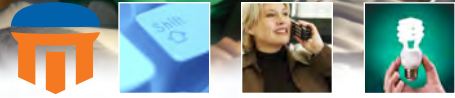


# CONWAY CORPORATION Connected

FALL 2015 · VOLUME TWENTY-SIX NUMBER 4



## Conway Corp introduces updated logo

Conway Corp recently surveyed customers and employees through email surveys and focus groups as part of a brand analysis study. Using results, the company has launched an advertising campaign to share its history and vision with the community and introduced an updated logo. Conway Corp was established in 1929 as the city faced the threat of losing Hendrix College and Central Baptist College. In June of that year, Conway Corp was given the lease to operate the city's electric light plan and franchise. Bonds were issued in the amount of \$215,000 and given to each of the three Conway colleges, along with the community's public and parochial schools. For more than 86 years, Conway Corp has served the city of Conway.

The company prides itself on providing high-quality services at reasonable rates, and is a recognized leader and award-winner in its industries.

"As we began looking at a brand campaign, we asked

ourselves if it was time for a new logo. Our customer research led us to the conclusion that it was time to refresh the logo, but not have a wholesale change," Conway Corp CEO Richard Arnold said. "Conway Corp is valued and trusted by the community. Our customers identify with our brand, and we wanted something updated, but still familiar." The icon has been simplified but continues to represent electric and water – the two original services of the

community. The iconic blue water tower shape now has powerful supporting columns to reflect Conway Corp's dedication to supporting the

community, while the orange base of the tower suggests electric with the three prongs of a grounded plug. An interior prong also serves as a door to future services and technologies like cable, Internet, telephone and soon home security service. In

addition to the new "Tower of Power" logo, Conway Corp will begin using a distinct icon for each service line. In the coming weeks customers will begin seeing the new advertising campaign featuring commercials, print ads, posters, online ads and billboards.

Visit [ConwayCorp.com](http://ConwayCorp.com) for more information on Conway Corp, its services and its history.



Conway Corp is beginning to transition to an updated logo and will be using distinct icons for each service line.



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#### CEO

Richard Arnold

This newsletter is published quarterly by Conway Corporation, operators of the city-owned electric, electronic and water systems. Conway Corp is a not-for-profit organization dedicated to exceeding our customers' expectations in producing and delivering safe, affordable, reliable, innovative and environmentally-sound utility and telecommunications service while enhancing the quality of life in our community. Customer comments are welcome.

#### Conway Corp Newsletter

P.O. Box 99 – Conway, AR 72033  
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# WORKS IN PROGRESS

**Conway Corporation had forty-three projects under construction in October. Below is a list of the five major projects:**

- Castleberry Meadows – Water and Sewer
- Circuit D201 Rebuild, Donaghey Substation to Dave Ward Drive – Electric
- 1155 Exchange Avenue – Electric and Cable
- Tupelo Bayou Wastewater Treatment Plant – Sewer
- Winterbrook Subdivision, Tyler Street – Electric, Water, Sewer and Cable

## Construction to begin on new Customer Care center

Conway Corp will soon begin construction on a new Customer Care center as a part of the company's Prairie Street campus master plan.

"As the company and the services we provide have grown, we have run out of space for both our staff and for servicing customers," CEO Richard Arnold said.

Rik Sowell Architects began working with Conway Corp staff in 2014 to put together a long-term plan to deal with growth and future needs.

Phase one of the plan includes the construction of a new 28,000 to 30,000-square-foot anchor building on the corner of Locust and Prairie Streets.

The building will be three stories of offices with ground

floor retail space and customer care space overlooking an outdoor plaza.

The back of the building will include a two-lane drive-thru for customer bill pay. According to Arnold, the current drive-thru system is intermittent, and it is difficult to find someone who can work on the outdated system.

The second floor will have billing services and marketing staff offices as well as training space. The third floor will have executive staff offices.

"With the existing building and the new construction, we will have room for growth to meet customer needs," Arnold said.

The company expects to complete construction on the building in early 2017.



Conway Corp is set to begin construction on a new customer care center at its Prairie Street location.



Linemen from Conway Corp recently read to students at Ellen Smith and Marguerite Vann Elementary Schools. Promoting education has been important to Conway Corp since the beginning of our company in 1929. It's learning for students, powered by us.





# Conway Corp employees recognized for excellence



Nicole Pizzolato  
Customer Service Specialist

Conway Corp was recognized for excellence in customer service when 16 of its customer service and cable installer professionals were awarded Customer Service Excellence Awards at the 2015 Mid-America Cable Show held in Omaha, Neb.

Senior Cable Maintenance Technician Jason Schaal and Cable Installer Jason Fleming were recognized with the Extra Mile Award for going above and beyond their job responsibilities to serve the needs of their customers. Schaal was recognized when a customer reported that he had found a debit card, cash, gift card and stamps that she lost from her wallet/phone while out for a run. Schaal delivered the lost items to her home. Fleming was recognized when customer support staff received a phone call from a customer complimenting actions observed by the installer. She was out walking her dog when she saw Fleming stop to assist an “elderly gentleman who had fallen.”

