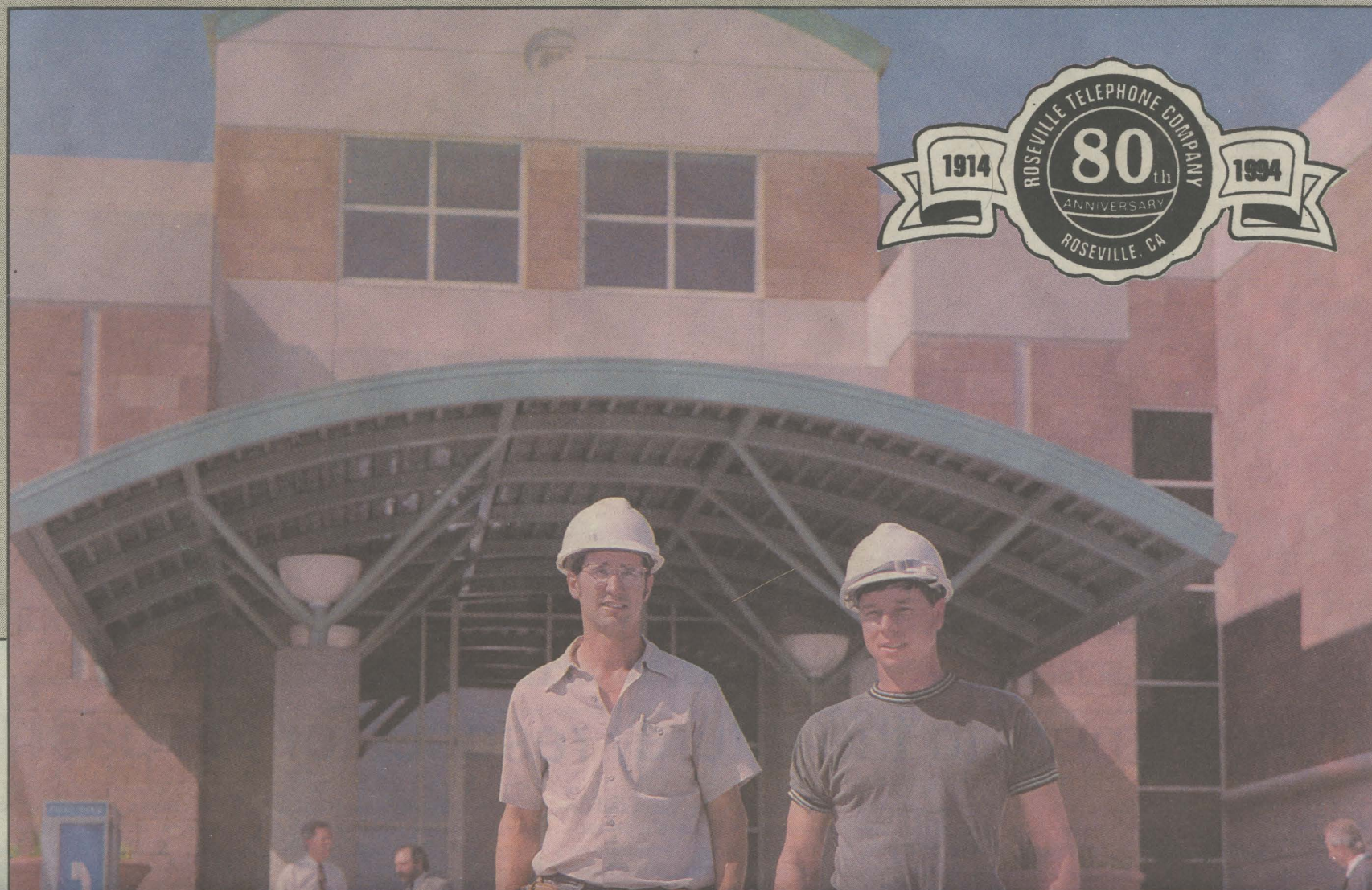


Roseville Telephone Company anniversary edition





June 3 to 5 Open House — See Page 2

ROSEVILLE TELEPHONE COMPANY



Press-Tribune file photo

Ground is broken for Roseville Telephone's new facility on Industrial Avenue May 19, 1992.

A commitment to the future, respect for the past

Special to The Press-Tribune

Mark your calendar for the weekend of June 3 to 5 when the Roseville Telephone Co.

a.m. to 9 p.m., Friday, June 3; 10 a.m. to 8 p.m. Saturday, June 4; and 10 a.m. to 8 p.m. Sunday, June 5. Live entertainment will create a festive

Other booths and exhibits downtown will have representatives offering information on local history, arts, transportation, management, recycling,

plain how the company's stock market sales through the years have financed growth. See the modern equipment that enables the company to

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A commitment to the future, respect for the past

Special to The Press-Tribune

Mark your calendar for the weekend of June 3 to 5 when the Roseville Telephone Co. opens its doors to the public during its 80th anniversary Open House.

For 10 hours three consecutive days, the telephone company will hold guided tours of its two main facilities, the downtown Roseville buildings at Vernon and Lincoln streets, and its new complex at 8150 Industrial Ave. on the northwest corner of Washington and Industrial.

Open House hours are 11

a.m. to 9 p.m., Friday, June 3; 10 a.m. to 8 p.m. Saturday, June 4; and 10 a.m. to 8 p.m. Sunday, June 5. Live entertainment will create a festive atmosphere with mariachi, jazz, country and western, and other popular bands playing throughout.

There will be free hot dogs and refreshments at the downtown venue and, of course, balloons and assorted goodies for the children. In addition, many door prizes have been donated by the company's vendors and suppliers. Admission is free and families are encouraged to attend.

In addition to company tours and exhibits, more than 20 of the company's vendors and suppliers will have booths there to display their products and services. Most of them will be at the Industrial Avenue complex.

The downtown Roseville venue will also highlight Roseville Telephone's involvement with the community. The city of Roseville will have a booth to explain the many services it offers, and the police and fire departments will have their most sophisticated equipment on display.

Other booths and exhibits downtown will have representatives offering information on local history, arts, transportation management, recycling, search and rescue, local water issues, the Tommy Apostolos Fund and Roseville Telephone Foundation. The chambers of commerce from Roseville, Citrus Heights and Granite Bay will share a booth.

Visitors should not miss the new Roseville Telephone Museum which just moved to new quarters at 106 Vernon St. It has one of the nation's finest collections of antique historical documents and photos depicting how Roseville Telephone grew from a small, rural telephone company into the 25th largest out of 1,300 in the United States.

Other tours downtown will give visitors a look at the modern operator services work areas as well as tracking how telephone numbers are assigned and repairs are made. In the cable vault, see where the outside cables come in to connect with Roseville Telephone's state-of-the-art digital switching equipment. The tour through the Administration Building at 200 Vernon will ex-

plain how the company's stock market sales through the years have financed growth. See the modern equipment that enables the company to keep a handle on 100,000-plus mailings every month.

At Industrial Avenue, the focus is on high technology and how RTC's commitment to technology enables it to offer customers the latest products and services.

Tour A will touch upon how the company markets to the growing business services customer base. The technology display area on the second floor will show exhibits of fiber to the curb, which will be the future of telecommunications' infrastructure. Also, see how videoconferencing works and how RTC's sophisticated technology enables companies to encourage telecommuting, i.e., working at home. The Homework Hotline display will show the role technology plays at our schools.

A special exhibit at Industrial will be the first unveiling of Roseville Telephone's novelty phone exhibit. It is the world's biggest collection of unique phones. Have you ever used a telephone that looked

like a catsup bottle? Or one that was in the shape of Mickey Mouse? There are more than a hundred such phones to be on display for the first time.

Also at Industrial Avenue, the Outside Plant Engineering tour will track how a customer gets his or her phone from the initial time of contact to the installation of the service. RTC's need to plan years in advance for anticipated growth in the region is shown as well.

On the outside walking tour at Industrial, see the various specialized vehicles and equipment that are used by the construction and splicing departments to do their jobs. There, you can see a cutaway of a manhole to see how cable is pulled through the extensive underground network through the RTC service area. The vehicle shop is also interesting in how it maintains more than 100 company vehicles.

Parking will be available at both venues, and there will be a bus going between both sites during the three days. Park at one spot and bus it to the other. Plan at least four hours to maximize your visit or come more than one day.

On the cover

Roseville Telephone employees Kevin Wiedrick, left, and Doug Giles stand in front of the company's new Industrial Avenue office complex. A schedule of events for the telephone company's 80th anniversary open house appears on Pages 24 and 25.

ROSEVILLE TELEPHONE COMPANY

Book on company recounts colorful history

By **STEVE CHANECKA**
Special to The Press-Tribune

As a pillar of Roseville's business community for more than 80 years, Roseville Telephone has quietly evolved into one of the nation's most advanced telecommunications companies. Among its peers, RTC is recognized for its sophisticated technology, superior customer service, community involvement and excellent treatment of employees.

The complete story of how Roseville Telephone developed from a tiny, sleepy local phone company into a large, sophisticated telecommunications utility is currently in the works. "The History of Roseville Telephone," authored by yours truly, is scheduled to be in print by the fall of 1994.

