

CABLE VIEWS

The Newsletter of the Ohio Cable Telecommunications Association

ISSUE ONE | 2011

Understanding the Basic Elements of Access Reform

By Joe Gillan

The telecommunications industry is known for its complexity, and nowhere is this more evident than in the issue of access reform. Many expect this to be the “year of access reform,” with duplicate proceedings underway at the Public Utilities Commission of Ohio (PUCO) and the Federal Communications Commission (FCC).

So what are access charges and why should they be reformed?

Simply stated, access charges are the fees paid by one telephone company to another, when a customer of the first company makes a long distance call to a customer of the other. For instance, when a Verizon customer in New York calls a local AT&T customer in Ohio, Verizon pays AT&T *interstate* access charges (regulated by the FCC). Similarly, when an AT&T customer in Cleveland calls a Time Warner Cable digital phone customer in Columbus, AT&T pays Time Warner *intrastate* access charges (regulated by the PUCO).

Moreover, when the Time Warner Cable customer in Columbus calls a customer of AT&T in the Columbus local calling area, other inter-carrier compensation charges apply. Although not technically “access charges,” these charges are functionally equivalent and should be considered when discussing access reform.

There are three issues that must be addressed in the reform of access charges.

First, the access charge system today is characterized by three distinct prices for what amounts to the same thing. There is one price to complete a phone call if it comes from a different state; there is (for some local telephone companies) another rate if the call comes from a different area of Ohio (but is considered long distance); and there is yet a third price to complete a call if it comes from a customer in the same local calling area. Three prices for one activity – that is, completing a call to a customer – all based on where the call comes *from*.

Second, some local telephone companies claim that the highest of these access prices were established to ensure that local rates would be low. That is, in the days when a local telephone company’s profits were regulated, the more revenue that came from access charges, the less revenue would be needed from local rates. Even if this claim were historically accurate (and that is debatable), much has changed since the rates were last reviewed, especially considering that local telephone companies today provide a long list of services (in addition to local service), and their overall profits are no longer regulated.

Third, the existing system is grounded in a network architecture (known as circuit-switching) that is obsolete and over time is being replaced by a packet-based technology similar to the architecture that provides Internet services. (There are differences between a packet-based telephony network and the Internet, but those differences are not material to the discussion here).

Although access reform must address each of these issues, the most contentious issue is the second because it is this issue that directly impacts local telephone company profits. As foreshadowed above, some local telephone companies argue that they are entitled to access revenues in perpetuity (*who would not want perpetual revenues?*) and Ohio law requires

that the PUCO only reduce access charges in a revenue-neutral manner.

It is not the *requirement* for revenue neutrality, however, that causes controversy; it is the proposed *source* of replacement revenues.

Remarkably, some incumbent local telephone companies claim that replacement revenues should come from the customers of other telephone companies, either those that they directly compete with (in the same area) or customers in other parts of Ohio. The vehicle would be a new Ohio tax on telephone bills to collect replacement revenues for those few fortunate incumbent local telephone companies that “qualify” merely by being incumbent phone companies that have excessively high access prices today.

Significantly, nothing in Ohio Law remotely suggests that the customers of other telephone companies should be required to guarantee an incumbent’s access revenues; nor is there anything in the state that forecloses the incumbent from getting additional revenues from their own customers like any other firm.

Hopefully, the PUCO – or the FCC, which is addressing the same issues – will develop an access system that results in real reform, and which does not tax Ohio consumers to guarantee the revenues and profits of incumbent telephone companies. ■

Joe Gillan is a consultant specializing in the economic evaluation of regulatory policies and business opportunities in the telecommunications industry. Gillan has testified before approximately 40 state commissions and before the state legislative committees in six states.

He has also filed testimony with the Senate Commerce Committee and testified before the Federal State Joint Board.

Special Awards Conferred During OCTA Annual Meeting



Tom Dawson of Buckeye Cable-System, a long-time OCTA Board member and past president, was named Honorary Member in recognition of his contributions over two decades to the association and to the cable industry in Ohio.



The Ohio News Network (ONN) was named Associate Member of the Year. Barb Geller accepted the award on ONN's behalf.

