

# Connected

CONWAY CORPORATION

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This newsletter is published quarterly by Conway Corporation, operators of the city-owned electric, electronic and water systems. Conway Corporation 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.

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## Board approves faster Internet speeds, cable rate adjustment

The Conway Corporation Board of Directors recently approved increased speeds for Internet packages and a rate adjustment for cable services to take effect June 1.

### Internet packages

Internet packages will remain the same price but will have an increase in download and upload speeds. The current Basic package will increase from 4 Mbps to 6 Mbps down and from 512 Kbps to 1 Mbps up. The Express package will go from 12 Mbps to 25 Mbps down and from 1 Mbps to 3 Mbps up. Extreme from 18 Mbps to 50 Mbps down and from 1 Mbps to 5 Mbps up. The Turbo package will

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Conway Corporation will add a new 200 Mbps residential Internet package and increase download and upload speeds for its existing packages beginning in June. Rates will remain the same on existing packages. For more information about Conway Corporation cable, Internet and telephone services call 501-450-6000 or visit [conwaycorp.com](http://conwaycorp.com).

increase from 50 Mbps to 100 Mbps down and from 3 Mbps to 10 Mbps up. Conway Corporation will add a new package offering 200 Mbps down to 20 Mbps up.

### Cable rates

"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.

Customers will see a \$5 increase for starter cable service in June 2015 and \$4.50 in January 2016.

The company has been able to realize some savings in its HD package programming costs and will lower the rate of that tier by \$3.

# WORKS in Progress

Conway Corporation had thirty-eight projects under construction in April. Below is a list of the ten major projects:

- Circuit D201 Rebuild, Donaghey Substation to Dave Ward Drive – Electric
- Conway Corporation Data Center, 1308 Deer Street – Water, Sewer and Cable
- Conway Donaghey Substation – Electric
- Cottages of Conway - East German Lane at Rumker Road – Electric and Cable
- 1155 Exchange Avenue – Electric, Water, Sewer and Cable
- 3499 Lollie Road - Conway Municipal Airport Terminal – Cable
- Orchard at Round Mountain Subdivision – Electric and Cable
- Salem Woods - S. Salem Road – Electric, Water, Sewer and Cable
- Tupelo Bayou Wastewater Treatment Plant – Water and Sewer
- Tupelo Bayou Conveyance – Sewer
- UCA Greek Village – Electric, Water, Sewer and Cable

## Conway Corporation launches gigabit Internet service

At its annual meeting in March, the Conway Area Chamber of Commerce announced the launch of Conway's Data District powered by Conway Corporation.

Conway Corporation will begin offering gigabit Internet services to businesses located in the district later this spring.

"We have been proactively developing our fiber infrastructure in this area to meet customer demand," Conway Corporation CEO Richard Arnold said. "With an eye on the future, we are providing the service needed by business customers in the district."

With the gigabit initiative, Conway Corporation is embracing its position as an Internet technology leader.

The company was fifth in North America to commercially release a citywide high-speed, broadband cable Internet service when that service launched in 1997.

Packaging for the data district service was approved by the Conway Corporation Board of Directors in April. Conway Corporation will have 250 Mbps, 500 Mbps and 1 gigabit packages available. The service will be rolled out in phases beginning with a seven block area and eventually taking in eighteen blocks in downtown

Conway.

"Conway Corporation gives our community a strategic advantage in many ways," Chamber CEO Brad Lacy said. "We have high-speed service supported by a responsive, local team. Speed, reliability and service give us a unique selling point for technology companies."

"We are committed to exceeding customers' expectations and to enhancing the quality of life in our community. We believe that being a part of the Data District initiative is just one more way we are doing that," Arnold said.