To those familiar with Roseville Telephone, it's no secret that Robert L. Doyle, longtime president and current chairman of the board, is the central character in the Roseville Telephone story. Under his stewardship, Roseville Telephone has grown nearly 200-fold.

During my many interviews with Doyle, he continually emphasized the role of the employees in making Roseville Telephone the exceptional company it is today.

"It's the employees who made it great," he says. His own role, he adds as the master of understatement, was to "hire people smarter than me and let them do their jobs."

Doyle characterized himself

customers in the Northeast Sacramento suburban areas encompassing Roseville and Citrus Heights. Even the Doyles recognized that Roseville Telephone in the early '50s was "the most hated telephone company in California," according to locals. New residents sometimes had to wait years to get telephone service.

It was the original families' reluctance to reinvest in plant and equipment over the years — as opposed to paying the owners fat dividends — that led the California Public Utility Commission in the early 1950s to threaten the owners of Roseville Telephone with losing their company unless customers received better ser-

vice . . . and soon.

This was the situation on Aug. 15, 1953, when Doyle, a farmer, joined Roseville Telephone "as a janitor," he likes to say, with the mission to "clean up this company." Young Doyle officially stepped into the president's boots on Feb. 1, 1954, succeeding his father.

What has transpired since is a tale unlike few in corporate annals. Roseville Telephone has evolved from a small-town, antiquated telephone utility serving under 3,000 phones in 1953 into a highly sophisticated, near \$100 million-a-year company with more than 90,000 access lines serving an estimated 300,000-plus phones by the end of 1993.

Company assets grew from about \$500,000 in 1953 to well over \$200 million in assets today.

Roseville Telephone is now the 25th largest telephone company in America out of 1,300 operating companies and the third largest in California. Many consider Roseville Telephone the largest "pure" independent telephone company in the nation, i.e., a phone company that doesn't hold other properties or operates in several states.

Perhaps the most heartening chapter of the phenomenal success story that is Roseville Telephone is how Doyle's personal approach of selling stock and watching over those

shares have resulted in enriching literally thousands of retired and current employees and investors throughout the Roseville and greater Sacramento communities. There are about 9,500 shareholders today.

As one retiree noted, Doyle looked cross-eyed at anybody who sold his or her Roseville Telephone stock. It's not something you did unless an emergency warranted the sale.

"Damn him," the retiree said of Doyle, "we couldn't sell the stock for all these years because he would have known. We were all so afraid to sell the stock he literally forced us to. See HISTORY / Page 46



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"It's the employees who made it great," he says. His own role, he adds as the master of understatement, was to "hire people smarter than me and let them do their jobs."

Doyle characterized himself as the orchestra leader, that central figure who somehow knew how all the parts fit into the whole, who instinctively for 40 years successfully steered Roseville Telephone into an increasingly complex telecommunications industry even though his personal understanding of the technology was always minimal at best.

Although Roseville Telephone celebrates its 80th year in 1994, in truth the company as it is today began to take shape 40 years ago when on Feb. 1, 1954, the board of directors elected Doyle its new president, succeeding his father, William J. Doyle, who held that position for the first 40 years.

The company Doyle took over in 1954 had for four decades been a money-making cash cow that had placed a much higher priority on delivering steady and ample dividends to its few founding shareholders than on delivering quality phone service to its



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THE CITY OF ROSEVILLE.**

ROSEVILLE TELEPHONE COMPANY

Stock appreciation enriches community, investors

By **STEVE CHANECKA**
Special to The Press-Tribune

It's common to envy rich Wall Street tycoons who have made millions in the stock market, but Roseville's Vernon and Lincoln streets have produced a healthy coterie of savvy investors, too.

Local investors who have purchased Roseville Telephone stock through the years have watched their investment grow into more than just a nest egg. A treasure trove may be a more apt description.

Area residents fortunate enough to have purchased 100 shares at \$10 apiece (\$1,000) of Roseville Telephone Company stock in 1953 would now hold 2,632 shares worth more than \$63,000. It's important to note that this appreciation does not include the reinvestment of cash dividends over that period of time. It only includes holding the original shares and all subsequent stock dividends and splits.

The annual cash dividends on that original \$1,000 investment would approach \$1,600 today. The recipe Roseville Telephone used to produce such a bountiful stock market performance is as interesting, although not well known, as any in stock market annals.

In late 1953, young Bob Doyle convinced the board of directors of the Roseville Telephone Company that it should widen the ownership of the company and sell stock to the public. Doyle, who had joined the company on Aug. 15, 1953, felt RTC needed the invest-

the first issue of Roseville Telephone stock that wasn't held by the original founding families, including the Doyles. His father, William J. Doyle, had been the president and majority owner since 1914 when the company was incorporated.

In late 1953, Doyle set out to sell 10,415 shares of stock at \$10 apiece. Since no commissions were applicable because no brokerage firms were involved, the proceeds of \$104,150 went to the company. It was used primarily to finance an addition to the new dial equipment that had gone on-line on Nov. 1, 1953.

"I sold that issue over the phone," Doyle recalled during a recent interview. "At the time, Roseville Telephone was

"At the time, Roseville Telephone was probably the most hated telephone company in America."

— **Bob Doyle**

probably the most hated telephone company in America. Auto dealers were on four-party lines and our service was so bad that we had some held orders — people who placed orders for telephone service but hadn't received it yet — as much as 10 and 12 years old!

"So, when I got on the phone to sell stock, I was honest with the people," Doyle said. "I told them I was selling stock to try

and straighten out this phone company and get it ready for the future. People would do anything to get improved telephone service, so selling that first issue was pretty easy."

The first outside investors in Roseville Telephone Company stock included many of the downtown business owners and area farmers. Purchases were often made in cash.

"Some of the old Italians

and Japanese would bring in cash that had been buried," Doyle laughed. "The bills would smell like mothballs since the cash had been in storage for such a long time. We got that stuff to the bank in a hurry."

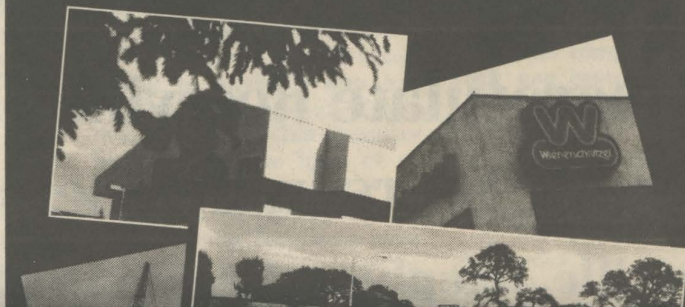
Four years later in 1957, Doyle embarked on selling his second issue of stock. This time the goal was to sell 50,000 shares.

"Before selling that second issue, we figured to entice the existing investors to buy more we'd do two things," Doyle recalled. "The first thing was to raise the price from \$10 to \$12 and second, we'd also give existing shareholders one share of stock for every 10 they owned, a 10 percent stock See **STOCK** / Page 45

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Moreover, Doyle not only persuaded the board to authorize the sale of stock, but he also requested approval for an unusual plan to sell the stock. Rather than use brokerage firms, which would charge commissions and widen the distribution of the stock beyond the community, young Doyle asked that he be allowed to sell the stock himself, over the phone and through his personal contacts.

After all, since Doyle was born and raised in the community and had developed quite a name as a semi-pro baseball player, there weren't many people in 1950s Roseville who didn't know him.

The board approved Doyle's plan, which set the stage for an unusual stock investment story that is still remarkable today.

In 1953, Doyle set out to sell

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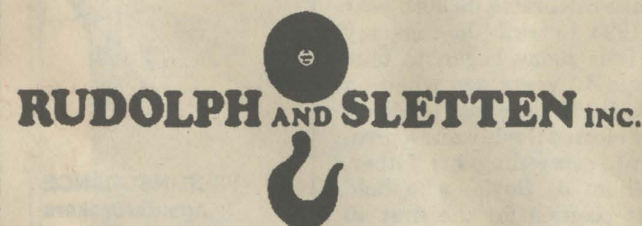
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ROSEVILLE TELEPHONE COMPANY

RTC on cutting edge of home alarm monitoring

By STEW HINTZ
Of The Press-Tribune

When Tim Sproul began working with Roseville Telephone Co., he spent a part of his time climbing through attics and crawl spaces. Today his feet are firmly rooted in providing cutting-edge technology and service to a growing segment of the telephone company's customers.

Sproul is the services manager of RTC Communications Corp., a division of Roseville Telephone. RTC Communications Corp. operates the nerve center for a nationwide network of burglar and fire alarms.

Located in the basement of one of the telephone company's Roseville buildings, the monitoring center, known as a central station in the alarm industry, serves 1,700 accounts — in 20 different states — 24 hours a day.

Roseville Telephone's entry into the alarm business began in 1984 on the heels of telephone company deregulation, Sproul said, and that business

venture employed him as an alarm installer. He paid his dues pulling cable and installing devices, but that came to an end when the phone company decided to get out of the business of providing alarm devices and get into the field of monitoring the alarms the devices create.

