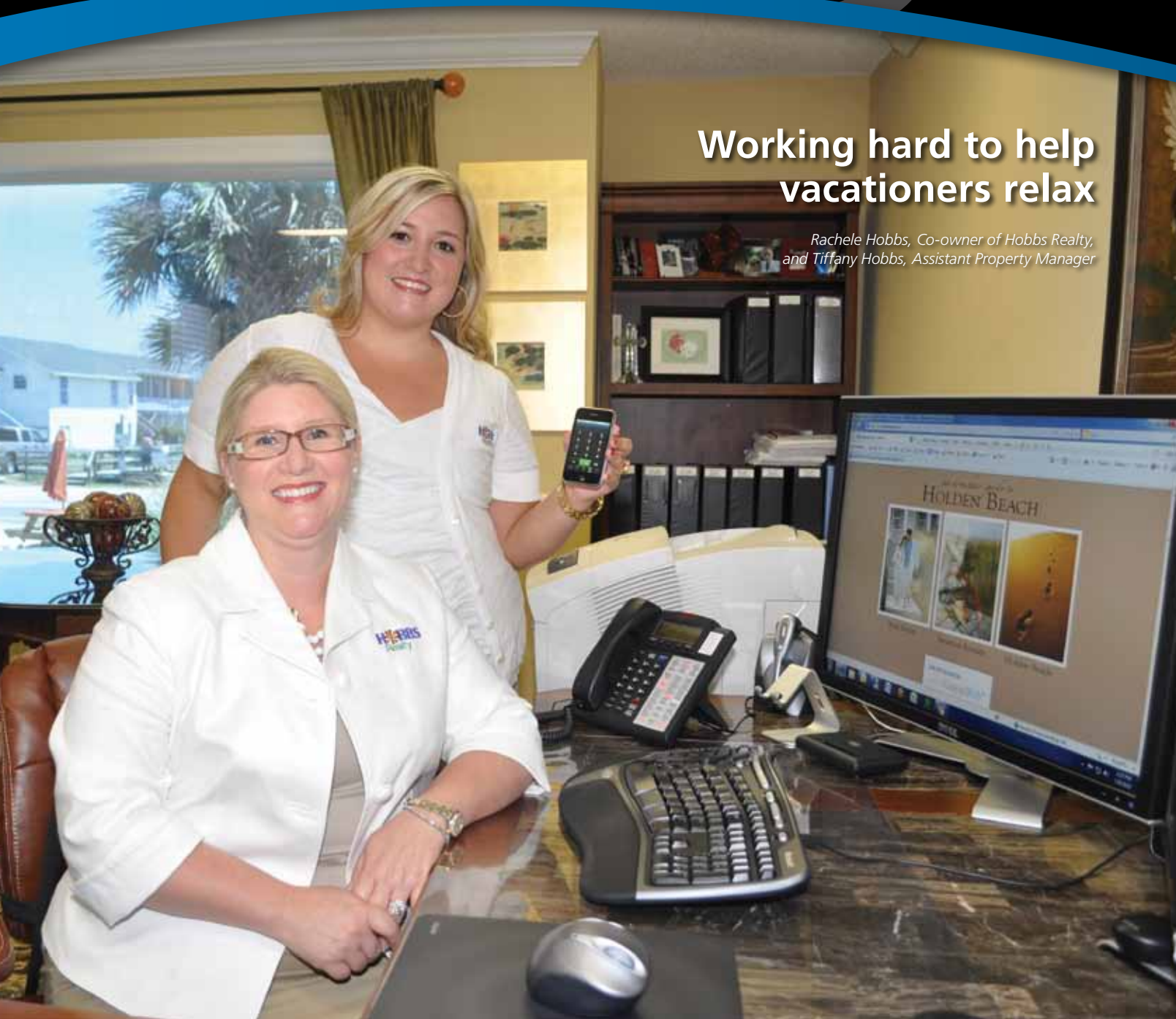


BUSINESS CONNECTIONS



Working hard to help vacationers relax

Rachele Hobbs, Co-owner of Hobbs Realty, and Tiffany Hobbs, Assistant Property Manager



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Efficiency is a goal all businesses work towards in order to maximize their productivity and minimize costs. Whether you're on the road or in your office, it definitely pays to find the most direct route.