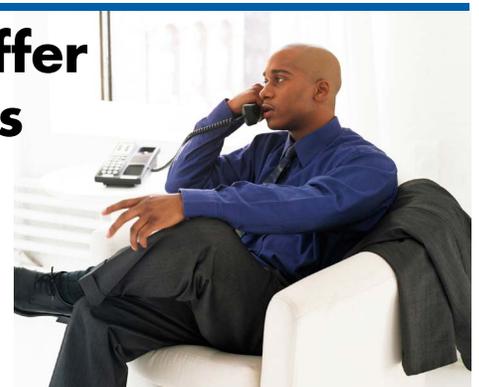


DATA  
DISTRICT

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# Joe Bright retires after 29 years with electric department



Joe Bright joined Conway Corporation as a groundman in 1977. He entered his lineman apprenticeship one year later. He left the company in 1981 and returned in 1989.

Bright has spent time in numerous roles in the electric department – from service truck and street light truck crews to hanging banners and Christmas lights. For the past nine years, he has served as a substation repair worker.

“Conway Corporation is a service-oriented company,” Bright said. “No matter what job I was doing, I knew I was getting to help people.”

Bright says he is a jokester and enjoys a good prank with his co-workers, but notes that the work done by those in his department is serious work. “We know that electricity is no respecter of persons,” Bright said. “The job we do

can be life-changing or life-taking in a second. It is hard work. But you do the hard things because you want to help people. We want to take care of customers.”

That is where the reward comes from his career – in getting to help people, helping people and the relationship with co-workers.

“I have had the privilege of working with a great bunch of guys that care. I’m going to miss the camaraderie. When your life depends on the person next to you, those relationships matter,” Bright said.

Bright is looking forward to fishing, gardening and time with his grandchildren.

“It has been real and it has been fun,” he added. “Now it is time to have some real fun.”

## HD networks and Fox OnDemand added, two networks to move to starter cable package

Beginning in June, Investigation Discovery and Oxygen will move from Conway Corporation’s Digital Plus package to the Starter package.

The channels will move as follows: Investigation Discovery from 110 to 82 and Oxygen from 166 to 83.

“Customers with a cable box will automatically receive the changes,” Marketing Manager Crystal Kemp said. “Customers without a box will need to autotune their television set to begin picking up the new channels.”

In addition, Conway Corporation will launch four new networks as a part of the HD package – Universal Sports Network, Epix, Epix2 and Epix 3 – along with offering Fox Networks OnDemand programming to digital plus subscribers.

**Universal Sports Network** offers live and exclusive coverage of Olympic, endurance and action sports from around the world. With more than 40 sports and 25 world championship events, only Universal Sports lets viewers watch their favorite athletes compete all year long.

**EPIX, EPIX2 and EPIX3** offer exclusive first-run Hollywood movies from Paramount, Lionsgate, MGM, Samuel Goldwyn and Roadside Attractions.

Customers who subscribe to digital plus package will also have access to the **Fox OnDemand** content beginning in June.

For more information on Conway Corporation’s cable packages, call 501-450-6000.

# Salter Construction, Inc. named Energy Smart Builder of the Year

Conway Corporation has named Salter Construction, Inc. as the 2014 Energy Smart Builder of the Year for the company's dedication to building energy-efficient homes in the Conway community.

These homes use substantially less energy than standard-built homes and help save homeowners money and energy for years to come.

Salter Construction built 11 single-family homes recognized by Conway Corporation as being Energy Smart homes in 2014 and already has additional homes under construction for 2015.

"Salter Construction has been committed to building homes that meet or exceed Conway Corporation Energy Smart criteria since the Energy Smart New Home program was developed in 2009," Conway Corporation Major Accounts and Energy Efficiency Manager David Avra said. "In that time they have built a total of 50 Energy Smart homes as well as 18 apartments to Energy Smart specifications in the Village at Hendrix."

Energy Smart specifications are based on the United States Department of Energy recommendations and can save 20 to 30 percent energy use over a standard built home thanks to a variety

of energy-efficient features including insulation, high-performance windows, tight ducts and efficient heating and cooling equipment.

"The savings generated for the Energy Smart homes and apartments built by Salter are well over \$400,000 throughout the life expectancy of all buildings combined," Avra said.

Salter Construction has been in the commercial and residential construction business since 1975. They are one of the largest family owned construction and real estate development companies in the state.