No longer in competition with private alarm companies, RTC Communications became their partner, Sproul said. A private alarm company will install equipment at a customer's home or business and then contract with RTC Communications to monitor the equipment for an alarm or failure. That allows the smallest alarm company to offer the same services better known national firms, such as Wells Fargo, Sonitrol or Bay Area giant Bay Alarm, can provide, Sproul said.

Since focusing on its central station in 1987, Sproul said the company has invested about \$1 million in the operation and now monitors fire alarms for an overwhelming majority of alarm companies serving

“Eighty-three percent of authorized fire providers use our services in Sacramento County.”

— Tim Sproul

clients in Sacramento County.

“Eighty-three percent of authorized fire providers use our services in Sacramento County,” Sproul said.

“We are not the only ones doing it, but we are the largest contract central station,” he said.

When an alarm is activated, be it in a Rocklin donut shop or a warehouse on the other side of the continent, the information is carried by telephone lines to the central station, where an operator receives the call on a computer screen. That information describes the location of the alarm, nature of the call and who should be notified, Sproul said. Police or fire departments can be contacted by the Roseville operators and made aware of the

alarm.

Built-in safeguards insure the telephone call will get routed to Roseville one way or the other and even in the event of a power failure, the central station equipment is backed up with auxiliary power sources. Should a major emergency force the telephone company building to be evacuated, the entire central station operation can be moved to a satellite location in Citrus Heights, Sproul said.

The Roseville operation is one of the best-kept secrets in the alarm industry, according to Dave Bernard, who owns a Citrus Heights burglar alarm company.

Bernard and Sproul have been working on bringing a product to the local market

that may revolutionize the alarm industry.

Nearly two years ago Sproul said he came upon an interesting technology that can provide pictures of what has triggered the alarm.

Known as TVX, the technology utilizes a tiny camera, the size of a postage stamp, that snaps four pictures and then those images are sent to the central station.

RTC Communications agreed to test the technology out and was one of two central stations in the nation to do so, Sproul said.

For Bernard, a former police officer turned entrepreneur, the TVX technology gives an industry, known among police and fire departments for more than their share of false alarms, an added edge of credibility. The central station operator can actually see whether the family pet or an intruder set off the burglar alarm, Bernard said.

“It ties in with what we do at Roseville — we are on the cutting edge of technology,” Sproul said.

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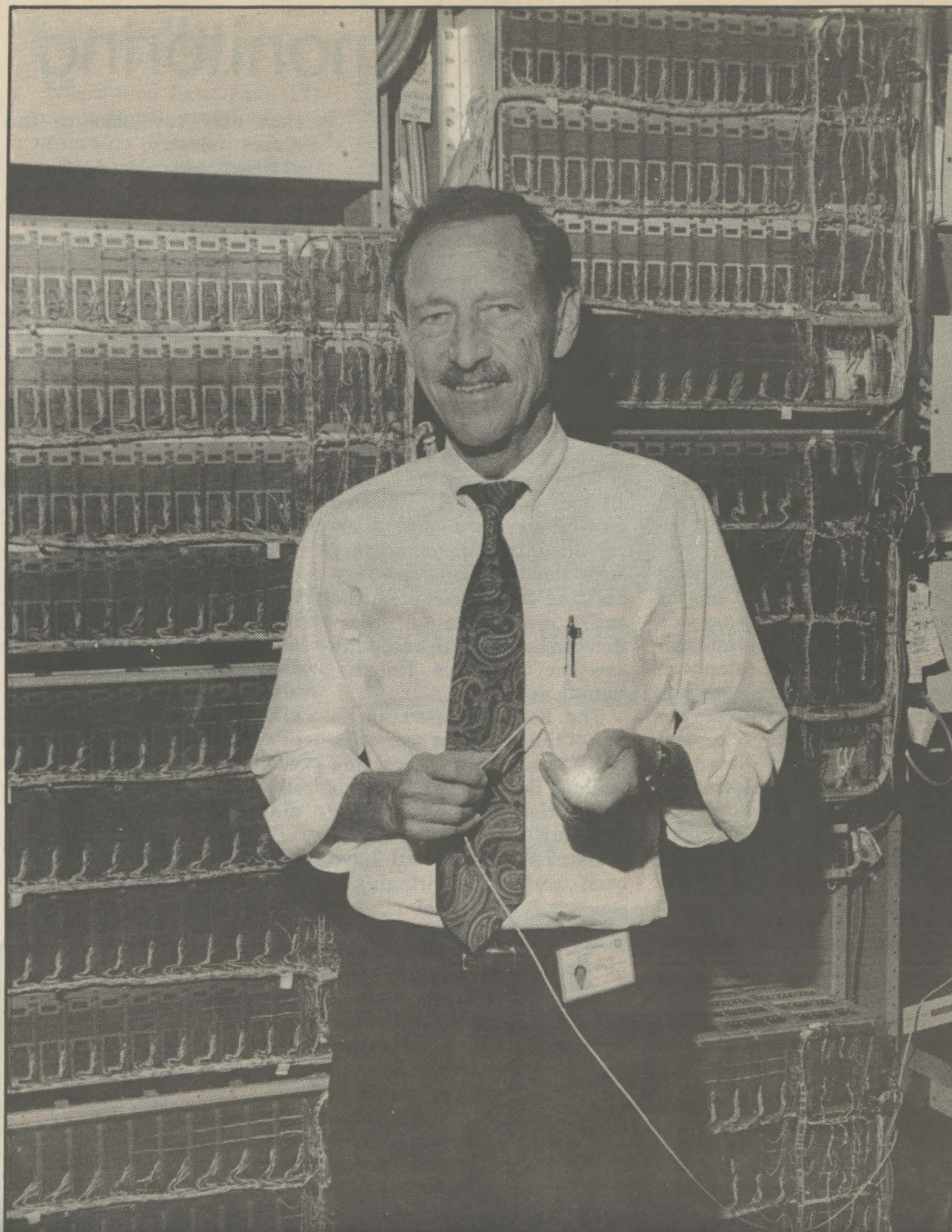


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Jumping into fiber optics technology

By STEW HINTZ
Of The Press-Tribune

The future of telecommunications may start at the doorsteps of one of Roseville's most ambitious residential developments.

With plans to equip Del Webb's Roseville Sun City with fiber optic cable instead of the standard copper telephone lines, Roseville Telephone Co. is prepared to take the 3,500-unit subdivision into the future.

The Sun City project is not the first time the relatively new technology of fiber optic cable has been employed, but this is the farthest the com-

pany has gone to date to bring the technological benefits fiber possesses to the residential customer, said Leon Bower, director of the outside plant for Roseville Telephone.

"This will be our first try at getting fiber close to the home," Bower said.

And while the fiber optic cable destined for the Sun City project will only run to a box in the street and traditional copper cable will carry the telephone signal to each home, Bower said the company is looking forward to the day when fiber goes directly into the home.

What makes fiber optic
See FIBER / Page 43

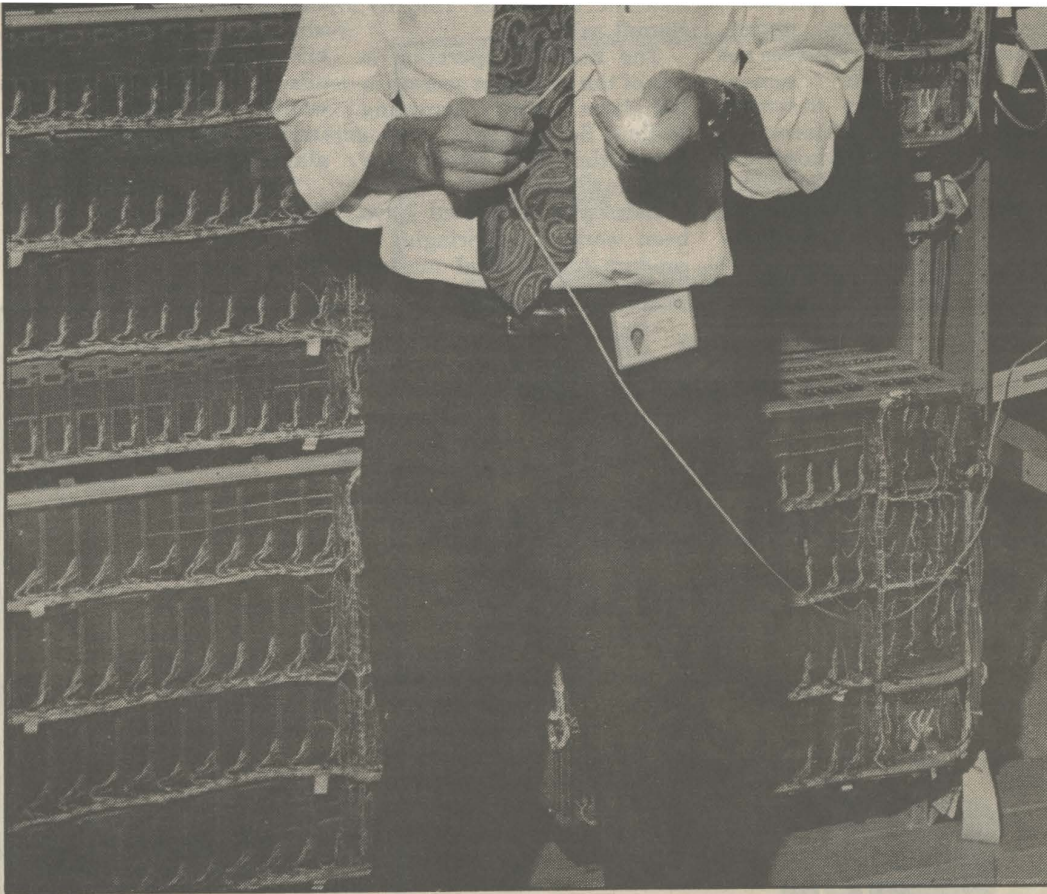
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Leon Bower, above, is director of the outside plant for Roseville Telephone. Right is a close-up of a fiber optic cable. Fiber optic cables will be used in Del Webb's Sun City.