See page 4 for more on the OCTA Annual Meeting.

FACE 2 FACE

with Senator Dave Daniels

tion. Senator Daniels stays active in his community as an Eagle Scout and member of organizations such as the Ohio Farm Bureau, the Highland County Chamber of Commerce, and the Fraternal Order of Eagles. He and his wife Karen have four children and six grandchildren.

Following four successful terms in the Ohio House of Representatives, David Daniels was elected to the Ohio Senate in 2010 to serve the 17th Ohio Senate District. Senator Daniels was born and raised in Greenfield, Ohio, where he and his father managed the Daniels Brothers family farm. Prior to being elected to the Ohio General Assembly, Senator Daniels served four years on the Greenfield City Council and eight as Mayor. He also served as a Highland County Commissioner for six years. For his commitment to fiscal responsibility and lower taxes, Senator Daniels has been recognized as a Watchdog of the Treasury four times. He was also named Legislator of the Year by the Ohio Career and Technical Education Association.

Jonathon McGee: What prompted you to run for public office?

Senator Daniels: After I moved into Greenfield from my home on the farm where I grew up, several people approached me about running for Greenfield City Council, so I went and asked my dad. I always found his advice to be extremely sound and I asked him what he thought about me running for City Council and he said, "I don't think I would do that, boy, people don't think much of people who serve in those positions." But Greenfield was a good place to grow up and I felt some responsibility to pay my community back in some way or another and with my dad's comments, I thought, you know, maybe I can change people's opinion about what they think about their elected officials and I have spent a great number of years doing just that.

JM: What are the core beliefs that you bring with you to your role as a legislator?

DD: I consider myself a conservative and I think that we are here to represent the people who send us here and our state as a whole. I've tried to spend my time here being reasonable and listening to both sides of an argument. I think that everyone has to do that and then come to a decision that's fair and balanced and takes out the hype on both sides of the issue. I've tried to bring the appreciation that my job here is a reflection of the people in my district and I've tried to behave in a manner that reflects well on them – to do my best to remember where I've come from and the life experiences that got me here.

JM: Are there lessons you learned at home on the farm that serve you well in public service?

DD: I would say hard work and the belief that everybody in America has an opportunity if they want to work hard. No one is shut out of the process in America. Everybody has a voice. Everybody has an opportunity to make their opinions known and those are the things that I learned growing up with my association in 4-H, Boy Scouts, working with my dad and my uncle on our family's farm. We delivered eggs every Saturday morning in Greenfield, so, we were not only a small family farmer, but we were a service industry as well. We had customers and we wanted to make sure that they were properly taken care of and that we were meeting their needs.

Dave Daniels - Fast Facts

Favorite Cable Channel: USA

Currently Reading: *American Wind Power*

Facebook or Twitter? A little of both. I use it to gain public perspective and public opinion and trying to stay in touch with a lot of family.

JM: You've had such varied experience in government – from city council to mayor to county commissioner, to the statehouse. Tell us how that has influenced your thinking as a state senator.

DD: My local public service has been a great help to me. A lot of what we do here affects someone else. It affects another unit of local government and I've got the perspective of seeing what it costs the county, what it costs a city, how the bills that we pass in the legislature could affect a community's ability to operate, to fund their departments. My time on Greenfield City Council has been extremely helpful for me to transition into the legislature. City council is a much smaller version of the Ohio House of Representatives and the Ohio Senate, so, as I was learning my way up here, I could notice a lot of similarities as we were working through legislative processes to what we did in Greenfield. I think it helped me to be a better representative quicker for the people who elected me to serve them.

JM: How do you see your role as chairman of the Public Utilities Committee?

DD: I'm really looking forward to it. As chairman, I view my role as one of trying to bring people together to form a consensus and try to move public policy forward. When issues come up, there are a number of different sides and I want to make sure as the chairman that we hear how a bill moving through committee is going to affect this industry, that industry, and try to come forward with good public policy.