In today's tough economy, the topic of efficiency has taken on even greater importance. We're all looking for ways to do more with less in order to weather whatever financial storms may be ahead. In this September issue of *Business Connections*, we feature two area businesses that use technology from ATMC to help boost their efficiency—Carolina National Golf Club and Hobbs Realty. You can read their success stories on pages 4 and 5.

Also in this issue, you'll find tips for how to work less but actually accomplish more, and you'll learn about iPhone 4's cool new features. On page 7, we introduce you to our new service, ATMC IT Support. These days, businesses depend so heavily on their computers and data networks that they can't operate efficiently unless this technology is working correctly. That's why we're pleased to bring you ATMC IT Support, since it brings you the expertise of local IT professionals at affordable prices.

Please let us know if you'd like more information about any of the topics covered in *Business Connections*. Because we believe in efficiency, we'll get right back to you with all the answers and ideas you need.





Work Less, Accomplish More

Reduce your hours to improve health and increase productivity

Technology makes it so easy to work. Just press a few buttons and you have all the tools you need. You can work from home, correspond 24/7/365, and take your work with you wherever you go. And that's a good thing, right? Maybe. Flexibility in your work schedule is clearly good. But the temptation—or even the compulsion—to work around the clock can sabotage the quality of your work, and even be detrimental to your health.

A recent study published in *Occupational and Environmental Medicine* showed that those who work longer hours are at greater risk for such conditions as high blood pressure, heart disease, depression, diabetes, general health complaints, chronic infections, and even death. Clearly, your health is one big reason to work fewer hours.

Another is that putting in more time isn't necessarily better. In fact, working fewer hours may actually make you more pro-

ductive, since it forces you to prioritize, delegate, and improve your workflow. You may not realize you're regularly engaging in time-wasters—such as interruptions, unnecessary meetings, and preoccupation with personal tasks you don't have time to address—until you make a conscious effort to eliminate them. Turning off your “work brain” can actually provide just the refreshment you need to find solutions to work problems that have been plaguing you.

What if you feel that you just can't break away? Think about the reasons you are working long hours. Are you trying for a promotion? Ask yourself if your boss truly values long hours, or if he or she actually values quality work. Do others in your company do it? Ask yourself what they're getting out of it, and whether or not the trade-off is worth it. Are you unable to get your work done during normal business hours? Go online, ask colleagues for advice, or check out the tips in the sidebar to find out how to work smarter.

Tips for Better Use of Time

- Schedule time off the same way you would schedule other important activities.
- Know how much exercise, sleep, and nutrition you need, and schedule enough time to get them.
- Set daily, weekly, and monthly priorities to maintain focus.
- Restructure your sense of “accomplishment” to be more tied to quality rather than quantity.
- Eliminate tasks or projects that don't help you reach company goals.
- Tell people who want to give you extra work how accepting it will affect the progress of current projects.
- To keep e-mail from becoming a distraction, check it only at specified intervals.
- Post a “busy now—no chats” sign when you are concentrating on important tasks.
- Delegate as much as possible.



Carolina National Golf Club's beautiful Plantation Grille offers casual and fine dining

While Their Customers Take it Easy, These Businesses Put ESI Phone Systems to Work

Whether you're running a golf course or renting beach homes, it's hard work to help customers make the most of their leisure time. Both Carolina National Golf Club and Hobbs Realty count on ATMC for communications services, and are now enjoying the convenience and efficiency of new ESI phone systems.

Carolina National Golf Club
Golf is a technology-driven sport. To improve performance, today's players



Kevin Morey, Assistant Golf Professional

want access to advanced equipment ranging from the latest drivers to virtual golf simulators. Technology is also a must for courses such as Carolina National Golf Club, a 27-hole Fred Couples signature golf facility set along the Lockwood Folly River. Recognized by *Golf Digest* as one of the finest courses on the eastern seaboard, Carolina National Golf Club recently came under new ownership and this transition prompted the revamping of their technology as well as upgrades to the club's amenities.

"By having auto attendant, our customers can get to the right person for the right reason, right away."

— KATHY REGAN, BUSINESS MANAGER/
MEMBERSHIP COORDINATOR, CAROLINA
NATIONAL GOLF CLUB

One of the most significant technological improvements was the installation of an ESI phone system by ATMC. Kathy Regan, Business Manager/Membership Coordinator at Carolina National

Golf Club, views the new system as a valuable tool for enhancing customer service. Regan explains, "Previously, we had no comprehensive phone system and all calls were answered by the Pro Shop staff. So we are all very happy to have the new ESI system. Now we have access to features like conference calling and flash, both of which are a big plus for any business."

