. Based on viewer requests, we’re hoping to develop shows that cover Brunswick County news, local businesses, and cooking.”

ATMC-TV is also looking into doing live coverage of events, and going HD within the next couple of years. There’s a lot going on, so stay tuned!



Your smile means we've done it right.

The folks at Coastal Cosmetic Family Dentistry go to great lengths to make each one of their patient's visits as stress free as possible.

So it was only natural when they began building their new office that they would look for a business communications partner who would do the same thing. They chose ATMC Business Services to provide communications solutions that fit their needs without stress and with no aches or pains.

Now that's something to smile about.

For business solutions that work, call 910-755-1675.