Tim Engle / Press-Tribune

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ROSEVILLE TELEPHONE COMPANY

Keeping info highway from becoming toll road

By STEW HINTZ
Of The Press-Tribune

Dressed in a business suit and tie, Roy M. Neel does not look like the boss of a road crew, but as the president of a lobbying group for the telephone industry, he is busy trying to keep lawmakers from creating potholes in the information highway.

Neel, president of the United States Telephone Association, is currently busy in Washington, D.C., trying to ensure a landmark piece of telecommunications legislation before Congress does not work against the 1,300 telephone companies he represents, many of them just like Roseville Telephone Co.

"If public policy is not crafted right, that could undermine local companies," Neel said during an April visit to Roseville Telephone Company's facilities.

A prime concern in the telephone industry is that new legislation have the same guarantees for residential customers as current laws do.

"If public policy is not crafted right, that could undermine local companies."

— Roy M. Neel, president
United States Telephone Association



Neel said he fears legislation could result in telephone companies either being run out of business or having to charge exorbitant rates for basic telephone service.

That could result from Congress creating an unfair advantage for long-distance telephone companies or those who only cater to the profitable

business customers.

Household users of telephone services do not pay the freight for the cost of their services and are subsidized by the business and long-distance callers, Neel said.

Legislation could exempt those carriers from having to pay for the local companies to serve their residential

customers.

Without safeguards, the information highway could become a toll road, some fear, and universal access to technology through phone service could be the great equalizer.

It is a social goal worth pursuing to keep technology in the hands of everyone, said Jay B. Kinder, director of marketing

and planning for Roseville Telephone Co.

But when lawmakers interfere, they often put up road blocks that keep new technology out of the hands of customers.

Roseville Telephone previewed its caller identification technology when it celebrated its 75th anniversary, Kinder said. However, after five years, that technology is still not in the hands of customers.

Kinder admits that technology can be problematic and create new legal questions, but he said he feels lawmakers should address the abuses of the technology and not the uses.

And when he takes a national perspective on regulation, USTA's Neel said he sees the potential for state and local governments adding their regulations on to federal laws — producing a Balkanized approach to telephone regulation.

"Then you have an information highway with serious potholes in it," Neel said.

See INFO / Page 40

80 YEARS...
COMMUNICATIONS

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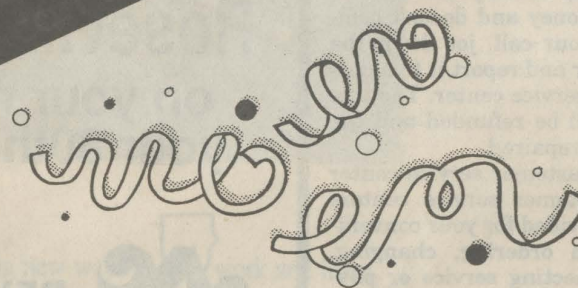
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See INFO / Page 40

80 YEARS..
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...in Business
Looking forward to a Strong
Partnership in the FUTURE.



Del Webb's Sun City Roseville

ROSEVILLE TELEPHONE COMPANY

Special services include voice mail, call waiting

By LEAH SMITH
Of The Press-Tribune

Large families might want to take advantage of a Roseville Telephone Company service which offers voice mail with separate mailboxes for the children. Or prospective fathers might want a special beeper for notification they are getting a call saying the baby is due.

Company customer representative "Jean" outlined some of the many residential service options available in Roseville and Citrus Heights.

The basic charge to turn on a telephone is \$24.75. Unlimited local call service in Roseville costs \$12.55 per month and in

Citrus Heights it is \$14.65 per month. Monthly basic charges have an FCC surcharge, toll calls and tax added.

Once past that basic charge, a customer can add options ranging from \$2.50 to \$9.40 each per month to have a personalized telephone system. For \$44 a month, for example, a resident may have unlimited calls, inside wiring contract, non-published number, call waiting, call forwarding, 30 number speed dialing, and three-way conference.

Individual features include a do-not-disturb feature for \$2.50. Six-way conference calling is \$4.25. There are five different packages of voice mail.

It costs 25 cents a month to have an unlisted telephone number. Jean explained it is

truly more work to keep a number out of the directory than to have it published.

A unique feature is a stand-alone mail box where the customer receives messages called in to a telephone number not connected to an address. The service equipment is in the central office. For \$8.60 per month, a person may receive 10 messages.

This feature was handy for a customer who was moving away but knew he would return and wanted to keep his same telephone number, or for someone who is between homes, as in a selling-buying situation, who didn't want to inconvenience friends.

The telephones themselves come in styles to suit any desire. The basic touch tone and

the trimline phones are for desk or wall. The Panasonic speaker phone with speed dialing for 12 numbers can also hang on the wall or placed on a desk. The telephones may be rented or purchased.

An important consideration when deciding on renting or buying is what the customer wants to do about repairs to the unit. If rented, if anything happens to the telephone, it may be exchanged for a different one. A purchased telephone has to be taken someplace to be repaired, or perhaps just replaced with a new one, at the customer's expense.

There are telephones of several types made especially for people with disabilities. Roseville Telephone can obtain through the state whatever

the customer needs.

There are also decisions to be made about telephone lines. Roseville Telephone Co. is responsible for the line from the central office to the terminal box on the side of the house. The inside wiring is the customer's responsibility. However, for 50 cents a month an inside wiring contract may be added to the monthly bill and the company will do any repairs.

Jean also called renters' attention to the fact that landlords are responsible for making sure a minimum of one telephone jack works.

Telephone service for area businesses is individualized by the marketing department at Roseville Telephone Co. working with the business owner.

Telephone tips

From staff reports

Money-saving tips and more from the telephone pages:

■ **Bad connection or cut off** — If you get a bad connection or are cut off on a call, both parties should hang up. Whoever placed the call should tell the operator about the connection or cut off so that the operator can reconnect the call and make an appropriate adjustment.

■ **Coin phone refunds** — If a coin-operated phone collects your money and doesn't complete your call, jot down the number and report it to a customer service center. The money will be refunded and the



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From staff reports

Money-saving tips and more from the telephone pages:

■ **Bad connection or cut off** — If you get a bad connection or are cut off on a call, both parties should hang up. Whoever placed the call should tell the operator about the connection or cut off so that the operator can reconnect the call and make an appropriate adjustment.

■ **Coin phone refunds** — If a coin-operated phone collects your money and doesn't complete your call, jot down the number and report it to a customer service center. The money will be refunded and the phone repaired.

■ **Customer service center** — Customer service centers are provided for your convenience in ordering, changing, disconnecting service or paying your bill.

■ **Dial direct** — Dial direct and save. It costs less when you dial long-distance calls yourself.

■ **Discount rate periods** — Rates on dial-direct calls within your service area are lower during evening, night and weekend hours. You can save from 25 percent to 60 percent by dialing during these low-rate periods.

■ **Don't pay for wrong numbers** — If you reach a wrong number, let the operator know right away so that you won't be charged for it.

■ **Holiday rates** — Evening discount rates apply when you dial direct on these legal holidays: New Year's Day, Washington's Birthday, the third Monday in February, July 4th, Labor Day, Thanksgiving and Christmas Day.



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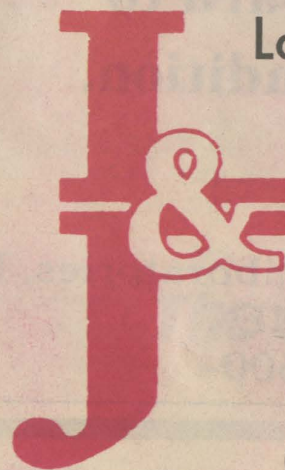
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ROSEVILLE TELEPHONE COMPANY

Area growth forces move to new facilities

By JIM JANSSEN
Of The Press-Tribune

Growth can take many forms, but for Roseville Telephone Co. it has become a way of life.

In 1914, the telephone company was hardly more than a cooperative serving a farming and ranching community. Today it maintains nearly 92,000 access lines serving residential and business customers, with business customers representing nearly 30 percent of the access line base.

As the communities the company serves began to expand with major employees locating in the area, Roseville Telephone began to outgrow its own facilities.