"We build Energy Smart homes because we feel that it's the right thing to do," said Nathan Salter, Vice President of Salter Construction, Inc. Conway Corporation's Energy Smart program offers residential and small commercial energy audits, the promotion of energy efficient home construction and a website with helpful information and tools for saving energy.

The Energy Smart program is designed to educate customers concerning the benefits of efficiency as a tool for managing energy use and lowering utility bills.

For more information, visit [conway-corp.com/services/electric](http://conway-corp.com/services/electric) and click on the Energy Smart tab.



Conway Corporation Energy Efficiency Consultant David Avra (second from left) recently awarded Conway Corporation Energy Smart Builder of the Year honors to Salter Construction, Inc. The award was presented to Ronnie Paul Matthews, Nathan Salter and Brent Salter.



## Save money with an Energy Smart Home

Conway Corporation Energy Smart recognized homes are built to save energy and lower utility costs while increasing comfort. Energy Smart builders adhere to stringent construction and equipment guidelines recognized by the U.S. Department of Energy to build homes 20 to 30 percent more efficient than the standard home built.

Following is a list of builders who are actively participating in the Energy Smart builder program:

- Acadian Homes
- Atkinson Homes
- Brock Custom Homes
- Cameron Homes
- Conway Custom Builders
- Elms-Clowers Construction
- Brent Franks Construction
- Greeson Construction
- Hambuchen Custom Homes
- J & J Custom Construction
- Jengel Construction
- Keller Johnson Builders
- Greg Lock Construction
- Lucas and Brown Properties
- Mallard Homes
- McConnell Custom Homes
- Moix Construction
- Luke Porter, Inc.
- Priester Custom Homes
- Rush-Hal Properties
- Salter Construction, Inc.
- Shaver Construction
- Thornton Home Builders

# THOUGHTS on Paper

Conway Corporation pays programmers (cable network or broadcast station owners) a fee per channel, per month, per customer for the right to provide that programming service or channel to our customers.

When contracts come to an end, we negotiate new agreements. Such is the case for our retransmission contracts which expired at the end of 2014.

Retransmission consent (or retrans) fees are the payments that cable operators like Conway Corporation make to broadcasters to carry their signals.

What we have seen in recent years is national broadcast networks increasingly taking control over local retransmission consent decisions and demanding a cut of local stations' retransmission consent fees. If their demands are not met, they pull their signals from consumers. And when those demands are met, it results in higher prices for customers.

Keep in mind that when the 1992 Cable Act passed, broadcast networks owned four cable networks; they now

own at least 104 – a 2,500 percent increase.

The rates now being charged to carry the local broadcast networks on our system are 52 percent higher than they were in 2014.

Add to that the increases being put on us by cable programmers and you have a cable rate increase for customers.

Conway Corporation has many of our cable network programming contracts through the National Cable Television Cooperative – which represents more than 800 smaller cable operators and negotiates programming deals on their behalf. Through the NCTC, we are able to negotiate deals cooperatively, providing us with more negotiating power.

As we look ahead in 2015, we know of several other contracts that will expire. We have looked at what those contracts are asking and set a next step of the rate increase for 2016.

Rates on our standard package will increase by \$5 per month in June and



by \$4.50 per month in January 2016.

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

We will continue to work to provide the networks our customers want at the best possible rate.

**Richard Arnold**  
Chief Executive Officer



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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.



**myConwayCorp**

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for Android and for iPhone

- View and pay your current bill
- View previous bills & payment history
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- Upgrade your services with the touch of a button
- Save money with energy efficiency tips
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## Cable rates

Increases in premium networks are HBO by \$1.20 to \$18.95; Showtime and Cinemax by \$.20 to \$14.95 and \$12.95 respectively and Starz by \$1 to \$10.95 per month.

There are no changes in monthly equipment or equipment rental fees.

In the past three years, local broadcast stations increased their rates by an aver-

age of 52 percent. In 2015, local TV stations and cable networks will again increase 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.

For additional information about Conway Corporation cable and Internet services, call 501-450-6000 or visit [conwaycorp.com](http://conwaycorp.com)