(continued on page seven)



REGULATORY UPDATE

Motor Carrier Rules

As reported earlier, the PUCO had amended its safety rules to regulate trucks in intra-state commerce to include trucks with a gross vehicle weight from 10,001 to 26,000 pounds, sweeping within its jurisdiction thousands of trucks across the state, including many in cable fleets. The OCTA had participated in this docket at the PUCO, objecting to the sweep of these rules and the undue regulatory and financial impact on operators.

On March 16, 2011, the PUCO rescinded its safety rules related to private motor carriers and reinstated the exemption applying to private carriers with a gross vehicle weight (GVW) between 10,001 and 26,000 pounds operating in Ohio intrastate commerce. Newly appointed PUCO Chair Todd Snitchler indicated that this rescission was due to feedback received from industry groups and legislators.

The effect of this rescission is that if you operate a truck or tractor with a Gross Vehicle Weight Rating of more than 10,001 pounds but less than 26,001 pounds and haul your own property within Ohio and do not carry hazardous materials that require placarding nor transport more than 15 passengers, the PUCO safety rules do not apply to you. This is the way the rules were prior to the recent rule change. And as a result, roadside educational stops for those affected will no longer occur.

The PUCO also ordered its staff to file a report within 90 days containing an analysis and making recommendations as to future changes to the rules. The OCTA will continue to monitor this docket and keep you apprised of important developments.

PUCO Docket Update

The OCTA has been actively participating in the following dockets at the PUCO.

Access Reform: PUCO staff has recommended that an "Access Restructuring Fund" be created for revenue replacement for eligible ILECs. Several interested parties, including the OCTA, requested that the PUCO establish a hearing process into this complex issue. The PUCO has issued a procedural entry with the following timeline:

- March 18 – ILECs were to submit data that was noted in Appendix C to the November 3 Entry (attached) and CLECs will submit data that was noted in Appendix D to the November 3 Entry
- March 18 - April 18 – discovery requests regarding the submitted data can be served
- May 20 – supplemental comments on access reform are to be filed
- June 3 – supplemental reply comments are to be filed.

The OCTA is participating in this docket through comments and is monitoring the discovery process.

Century Link Tariff: On February 7, 2011, United Telephone Co., dba Century Link, filed a tariff with the PUCO which makes changes to its pole attachment tariff including changes to rates and certain items in the application process (see PUCO Case No. 11-602). Several OCTA members will be impacted by these proposed changes. The OCTA has intervened in this proceeding and is actively participating in the docket. Our comments are due on April 15, 2011, and United will have until May 2, 2011 to respond. ■

2011 Cable-PAC/PAT Participation

January 1 - March 31, 2011

Ohio Cable★PAC Ohio Cable Political Action Committee	CLEAR PICTURE Amount Raised: \$100 Goal: \$520	GLW BROADBAND Amount Raised: \$ 50 Goal: \$400	SUDDENLINK Amount Raised: \$0 Goal: \$1,400
ARMSTRONG CABLE Amount Raised: \$ 150 Goal: \$2,496	COMCAST Amount Raised: \$ 300 Goal: \$1,430	INSIGHT Amount Raised: \$0 Goal: \$5,252	TOTAL Amount Raised: \$12,733 Goal: \$28,288
BUCKEYE CABLESYSTEM Amount Raised: \$ 2,749 Goal: \$10,972	COX COMMUNICATIONS Amount Raised: \$1,384 Goal: \$3,068	MASSILLON CABLE TV Amount Raised: \$8,000 Goal: \$2,750	

Cable-PAC/PAT Individual Contributions

(January 1 – March 31, 2011)

<u>Armstrong</u> James Mitchell Mike Sammon	<u>Pat Deville</u> John Ducat Bonita Ehrhardt Lorrie Grup	<u>Sarah Riedeman</u> Charles Riley Paul Shryock Christina Thomas James Wolsiffer	<u>Erie County Cablevision, Inc.</u> Diane Evans Will Ogburn	<u>OCTA</u> April Barrowman Maryann Kafer Jonathon McGee
<u>Baker Installations</u> Wade Baker	<u>Shalonda Haynes</u> Lynnell Jefferson Pam Koontz Linda Mayberry	<u>Clear Picture, Inc.</u> Keith Chambers Kelly Rehm	<u>G.L.W. Broadband</u> Kevin Flanigan	<u>Scripps Networks</u> Jan Liddicoat Helen Rogers
<u>Buckeye CableSystem</u> Bonita Ash Mike Bilik Laurie Cichy Tom Dawson	<u>Brad Mefferd</u> Daniel Penny Veronica Pinciotti Jessica Pitzen	<u>Comcast</u> Jim D'Innocenzo Frank Polito	<u>Massillon Cable TV, Inc.</u> Nancy Gessner Robert Gessner Elizabeth Gessner McAllister	<u>Universal Remote Control</u> Steven Christopher