In 1992, the company started construction of a 130,000-square-foot outside plant complex on Industrial Avenue in North Roseville to handle its future growth. Completed in November 1993, the facility is now home to 185 employees from the company's engineering, marketing and planning, products and services, project coordination, vehicle, construction, warehouse, customer equipment services, and splicing departments.

The project includes a yard for outside storage of cable reels, poles, conduits, precast boxes and other construction materials. It also includes covered parking for company vehicles. It was designed by Williams & Paddon Architects of Roseville and built by

on 14 acres with space to grow. The company owns an additional 30 acres at the site and the expandable location should accommodate the area's projected growth for at least 50 years.

The complex contains three buildings. Building A, the largest with 110,000 square feet, contains marketing and planning departments, installation and repair, outside plant engineering, splicing, and an attached warehouse.

Building B, with 12,000 square feet, contains the construction section and project coordination people. Building C, with 8,000 square feet, contains the vehicle storage and

See FACILITY / Page 11



Jim Janssen / Press-Tribune

Derek Rasina checks out the warehouse where "everything it takes to run a telephone company" is stored at Roseville Telephone Co.'s new Industrial Avenue outside plant facility.

TRAVEL THE SPEED OF SOUND AND SAVE GAS.

With the telephone, of course. It can get you there without gasoline. And you can travel at lower rates by direct dialing your long-distance calls after five on weekdays and any time Saturday or Sunday.



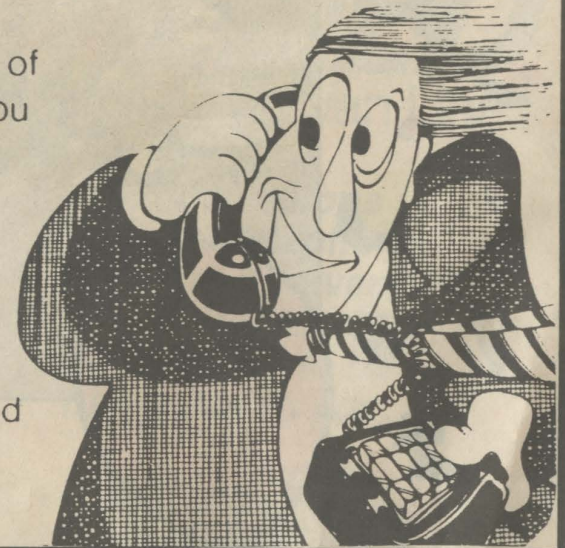
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The \$18 million facility sits

TRAVEL THE SPEED OF SOUND AND SAVE GAS.

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General information

From staff reports

Some general information from the telephone company.

■ Out-of-town directories — If your telephone service needs require that you frequently use a directory for a city, or calling area, other than your own, out-of-town directories are available through the Pacific Bell Directory Sales Center. The toll free number is (800) 848-8000.

■ Obscene, harassing or threatening calls — Obscene, harassing or threatening calls are prohibited by federal and state laws. A person who makes or permits such calls to be made over a telephone under his control may be fined or imprisoned or both.

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ROSEVILLE TELEPHONE COMPANY

Facility

(Continued from Page 10)
maintenance shops.

For years the various departments and sections were scattered throughout Roseville and Citrus Heights. Part of them were located in downtown Roseville. Other outside plant personnel were located at 99 Yosemite St., 300 Tahoe Ave., and on Old Auburn Road in Citrus Heights.

"That's the reason why we consolidated our outside plant activities," said Al Johnson, executive vice president and chief operating officer. "It made it very inefficient to operate, so we started looking for a place to bring them into one location."

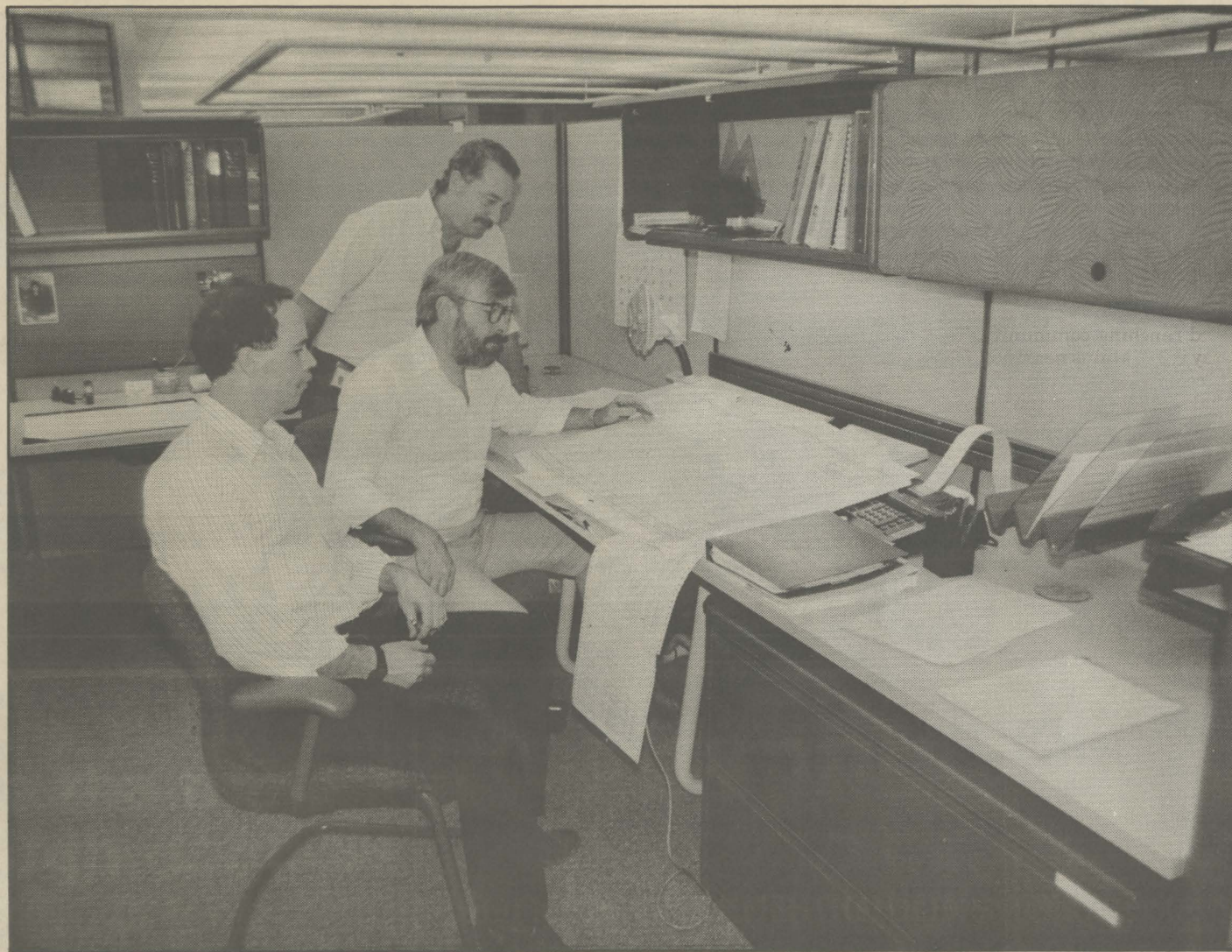
At first, the company planned to add two stories to its existing facility at 99 Yosemite St.

"The Project Review Commission turned us down," Johnson said. "It said we could not build a three-story building in that area. Had we been permitted to go ahead with the three-story structure, this (the Industrial Avenue facility) would never have happened."

The company will continue to occupy 99 Yosemite St. with its purchasing, safety, and building and grounds departments. It is being remodeled with completion expected in late June or July.

As a result of the new Industrial Avenue facility, it is very doubtful the company will expand any facilities in downtown Roseville, according to Johnson.

"We will never move out of downtown," he said. "Our ma-



Jim Janssen / Press-Tribune

Outside plant engineers, from left, Robert Shanley, Bob Greenslade, and Terry Saliger are housed at the Roseville Telephone Co.'s new Industrial Avenue facility.

Free info via
the phone

■ You know the stuff you swish around in your mouth every morning to freshen your breath? If it's an alcohol-based mouthwash, it could be hazardous to your children's

dependencies. But there's a solution — try Rembrandt's Mouth Refreshing Rinse. Call 1-800548-3663.

■ According to the Ameri-

treated wood, a study called life-cycle management. Research is also on-going for primary and secondary uses of treated wood. For a consumer information sheet outlining

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"We will never move out of downtown," he said. "Our major switching center will remain there forever."

See **FACILITY** / Page 12

Telephone tips

From staff reports

Money-saving tips and more from the telephone pages:

■ **Moving hints** — If you have residence service and are planning a move, have all phone installations done at one time. Extra visits by an installer could mean extra charges. Remember to take your phone book with you when you move to call friends or business associates you left behind.

■ **Operator-assisted long distance calls** — Collect and coin phone calls require the services of an operator. So do requests for time and charges and calls charged to another number. These "operator assisted" calls can cost nearly one and half times more than dial-direct calls.