The auto attendant feature has also proved to be an effective tool. Says Regan, "We set up the system to automatically send calls into auto attendant. This gives callers a list of extension numbers for different areas of our business. Though we are a golf course, not everyone who calls is trying to make a tee time; we're now open for dinner two nights a week, and we do accept reservations. By having auto attendant, our customers can get to the right person for the right reason, right away."

She continues, "I think everyone on the staff finds the ESI phone system simple to

use, and getting used to it was a smooth process. If we have a question, the people at ATMC are always friendly and willing to help us.”

In addition to the ESI phone system, ATMC also provides Carolina National Golf Club with high-speed broadband, a long distance bundle, and cable TV. These communications services not only help the staff run the facility smoothly and efficiently, but also enhance the overall experience for members and guests. For example, it’s easy for people to either call or visit www.carolinanationalgolf.com to find out more about the amenities offered, including the three distinctive nines, 14,000-square-foot putting/chipping green, 320-yard driving range, and customized dining services for special occasions.

Clearly, you can achieve amazing results when you combine the beauty of nature with the power of technology. Carolina National Golf Club took a swing at this, and executed the move brilliantly.



Tiffany Hobbs, Hobbs Realty

Hobbs Realty

Holden Beach is a vacationer’s oasis, perfect for leisurely strolls in the sand or quiet afternoons spent reading on the porch. Of course, behind all of this relaxation are very active businesses such as Hobbs Realty. This

full-service real estate company manages more oceanfront properties than any other property management firm on the island, and connects vacationers from all over the country to the perfect beach rental for them. Rachele and Jimmy Hobbs are the owners, and have called Holden Beach home for nearly three decades. To keep up with the fast pace of their business, they’ve turned to ATMC many times over the years. Hobbs Realty uses ATMC Wireless, Business Class Broadband, landline service, and ATMC IT Support. Most recently, Hobbs Realty added an ESI phone system to streamline call management.

“It almost feels like the ESI phone system is another employee.”

— RACHELE HOBBS, CO-OWNER OF HOBBS REALTY

Says Rachele Hobbs, “We love the new ESI phone system. It has exceeded our expectations and we’re not sure how we ever got along without it. Since we’re in the business of customer service, every call we receive is important and valued; now we’re able to serve our clients more quickly and with fewer hassles.”

She notes, “There are several features of the ESI phone system that we particularly appreciate, and one is the queue system. We have three departments (Guest Services, Reservations, and Sales) and the queue system has helped us tremendously. We can send calls directly to the right department and then proceed to help the next guest or answer the next call; we don’t have to wait until an employee gets off of the line and then page him/her with the message to pick up line one. Our time is used much more efficiently with this tool. In fact, it almost feels like the ESI phone system is another employee.”



Another key feature used by Hobbs Realty is the ACD (All Call Distribution) Supervisor, which helps them better understand and manage call traffic. Hobbs explains, “ACD Supervisor collects data and lets us know where we are most and least efficient. We can monitor calls and figure out which days and times we need more reservationists, for example.”

Rounding out their list of favorite features are:

- Headsets that divert their cell phone calls to the ESI phone system.
- Voice mail forwarding which enables them to receive voice mail through e-mail.
- Night/day switch off which sends all calls to voice mail after 5:15 pm.

Besides the technology, the Hobbs like the personal touch they get from ATMC. Says Rachele, “They are patient, courteous, and fun to be around, and always make us feel as if we are the most important thing on their agenda.”

Got Your Eye on an iPhone?

Here's why the new iPhone 4 has already sold millions

If you're considering getting an iPhone 4, here are some of its features you'll want to check out:

For starters, iPhone 4 has a **high screen resolution** with twice the resolution and pixels per inch than before, for even greater image detail and easier viewing. It offers a **thin, sleek design** of just 3/8 inch and comes in two colors: black and white. A **gyroscope** enables fun motion-sensing applications, like games and mapping services.

A **videoconferencing camera** on the front of the iPhone 4, along with **FaceTime** software, allows users to talk face to face through wireless networks. It also takes great photos with its **5 megapixel camera** on the back of the phone and allows **recording of HD video**.

The iPhone 4 features a **longer battery life** than ever before with seven hours of talk time. That means more talking, texting, mailing, and browsing. In addition, you can expect **better call quality**, and **fewer dropped calls**. The **new operating system** (iOS4) allows for more multitasking.