Al Hunt with attendees from Armstrong



Emcee Bruce Drennan with Buckeye CableSystem's Veronica Pinciotti, Pam Koontz, Tom Cole and Florence Buchanan

Right: Kyle Chowning and Patrick Schwerdtfeger



Below: Bruce Drennan and Amrei Wolfschuetz, Comcast Networks



OCTA 2011 Annual Meeting

The OCTA's 2011 Annual Meeting sported a new one-day format, a full roster of stellar speakers, and sessions on a wide range of topics.

The morning got off to an early and insightful start. **Todd Snitchler**, Chair of the Public Utilities Commission of Ohio, gave remarks during the opening Government Affairs breakfast. **Jeffrey Hirsch**, Regional President of Residential Services for Time Warner Cable New York City Region, offered comments on the latest cable industry trends, opportunities and challenges during the business meeting. **Jim Haudan**, CEO of Root Learning and author of *"The Art of Engagement: Bridging the Gap between People and Possibilities"* led a general session outlining the strategic components needed to grow companies and the people in them.

Al Hunt, executive editor for Bloomberg News in Washington D.C. and the host of Bloomberg News' *"Political Capital with Al Hunt,"* gave an entertaining and informative Legislative Luncheon Address.

A trio of breakouts kicked off the afternoon lineup. **Kyle Chowning**, VP of Programming at Halogen, and **Patrick Schwerdtfeger**, author of *"Make Yourself Useful - Marketing in the 21st Century,"* shared tips on building interest and relationships through social media. **Mike Giobbi**, Chief Technical Officer at Armstrong, and **Bob Gessner**, President of Massillon Cable TV, Inc., outlined new developments in bandwidth management in a technical session moderated by **Mike Sammon**, General Manager of Armstrong's Ashland, Ohio system. **Rick Chessen**, Senior Vice President, Law & Regulatory Policy at NCTA, and **Doug Preisse**, Chair of the Franklin

County Republican Party, offered updates on legislative, regulatory and political developments. **Victoria Moye**, founder and president of GEM Training Solutions, led a communications session aimed at fueling professionalism, enthusiasm and skill levels while enhancing the customer experience and driving growth.

The day wrapped with *"Where We Are on TV Everywhere,"* an interactive discussion with **Chuck Hurst**, Vice President, Systems Development at Scripps Networks and **Eric Ratchman**, VP of Business Strategy for Disney/ESPN Media Networks, moderated by **Joe Jensen**, Executive Vice President, Block Communications.

Great thanks to all those who helped make the 2011 Annual Meeting possible. Special thanks to David Noguerol and Bloomberg Television for securing Al Hunt as our Legislative Luncheon speaker, and to Ed Niemi and SportsTime Ohio for sponsoring the IMAGE Awards reception and emcee Bruce Drennan, ably assisted by STO's Ashley Collins. Thanks also to sponsors Time Warner Cable, Disney/ESPN Media Networks, Buckeye CableSystem, Ovation, Comcast, NBC Universal, Fox Cable Network, Scripps Networks, Vorys, Sater, Seymour & Pease, Inspiration Networks, Van Meter Ashbrook, Cox Cleveland, A&E Networks, Outdoor Channel, Ohio Council of Retail Merchants, Discovery Networks, Roetzel & Andress, Hallmark Channel, Baker Installations, Nationwide, QVC, Carpenter, Lipps & Leland, Grant Street, Universal Remote Control, and Massillon Cable TV, Inc. ■