Call Center Supervisor Lesia White was recognized in the retention category

for her ability to use product knowledge to match services to customer interests and to present features and benefits while addressing concerns.

Commercial Sales Account Executive Eleise Wood Myers and Customer Service Specialists Nicole Pizzolato and Sheila Fraser were recognized in the sales category for presentation of features and benefits while helping customers find the correct products and services for their needs.

Senior Customer Care Specialist Kelly Wirtz, Customer Care Specialists Michelle Hatfield and Rachael Myers were recognized in the upgrade sales category for their use of product knowledge to match services to customer interests.

Lead Customer Service Specialist Jane Harrison, Customer Service Specialists Shelly Smith and Tracy Ferrell, Cable System Technicians Jeff Meredith and Jonathan Booth, Cable Installer Sean Maxfield and Marketing Coordinator Beth McCullough Jimmerson were recognized in the service and repair category for their ability to remain calm

and professional while showing concern for the customer’s individual needs and resolve the situation to the customer’s satisfaction.

The Mid-America Cable Association is an industry association formed in 1958 to help telecommunication providers promote technical excellence, superior customer service, exemplary marketing and student scholarship. It includes cable telecommunications system operators in Kansas, Missouri, Nebraska, Oklahoma, Iowa, Arkansas and Texas. The Customer Service Excellence Award program was established in 1986 to recognize excellence in the cable television industry.

## Network changes

Universal Sports Network recently notified Conway Corp that the assets and content rights of Universal Sports Network have been sold to NBCUniversal and, as a result, the network is discontinuing service.

The anticipated date for the service to discontinue is Monday, Nov. 16, 2015.

Universal Sports Network is a part of the Conway Corp HD package on channel 581.

In addition, Sinclair networks notified Conway Corp that Retro TV (channel 171) planned to change its programming to CometTV on Saturday, Oct. 31. CometTV is a Science Fiction multicast network.

Lifetime Movie Network has moved from channel 105 to channel 84. This digital channel is now a part of the starter package.

# Energy Smart Essay & Poster Contest Winners Announced

This October, Conway Corp celebrated Energy Awareness Month and Public Power Week by encouraging local students to show their energy smarts and participate in a poster and essay contest. Students in grades K-4 were asked to create a poster on the theme “Powering an Energy Smart Future” while students in 5-7 grade and 8-12 grade were asked to write an essay on the same theme. First, second and third place prizes were awarded in each age category.

Woodrow Cummins Elementary third grader Tori Worley won first place in the poster contest. Tori won a Conway Corp prize pack, an Energy Smart pizza party for her classroom and \$100 dona-

Future” essay, and Aiyla East won third place for her “Teach Them Well – Powering an Energy Efficient Future” essay. Baatz is a sixth grader at Bob Courtway Middle School. Purtle and East are seventh graders at Ruth Doyle Middle School.

“Saving our Future: Energy” by Elaina Taylor won first place in the 8-12 grade category. “Always with Celerity” by Meagan Carmack received second place, and “The Power of the Future Lies Within the Energy of Today” by Nicole Penn received third place. Taylor, Carmack and Penn are all seniors at Conway Senior High School.

Students in the essay contest won cash prizes.

Congratulations to all the winners of the 2015 Energy Smart Essay and Poster Contest, and thank you to all students who submitted an entry. Conway Corp is proud of these students who continue to encourage us all to conserve energy in our everyday lives.



Conway High School teachers Beverly Sutterfield (on left) and Chad Terrell (on far right) were on hand when high school students Elaina Taylor, Nicole Penn and Meagan Carmack received their essay awards.

tion for her classroom. Ty Freyaldenhoven, second grade at the Art School, won second place and Lily Mason, third grade at Woodrow Cummins, won third place.

In the 5-7 grade category, Delia Baatz won first place for her essay “Powering an Energy Smart Future.” Allison Purtle won second place for her “An Energetic

## Home Security and Automation services now available

Conway Corporation recently introduced its new home security and home automation service for residential customers.

Conway Corp is offering two packages to customers – security only or security with home management options.

The home automation package gives customers the ability to create personalized settings.

In addition, the service comes with a tablet-like touch screen with a menu of apps that allow access to music, sports information, the latest weather information and more. The system also features remote arming and disarming from a smart phone.

Following are some of the available items:

- Smoke Detectors
- Carbon Monoxide Detectors
- Motion Detectors
- Door & Window Sensors
- Indoor & Outdoor Cameras
- Thermostats
- Lamp Modules

Customers can choose from two plans: Security, which is a basic home security package; or Automation which includes enhanced security features and the option to add home automation.

The security package is \$34.99 a month, plus equipment and installation. The home automation package will be \$44.99 per month, plus equipment and installation.

Conway Corp is currently contacting customers who have expressed an interest in the service. Visit [ConwayCorp.com](http://ConwayCorp.com) or call 501-450-6000 to receive more information.



Energy Smart is designed to provide customers with the knowledge and tools they need to improve energy efficiency in their home and business to save energy and money.