Jim Janssen / Press-Tribune

Outside plant engineers, from left, Robert Shanley, Bob Greenslade, and Terry Saliger are housed at the Roseville Telephone Co.'s new Industrial Avenue facility.

Free info via the phone

■ You know the stuff you swish around in your mouth every morning to freshen your breath? If it's an alcohol-based mouthwash, it could be hazardous to your children's health, soften tooth-filling materials and have a negative effect on people with chemical

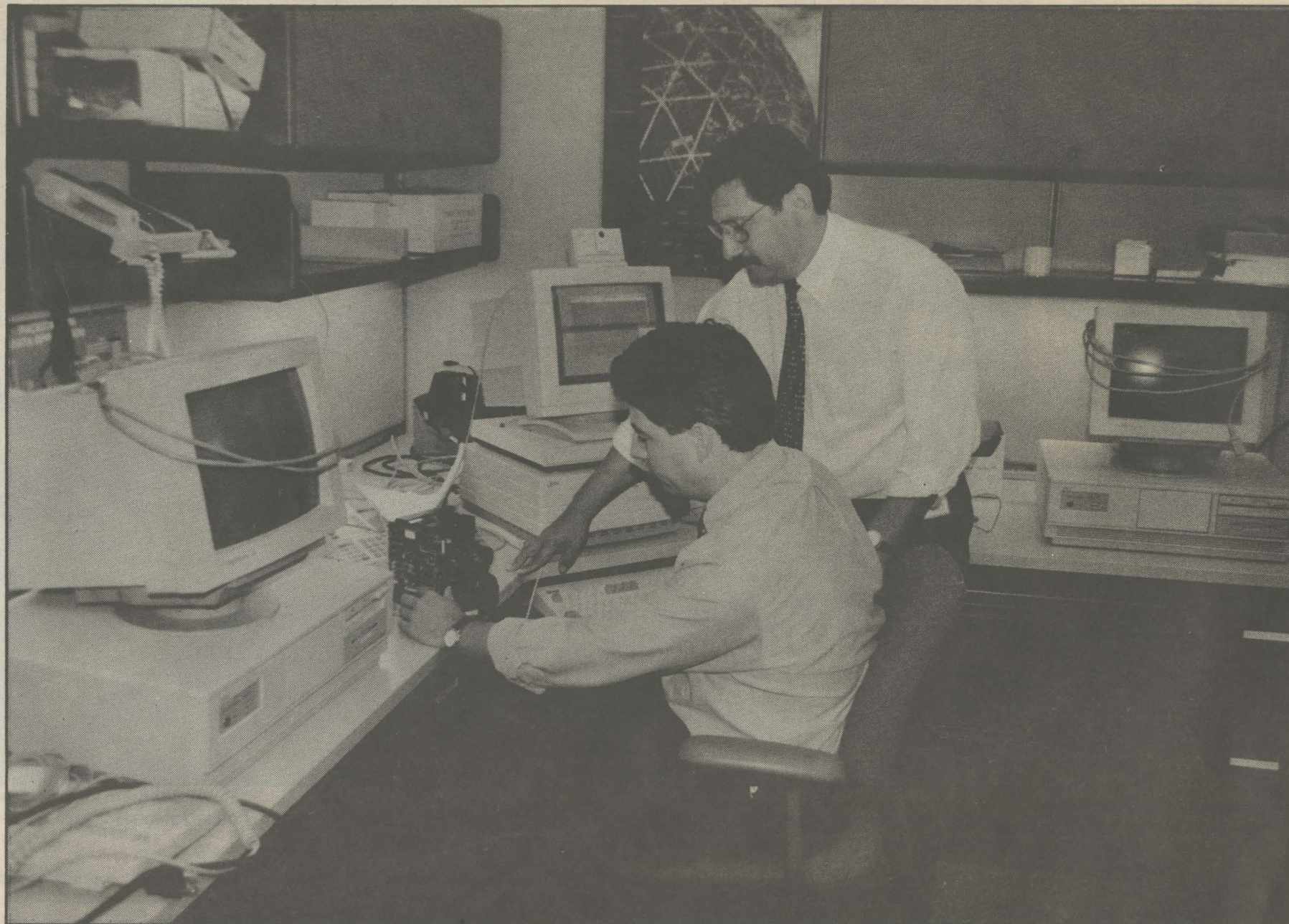
dependencies. But there's a solution — try Rembrandt's Mouth Refreshing Rinse. Call 1-800-548-3663.

■ According to the American Wood Preservers Institute, wood preservers are exploring myriad uses for

treated wood, a study called life-cycle management. Research is also on-going for primary and secondary uses of treated wood. For a consumer information sheet outlining the use of treated wood and its common sense handling procedures, call 1-800-235-8119.

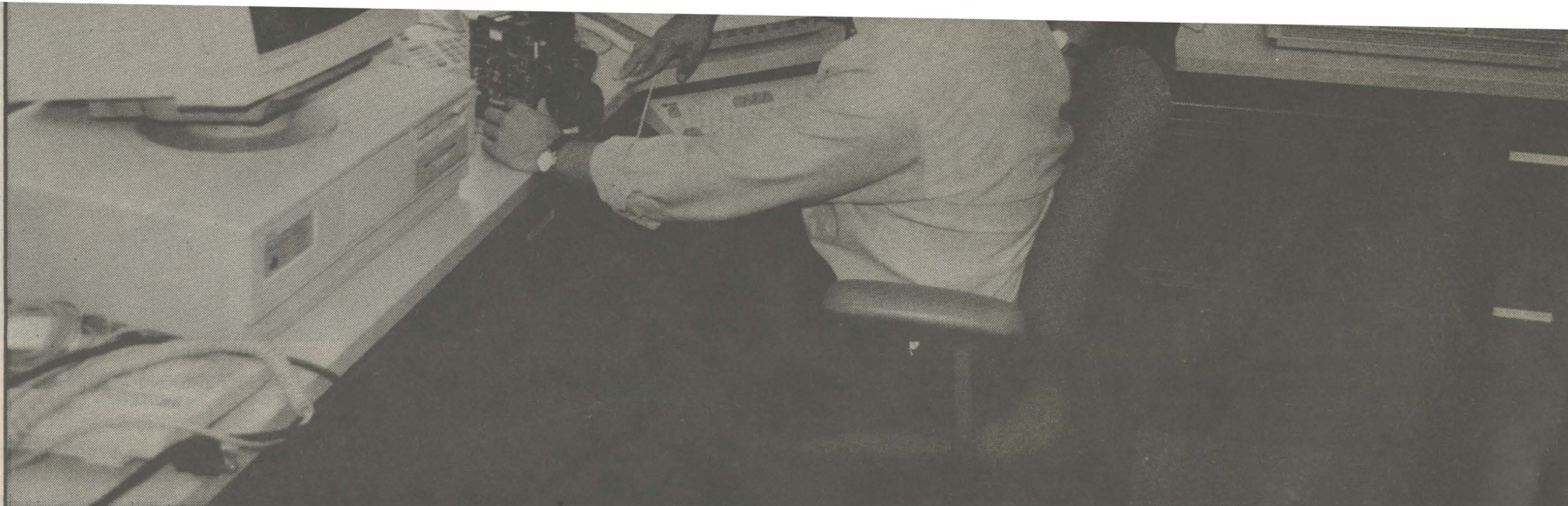
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ROSEVILLE TELEPHONE COMPANY



Jim Janssen / Press-Tribune

New products and services are lab tested by, from left, Mike Doyle and Ron Rodriguez at Roseville Telephone Co.'s new Industrial Avenue outside



Jim Janssen / Press-Tribune

New products and services are lab tested by, from left, Mike Doyle and Ron Rodriguez at Roseville Telephone Co.'s new Industrial Avenue outside plant facility.

Facility

(Continued from Page 11)

The downtown facility will continue to house the executive offices, accounting, data processing, and tandem switching (long distance connecting) facilities. Residential customers also will continue to use the downtown facilities while business customers will use the Industrial Avenue facilities for their needs.

"This gives us more room downtown for our residential customer support people," Johnson said.

Using less than half of its Industrial Boulevard property, the phone company has the space to build a second 110,000-square-foot building to match Building A.

"This will give us adequate facilities to handle growth and all new services connected with growth," Johnson said. "We have space to expand here as new services are offered."

Free info via the phone

From staff reports

■ Discount brokers have begun offering surprising levels of service. Bull & Bear Securities has begun providing more investment information than its competitors at no cost while maintaining rates

18 to 20 percent lower than giant discount brokers. They set record volume in calendar year 1993. For information, call 1-800-262-5800.

■ The time to plan for retirement is now. Most financial planners estimate that

Americans need 70 to 80 percent of their final working income to maintain a similar lifestyle in retirement. Retirement planning software and free guides are available through Fidelity Investments' Investor Centers by calling 1-800-544-8888.

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Congratulates

The Roseville Telephone Company

on its "80th" Anniversary & Best Wishes for continued success in the Future.