Below: Jeffrey Hirsch, Time Warner Cable



Below: Emcee Bruce Drennan with Time Warner Cable Mid-Ohio's Amanda DeCastro, Jeffrey Ortega, and Mo Orsati



Shannon Mullen, Time Warner Cable, with Al Hunt



Shannon Delaney and Ashley Collins



Al Hunt with Ohio Representative Ron Gerberry, Supreme Court Justice Terrence O'Donnell, Representative Bob Hagan and Representative Ted Celeste

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OCTA IMAGE Awards Presented

The Ohio Cable Telecommunications Association's 2011 IMAGE Awards were presented in a ceremony held during the Annual Meeting in Columbus. These awards honor OCTA members' efforts to build and enhance relationships with their customers and foster a positive image in their communities through projects, programming and individual efforts.

Bronze, Silver and Gold level winners of the 2011 IMAGE Awards competition (see list) have demonstrated a high level of commitment to the communities and customers they serve. Buckeye CableSystem's BCSN (Buckeye CableSystem Sports Network) won the Gold Award for Excellence in Local Programming. Individual Achievement awards were presented to Lisa Koon, Jonathan Glazer, Annette Atanacio and Tim Jeffrey of Cox Cleveland, and to Crystal Grace, Heather Arndts, Tami McCoy and Greg Alspaugh of Time Warner Cable's Southwest Ohio Division. Bruce Drennan, host of *All Bets Are Off with Bruce Drennan* on SportsTime Ohio, emceed the event along with Ashley Collins, who contributes to *All Bets are Off* and is co-host of *Beer Money* on SportsTime Ohio. ■



Time Warner Cable Northeast Ohio



Cox Cleveland



Time Warner Cable Southwest Ohio

LEGEND

G - Gold • S - Silver • B - Bronze

Community Outreach

- G** Time Warner Cable Mid-Ohio Division, *Cooldest Creation Viewer's Choice Contest*
- S** Buckeye CableSystem, *6th Annual Walk/Run to Break the Silence*
- B** Cox Cleveland, *Cox Employees Connect Time, Talent, Technology*

Product Promotion/Sales Launch

- G** Time Warner Cable Mid-Ohio Division, *Time Warner Cable Mobile Internet Launch Event*
- S** Buckeye CableSystem BCSN, *BCSN VISION*

Employee Outreach

- G** Time Warner Cable Northeast Ohio Division, *See the Difference Employee Communication Campaign*
- S** Time Warner Cable Mid-Ohio Division, *eConnect Newsletter*

Education Outreach

- S** Time Warner Cable Midwest Region, *Connect a Million Minds*
- B** Buckeye CableSystem BCSN, *BCSN FIT*

IMPACT Ohio Award

- S** Comcast Networks, *Messiest Room Makeover*

Individual Achievement/Sales Representative

- G** Crystal Grace, Time Warner Cable Southwest Ohio Division

Individual Achievement/Sales Representative Community Volunteer

- G** Lisa Koon, Cox Cleveland
- S** Heather Arndts, Time Warner Cable Southwest Ohio Division

Individual Achievement/Support Personnel

- S** Jonathan Glazer, Cox Cleveland

Individual Achievement/Customer Care Representative

- G** Annette Atanacio, Cox Cleveland
- S** Tami McCoy, Time Warner Cable Southwest Ohio Division

Individual Achievement/Technician

- G** Greg Alspaugh, Time Warner Cable Southwest Ohio
- S** Tim Jeffrey, Cox Cleveland

Excellence in Local Programming

- G** Buckeye CableSystem BCSN
- S** Time Warner Cable Mid-Ohio Division
- B** Time Warner Cable Northeast Ohio Division

Entertainment Programming

- G** Time Warner Cable Northeast Ohio Division, *SMARTS: STEM Edition*
- S** Buckeye CableSystem BCSN, *FORE*
- B** Cox Cleveland, *What's on Demand*

Live Action Sports Programming

- G** Time Warner Cable Mid-Ohio Division, *High School Football Coverage*
- S** Buckeye CableSystem BCSN, *MAC Women's Basketball*
- B** Time Warner Cable Northeast Ohio Division, *TWC High School Football Game of the Week*