Conway Corp is dedicated to helping customers address energy efficiency while lowering monthly bills by sponsoring the new homes program and providing free energy audits and incentives including zero percent interest loans.

Learn more about how you can save energy and money for your home or business by exploring the energy calculator links at [ConwayCorp.com/EnergySmart](http://ConwayCorp.com/EnergySmart)

# THOUGHTS ON PAPER

Each year, Conway Corp is faced with cable network negotiations, and we work to manage your monthly bill by fighting against excessive fee increases that are being proposed by the networks.

That's why we are a member of the National Cable Television Cooperative (NCTC), a collective of more than 900 independent local television and broadband providers across the United States. This allows us to negotiate as one larger group to gain the cost benefits that the larger cable and satellite TV providers enjoy, while still enabling us to provide home-town service to our customers.

We know you want a good value. When networks demand huge fee increases, we work to get the best offerings at the best price so we can keep your bill as low as possible.

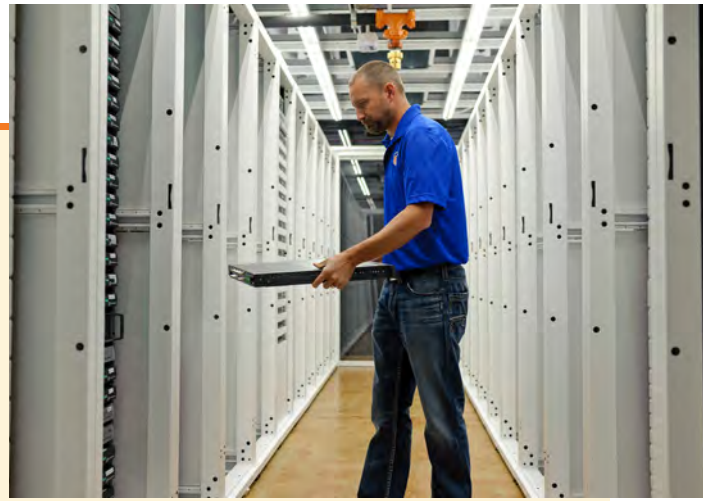
You want more choice and control with your TV programming: We strive to get networks to offer their shows to you on your terms, not theirs.

We ask that networks do not hold their channel hostage from you while we are negotiating. When the networks pull their signal, they are hoping to get you to put pressure on us to get them to agree to their demands for higher Network fees – and we all end up paying more.

The NCTC is currently negotiating on our behalf with AMC Networks. Our contract expires on Dec. 31.

AMC owns four networks – AMC, WE, IFC and Sundance TV. Conway Corp currently carries AMC and WE.

We have seen numerous ex-



amples, both in Arkansas and across the country, where networks threaten to pull their programming if the cable operator does not meet their rate hike requirements.

We will continue to work hard to fight against these excessive fee increases.

Customers can visit [TVonmyside.com](http://TVonmyside.com) to learn more about network negotiations.

A handwritten signature in black ink, appearing to read "Richard Arnold".

**Richard Arnold**  
Chief Executive Officer



## You could be watching TV through your laptop, tablet and even your smartphone!

Catch the newest series episodes, hottest sports, breaking news and special events. Live and on demand. Anytime. Anywhere you have Internet access. On the best screen available. The TV Everywhere viewing experience is a benefit of your current cable TV subscription and now features more than 60 networks. No additional cost.

Subscribers can sign in with their TV Everywhere user ID and password, make their viewing selection and begin watching. Don't have a TV Everywhere account? Visit [conwaycorp.com/services/cable](http://conwaycorp.com/services/cable) and click on the TV Everywhere tab to create one.





**THE OPPORTUNITIES**  
*that turn great classes*  
**INTO EVEN GREATER CAREERS.**

*⚡ powered by Conway Corp ⚡*

Since we were founded to support Conway colleges, education has always been a priority. That's why Conway Corp is committed to providing world-class digital technology - and many other resources - to our local schools and universities. It's opportunity for students, powered by us.



⚡ 💧 🖥️ 📶 📞 🏠 | (501) 450-6000 | ConwayCorp.com |   

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## Cable rate adjustment

In April, the Conway Corp Board of Directors approved a two-stage rate adjustment for cable services to take effect June 1.

The first step of that increase began June 1. The second will begin Jan. 1, 2016 with a \$4.50 increase on the starter cable package.

“We have incurred significant programming and retransmission cost increases in 2015 making it necessary to raise the rates on our starter cable service,” Chief Financial Officer Bret

Carroll said.

There will also be increases for the HBO and Cinemax premium cable packages. HBO will increase from \$18.95 per month to \$19.80, and Cinemax will increase from \$12.95 to \$13.40.

In the past three years, local broadcast stations increased their rates by an average of 52 percent. In 2015, local TV stations and cable networks again increased their rates - some by as much as 90 percent.

“We don’t match their increases,” Carroll said, “but we have to adjust pricing so that we can continue to deliver quality programming and service to our customers.”

Conway Corporation continually invests in its network, making it possible to add the new content and features customers want and the reliable, dependable service customers deserve.

Visit ConwayCorp.com for more information about Conway Corp cable services.