Plus, you get all of the iPhone features and benefits already enjoyed on previous models: multitasking, maps and compass, folders, app store, iPod, iTunes store, voice control, keyboard, phone, mail, iBooks, and more.

While the iPhone 4 is an incredible device, it's not perfect. As you no doubt have seen



ATMC Wireless is Best Choice for Mobile Computing

The ATMC Wireless network is part of the nationwide AT&T wireless network and the best choice for service to meet all of your mobile computing needs. Here's why:

- A total of 50 transmission towers, with 39 of them 3G.
- High-speed data network.
- Lower data plan prices than our competition and more plan options.
- A full line of smartphones, laptop aircards, and netbooks.
- Award-winning customer service.
- Dedicated business representative.
- Customized wireless plans for individual businesses.
- Five convenient locations in Leland, Southport, Sunset Beach, and two in Shallotte.
- Sponsorship of a variety of community programs.
- Tower construction in the rural areas of Brunswick County, providing the nationwide AT&T wireless network to places where other companies will not go.

in recent media accounts, the iPhone 4 experiences a decrease in signal strength when held at a specific spot. This is also common with other smartphones. To alleviate this problem, Apple is giving each iPhone 4 user a free bumper. ATMC Wireless stores are providing these free bumpers to previous and new purchasers of the iPhone 4. Apple has also released a software update available

through iTunes to more precisely indicate signal strength bars.

The iPhone 4 has been so popular that some areas have experienced shortages. However, ATMC Wireless is getting regular shipments of both the 16 GB and 32 GB models. To see the iPhone 4 for yourself, stop by an ATMC Wireless store soon.

Get Local Support by Certified Professionals

New ATMC IT Support is like having a full-time IT staff at a fraction of the cost

ATMC recognizes that many small businesses need access to reliable, local support for their computers and data networks. That's why we launched ATMC IT Support. It makes Corporate level IT support and capabilities affordable for small businesses.

Marcus Peterson, Business Development Manager, says, "We kept hearing from our business customers that they needed help maintaining their computers and network systems. They were frustrated with having to get telephone support from individuals in faraway countries. What they wanted when they had technical problems was to be able to speak to someone locally; they wanted a skilled professional to come out and meet with them face to face and provide expert advice. That's exactly what ATMC IT Support offers."

With round-the-clock access to comprehensive IT Support resources, your business' productivity will increase and network downtime will be reduced. ATMC IT Support makes it simple and affordable to get the help you need, and includes:

Information Systems Analysis – To begin, you'll receive a detailed audit of your current hardware and software in an easy-to-read detailed report.

Hardware & Software Support – From something as simple as a problem with a network printer to major server troubles, our local team of certified IT professionals can respond quickly to any IT emergency.

Help Desk – Our Priority Response Hotline will allow you and your employees to contact us for quick 24/7 repair response.

Anti-virus/Malware Protection – We'll help keep your network healthy with content management and outbreak prevention policies designed to keep potential virus/malware programs from infiltrating your network.

IT Planning – As your business's technology requirements grow, ATMC IT Support will help you make smart decisions based on the needs of your business. They also offer custom computer systems backed by a three-year warranty on all parts and labor.

Backup Systems – A custom-designed backup system to protect your important data against environmental threats and security breaches.

Security Audits – Vulnerability assessments, intrusion checks, and security access reviews will be performed to keep your network safe and secure from external attacks.

Don't try to "go it alone" on IT issues. Put the local experts of ATMC IT Support on your side by calling 910-755-1675.



Create a Roadmap for Success: NxLevel™ Business Workshop

The entrepreneur who plans is the entrepreneur who succeeds. The NxLevel Business Workshop is an MBA-level certificate program that will teach you how to develop a comprehensive business plan to guide future growth.

Learn how to:

- Establish goals, objectives, and a mission statement.
- Analyze financial statements and prepare effective budgets.
- Develop and execute marketing strategies and tactics.
- Determine funding needs and identify sources of capital.
- Write and communicate a detailed business plan.

Your investment:

\$150 and three hours per week (for six weeks)

Classes held 8 am – 11 am for six consecutive Tuesdays from October 12 – November 16 at Brunswick Community College, Leland Campus, 2050 Enterprise Blvd., Leland.

To register, go to <https://www.sbtcd.org/register>. For more information, call Tom Hemphill at 910-755-7306.



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Donald N. Ludlow, Jr. M.D., F.A.A.P.