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Roseville Telephone Company

on your

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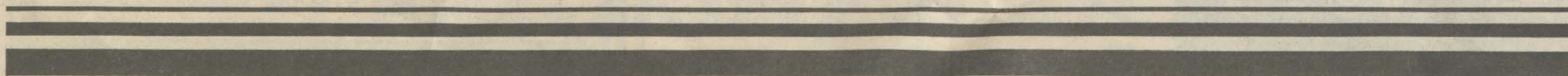
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Anniversary of Service



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ROSEVILLE TELEPHONE COMPANY

Can we talk? Cable splicing important work



By KAY LAWSON
Of The Press-Tribune

The conversations of thousands of people rest in the hands of people like Roseville Telephone Co. cable splicer Steve Addiego.

For years, the company has used copper cables, which can each carry about 2,400 calls. Since the early 1980s, the company also has laid miles of fiber optic cables. In those cables, each pair of fibers can relay 672 incoming and outgoing calls, and the cables themselves can handle 33,600 calls.

Federal regulations prevent the company from running fiber optic cables into homes, but the cables are run far into the community, said Leon Bower, director of the outside

plant, which includes transmission lines and external switching networks.

Most of the cables are laid to switching stations, where they are spliced to copper cables that are run into neighborhoods then spliced to smaller copper lines that run into people's homes.

The work by Addiego and the rest of the company's 32 cable splicers determines the quality of transmissions from the cables.

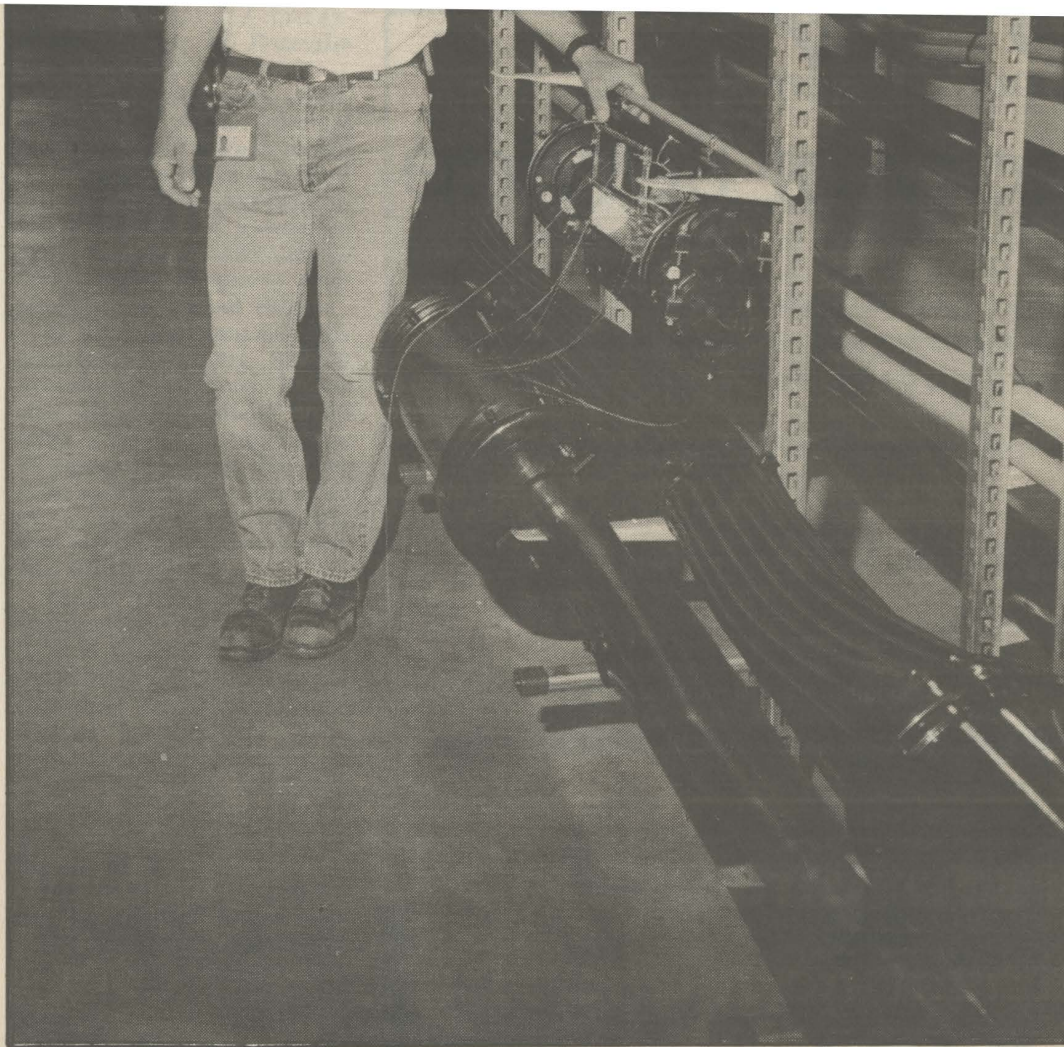
Splicing the copper cables is a labor-intensive task, splicing supervisor Bill Williams said. Those cables must be spliced every 500 to 700 feet, rather than the 5,000 to 7,000 feet required for fiber cables.

Over the years, changes in
See CABLE / Page 42

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80 YEARS
SERVING THE COMMUNITY**

**This couple were probably just
getting started about that time
too!**





Tim Engle / Press-Tribune

Steve Addiego, one of Roseville Telephone Company's cable splicers, talks about the splice box, which is used to provide access and protection to cables where they are spliced. This particular box is used for fiber optic cables in the field and includes a pair of copper cables that allow the splicer to communicate with a technician at the plant.



Ever Get Somebody Totally Wasted?

FRIENDS DON'T LET FRIENDS DRIVE DRUNK



U.S. Department of Transportation

Bower, director of the outside See CABLE / Page 42

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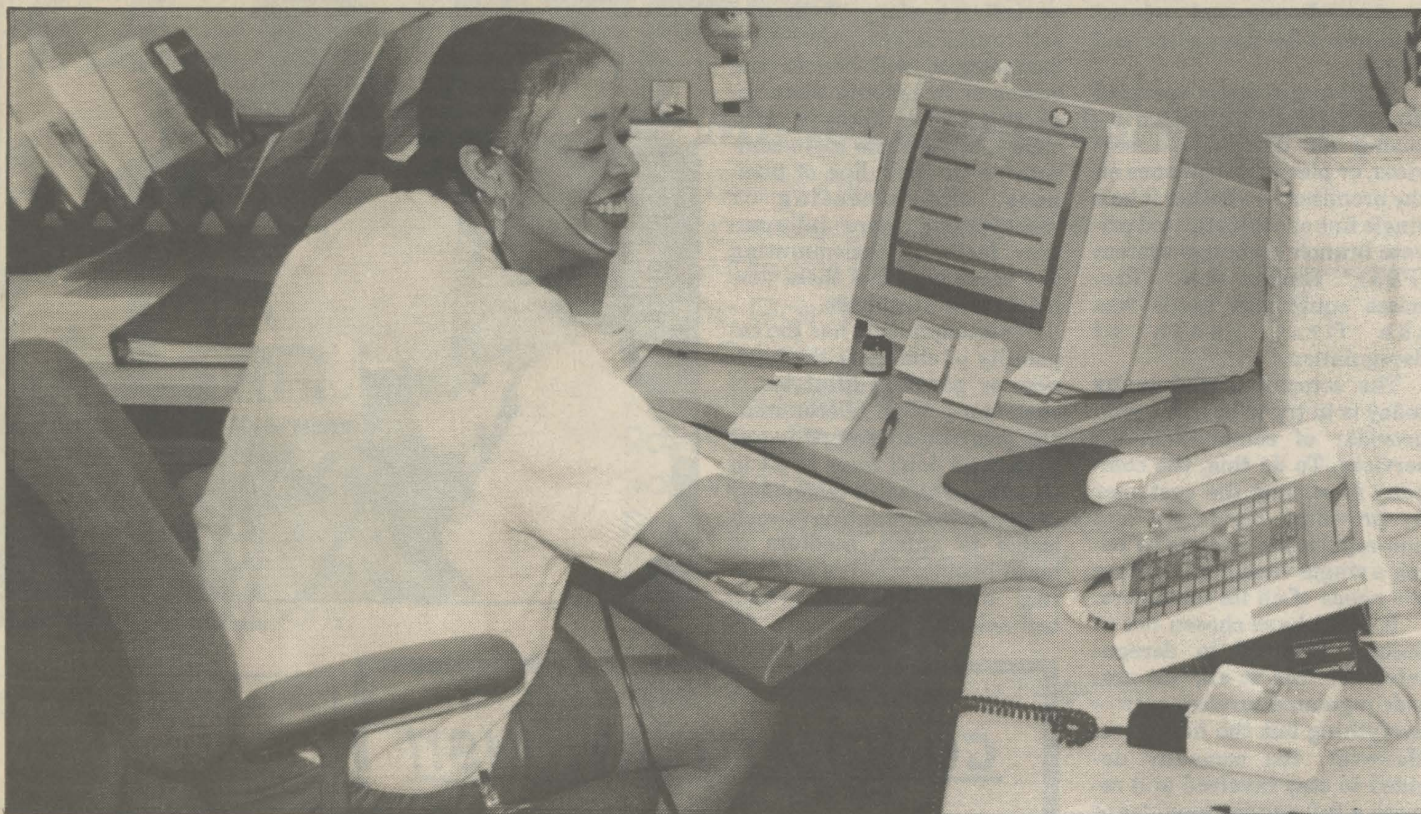
Deregulation thrusts RTC into marketing

By JIM JANSSEN
Of The Press-Tribune

Roseville Telephone has changed dramatically from the company that emerged 80 years ago out of a small community's need for talking to friends and neighbors.