Community Affairs Programming

- G** Time Warner Cable Northeast Ohio Division, *Strange Matter*
- S** Time Warner Cable Northeast Ohio Division, *Robotics Competition*
- B** Time Warner Cable Northeast Ohio Division, *Young Inventors*

PSA/Promotional Message

- G** Buckeye CableSystem, *Mayor Bell FIT*
- S** Time Warner Cable Northeast Ohio, *Strange Matter on L.O.D.*
- B** Buckeye CableSystem, *BCSN Scholarship Program*

Marketing Message

- G** Buckeye CableSystem, *BCSN FIT Garden Promo*
- B** Time Warner Cable Midwest Region, *I Am Time Warner Cable - DVR Service*

Advertisement

- G** Buckeye CableSystem, *Magic Wok Combo*
- S** Buckeye CableSystem, *Ghostly Manor*

LEGISLATIVE UPDATE

Forced Relocations

The two-year state transportation budget (H.B. 114) was signed into law by Governor Kasich on March 30, 2011. Included in that budget were amendments sought by the OCTA and the cable industry to allow cable operators to be reimbursed for their costs associated with relocations of facilities caused by either port authorities or the state.

Prior law required the state to reimburse a utility, but not a cable operator, for the cost of relocating any of its facilities because of highway construction. The new law requires that the state also reimburse a cable operator (and certain other right-of-way occupants) for the cost of relocating facilities because of highway construction.

Prior law also required certain protections for property or facilities of state agencies, political subdivisions, public utilities, and common carriers, but not cable operators, if disturbed by a port authority. The new law requires that if a port authority takes or disturbs property or facilities of a cable operator the port authority must restore, relocate, duplicate, or, upon the cable operator's election, pay compensation for the property or facilities. Additionally, any new facilities or location must be of at least comparable utilitarian value and effectiveness. Relocation must not impair the cable operator's ability to compete in the original area of operation. The relocated property or facilities also must be available for use by, and its title transferred to, the cable operator before the port authority can take title to the appropriated property.

The OCTA would like to thank Senate Highways and Transportation Committee Chair Tom Patton, committee members Senators Kris Jordan and Frank LaRose, and bill sponsor State Representative Ross McGregor for their leadership on this issue. ■

Face to Face (continued from page two)

JM: What are some of the issues you will be focusing on in the new session?

DD: The wind power folks and the renewable energy people want to come in and talk about some issues that they have. Also, we've heard and read some pieces that have run in the major newspapers about the structure of Ohio's electric industry and whether or not there's a need for additional regulations, whether or not there's a necessity to reopen Senate Bill 221 that re-regulated the utility industry. I think that there's a concern that some of the investor owned utilities have some base-load generation plants that are getting old and they are needing to look to invest and rebuild and they have some problems with the way things are structured now. So, I think those are some of the things that we are beginning to see early on. I have not heard much from the telecommunications industry; they had a bill that went through the General Assembly a year ago and I think that they are just going to sit back and wait a while and see what's going on.

JM: How do you feel that technology is changing the role of public utilities in Ohio?

DD: We've seen technological advances and have obviously been a part of the conversation as far as the telecommunications industry is concerned. We are just now beginning to hear about alternative energy as viable here in the State of Ohio. These are things that we weren't talking about 15 or 20 years ago, and now we are beginning to have those conversations. All of these come about as a result of some part of technology advancement in the industry and in the field. I think that as we build better bearings then we can make wind energy with less wind. We make better photovoltaic film for solar panels. I think that technology is driving a lot of the conversations and also, you know, we are looking at renewables in the way of ethanol and switch grasses – things that we weren't talking about 10 years ago, but because of technological advances, we are beginning to see a lot more of that conversation.

JM: Are you comfortable with the lines of communication between the House, Senate and public utilities commission?

DD: So far, yes. The commission has been over on more than one occasion and they have asked me to come over and spend some time with them so that I can better educate myself on their roles and responsibilities and I'm looking forward to that. And we've got a new utilities chairman over in the House and we are beginning to have some conversations on what's happening over there, so at this point, I'm very pleased with how things are going.

JM: What would you particularly like to see accomplished in the 129th General Assembly?

OCTA Legislative Reception & Technology Demo Goes 3D TV and 4G Wireless



The 2011 OCTA Legislative Reception and Technology Demo was held February 15th at the Vern Riffe Center in Columbus. The event spotlighted 3D TV programming, 4G wireless services, high-speed wireless cable modems and HDTV cable service with HD DVR set-top boxes, with technology provided courtesy of Time Warner Cable.

DD: I would like to see us get our fiscal house in order. I think that's on everyone's mind right now. We are facing some extremely difficult challenges and the one thing that I would like the 129th General Assembly to be remembered for is that it took on a lot of tough problems and did so in a manner that was able to bring consensus to the process so that we as Ohioans can move forward. Obviously, we are going to have issues come up on any number of subjects, but, I think everyone in the state realizes that we have got to do some things to bring the balance – to make sure that we are still delivering to the citizens the services we need to. It's the most important thing that we are going to have on our plate.

JM: You were instrumental in the creation of the Turning Point Applied Learning Center in Highland County. Can you tell us more about that?

DD: Turning Point Applied Learning Center was a program that we started when we were looking at our Job and Family Services number and the people we had on public assistance. We were, at one point, down to a very low case load and we found out that we had very few two-parent households on public assistance, but, those people had some extreme barriers into the work force. We partnered with local industries that do a lot of what would be considered piece work, manual labor and quality control checks, and had people who were on public assistance work for half a day and go to school for half a day to learn how to manage their money and do all of those things. They got a pay check from the industry they were working for, rather than a public assistance check. As people came in, the industries that we worked with agreed to take them in and give them an opportunity to enter their work force and we were able to transition a lot of people off of public assistance just by moving them into a very regimented work environment. Local businesses would have an employee who could go into their setting and do the work that they required. It was really kind of a win, win, win for a lot of people and I am extremely proud of the work that we did in starting that. The program has been in existence for probably around 12 years now and it's shown its fair share of success.

JM: What advice would you have for the cable industry as we work with the 129th General Assembly?

DD: I appreciate the cable industry and its desire to extend a wide variety of broadband services. Obviously, 15 years ago we weren't talking about you being in the Internet business or providing voice over internet protocol, but I think that you have been leaders throughout this process and I appreciate all the work that you have done. I hope that you continue to do those kinds of things; it will help bring the world to our rural areas and open us up for the business environment that we will need to solve many of the problems that Ohio has. ■

OCTA Golf Outing Set for June 6th at Columbus Country Club

Join us for a day of play in the lush and storied setting of the Columbus Country Club, where in 1964 Bobby Nichols opened the PGA Championship Tournament with a round of 64, the first ever posted in the PGA Championship. He went on to win with a total of 271, a record that held for 30 years, while Jack Nicklaus and Arnold Palmer tied for second, each with a score of 274.

The course was designed by Donald Ross, without question one of the most accomplished golf course architects of all time. The front nine was completed in 1907, and the back nine in 1914, but over the years the course has been updated to improve play, aesthetics, and to accommodate improvements in golf equipment.

Our day will get underway with registration opening at 9:30 a.m. Ranges and practice greens will be open, and a continental breakfast will be available prior to the shotgun start at 11:15 a.m. Following golf, a reception and awards presentation will close out the day. Complete details, registration and sponsorship information are online at www.octa.org. ■

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Contact mkafer@octa.org to subscribe.**

SCTE – Leadership Institute

www.scte.org

When: April 26 - 30, 2011

Where: Tuck School of Business at Dartmouth
Hanover, NH

The Cable Show

www.thecablesow.com

When: June 14 - 16, 2011

Where: McCormick Place
Chicago, IL

2011 CTAM Insights Conference

www.ctam.com

When: June 15 - 17, 2011

Where: The Palmer House
Chicago, IL

The Independent Show

www.nctconline.org/meetings

When: July 24 - 27, 2011

Where: San Francisco Marriott Marquis
San Francisco, CA

OCTA – Golf Outing

www.octa.org

When: June 6, 2011

Where: Columbus Country Club
Columbus, OH



CABLE CALENDAR

2011