"We're the gateway to moving information," said Jay Kinder, Roseville Telephone Co.'s manager of marketing and planning. "We have the capability to offer many services to our customers, and we're here to assist them in choosing which services they need or want."

With deregulation of the telephone industry 10 years ago, Roseville Telephone found itself in a whole new marketing ballgame. Many new phone-selling firms sprang up in response to deregulation. Determined to keep others from taking away any business, and at the same time making inroads in competitors' territory, Roseville Telephone created a subsidiary, RTC Communications, to
See MARKETING / Page 16



Jim Janssen / Press-Tribune

Sandra McCune is a business services marketing representative at Roseville Telephone's new Industrial Avenue facility in North Roseville.

THERE'S A LOT MORE TO
ROSEVILLE TELEPHONE COMPANY
THEN JUST TALK

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Jim Janssen / Press-Tribune

THERE'S A LOT MORE TO ROSEVILLE TELEPHONE COMPANY THEN JUST TALK

Eight Decades of Partnership with the Community

The physicians and staff of Kaiser Permanente wish to congratulate Roseville Telephone Company's 80th anniversary of meeting its customers' communications needs, and supporting the Roseville community.

Over a Decade of Partnership with Kaiser Permanente

We're proud to be a part of your success. Our doctors and staff are here to listen to your needs, and provide the medical care and health education that help keep employees and their families healthy. We look forward to continuing this great relationship.



ROSEVILLE TELEPHONE COMPANY

Marketing

(Continued from Page 15)
market phones and related equipment for businesses and homes.

"RTC was a direct result of diversification, a division focusing on deregulated services, or placing telephones on the premises — whether it be a single line or sophisticated private branch exchange system (PBX)," Kinder said. "Premises equipment needs was the first phase of deregulation."

The company's philosophy today is to try to be a one-stop provider of communications services. To do this, the company is serving the customer by providing regulatory and non-regulatory services by being a single vendor in meeting the needs of all its customers.

It could have chosen not to become involved in deregulated services at all, but provide regulated services only — everything but the hardware. However, the company decided to stay involved and remain a full-service provider of communication services.

"RTC wears both hats," said E. Duane Reeves, business services marketing manager. "It sells both regulated and deregulated services. It fits with our concept of a being a single source. You don't have to get your dial tone from us and your telephone from someone else. You can get everything from us."

With deregulation, marketing strategies also have changed.

"We have to be mindful of a competitive situation," Kinder

said. "We cannot sell technology. We have to sell applications, how new technologies will benefit the customer in helping them reducing costs, improve efficiency, make them more competitive in their line of business, and accessing or transporting more information faster. Telecommuting has become part of these new marketing strategies."

"Telecommuting has the capability of changing the business or personal lifestyles of customers. With telecommuting you can do everything at home and don't have to sit in an office. The same technology used in telecommuting is applicable to small, medium or large businesses. It's embracing and deploying new technology."



Jim Janssen / Press-Tribune

Duane Reeves, left, business services marketing manager, and Jay Kinder, director, marketing and planning, sit beneath a wall telephone from the turn of the century while discussing Roseville Telephone's marketing strategies for the '90s.

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"We have to be mindful of a competitive situation," Kinder said. "We're migrating toward an open market technique with new strategies. Competition is the key word. It's a new way of life for us."

The company's goal has been to meet the needs of its customers and assist them in communicating. And meeting those needs is exactly what RTC accomplished when it added Custom Calling Services, Centrex services, and ISDN (Integrated Services Digital Network) to its line-up of available options.

Since Roseville Telephone completed conversion to digital switching and fiber optics cabling, many new services have become available to area residents and businesses. Through digital switching technology the phone company has been able to bring extra benefits to its customers, including telecommuting.

"Telecommuting is a sample of the application of new tech-

ing and deploying new technology."

Jim Janssen / Press-Tribune

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BUCKLE UP

ROSEVILLE TELEPHONE COMPANY

Novelty turns to necessity

By DAVID RICHIE
Of The Press-Tribune

It may be hard to imagine a time when an instrument as central to modern society as the telephone was considered a novelty.

Telephone assistance personnel now are often housed in bunkerlike buildings, handling dozens of lines. But their predecessors — the first switchboard operators — occupied small corners of candy stores or business offices and were referred to as "Hello Girls."

The rich and sometimes surprising heritage of the telephone industry is captured locally in the story of the Roseville Telephone Co. Even before the company's official incorporation in 1914, the groundwork was being laid for what is now the third largest telephone company in California and the 25th largest telephone company in the United States.

Roseville historian Leonard M. Davis tells the story in his book, "The Roseville Telephone Co." a publication of the Roseville Historical Society. The 29 pages include archival photographs and portraits of company pioneers including Gottlieb Hanisch, William J. Doyle, Walter Hanisch and Robert Doyle.

Operating Revenue

(in thousands of dollars)

1989	61,293
1990	73,629
1991	88,461
1992	92,280
1993	96,780

Total Assets

(in thousands of dollars)

1989	131,268
1990	143,264
1991	165,380
1992	190,760
1993	226,459

Net Income

(in thousands of dollars)

1989	14,740
1990	16,830
1991	19,940
1992	21,816
1993	22,518

Earnings Per Share

(in dollars)

1989	1.14
1990	1.26
1991	1.49
1992	1.63
1993	1.68

player in a competitive industry. Company spokesman Steve Chanecka is also at work on a 350-page history of the company. Davis and Chanecka have much to write about.

The early days saw the company serving less than 200 customers, increasing to 800 by 1922. Additional connections were made in groups of 20 or 30 as the company's territory and capabilities increased.

After surviving the Great Depression and World War II, Roseville Telephone never

ing \$104,150 with a series of telephone calls. That year total assets amounted to \$356,437 and in 40 years that figure has grown to \$226,459,000.

Roseville Telephone Co. now serves a list of corporate customers including Hewlett-Packard, NEC and Kaiser-Permanente. In 1977, business customers represented only 10 percent of the company's access lines. Now business customers account for almost 30 percent of the company's nearly 92,000 access

popping up in my mind as I worked on the story about Roseville Telephone and which to me symbolizes its philosophy is 'commitment,' commitment to its employees, commitment to its customers and commitment to its community."

In the 1993 annual report message to stockholders and employees, Chairman of the Board Robert Doyle and President/CEO Brian Strom say, "As we celebrate our 80th anniversary, we proudly reflect on the changes in the in-

pendent on fence posts to fiber-optic cable in the network."

That commitment to technological advances had translated into competitive advantage.

The company has also hit the marks at key points in between the fence post and the fiber-optic network. The company was the first to use "controlled environmental vaults" or CEVs to augment equipment located in the central office. Advances in digital switching have also been implemented.

Girls."

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Davis traces the rise of Roseville Telephone Co. from a rural cooperative to major

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The early days saw the company serving less than 200 customers, increasing to 800 by 1922. Additional connections were made in groups of 20 or 30 as the company's territory and capabilities increased.

After surviving the Great Depression and World War II, Roseville Telephone never looked back. In 1953, Robert Doyle personally sold the company's first sale of stock total-

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In his epilogue, Davis states that "the one word that kept

popping up in my mind as I worked on the story about Roseville Telephone and which to me symbolizes its philosophy is 'commitment,' commitment to its employees, commitment to its customers and commitment to its community."

In the 1993 annual report message to stockholders and employees, Chairman of the Board Robert Doyle and President/CEO Brian Strom say, "As we celebrate our 80th anniversary, we proudly reflect on the changes in the industry and your company; changes that have taken technology from copper wire sus-

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"This advanced technology has allowed businesses in our See NOVELTY / Page 44

Telephone tips

From staff reports

Money-saving tips and more from the telephone pages:

■ Person-to-person calls — Person-to-person calls cost the most. Calling person-to-person can cost nearly twice as much as other operator-assisted calls and many times more than the lowest dial-direct rate.

■ Repair center — Repair centers are provided for the repair and replacement of leased equipment. You may also pick up and return leased or purchased equipment.

■ Schedule your calls — If you call someone frequently, try to arrange a specific time when he or she will be there to take your call. That way you can dial direct and save.

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ROSEVILLE TELEPHONE COMPANY



Tim Engle / Press-Tribune

From cordboards to computer age

By KAY LAWSON
Of The Press-Tribune

Although Roseville Telephone Company operators work on computers, chief operator Hazel Snider prefers the cordboards used years ago.

"We had more contact with the customer," she said.

When Snider began working for the company in 1960, operators sat in front of a row of cordboards — black electrical boards with pairs of cords that gave local customers access to long-distance lines. Rather like phone traffic controllers, operators responded when a light prompted their

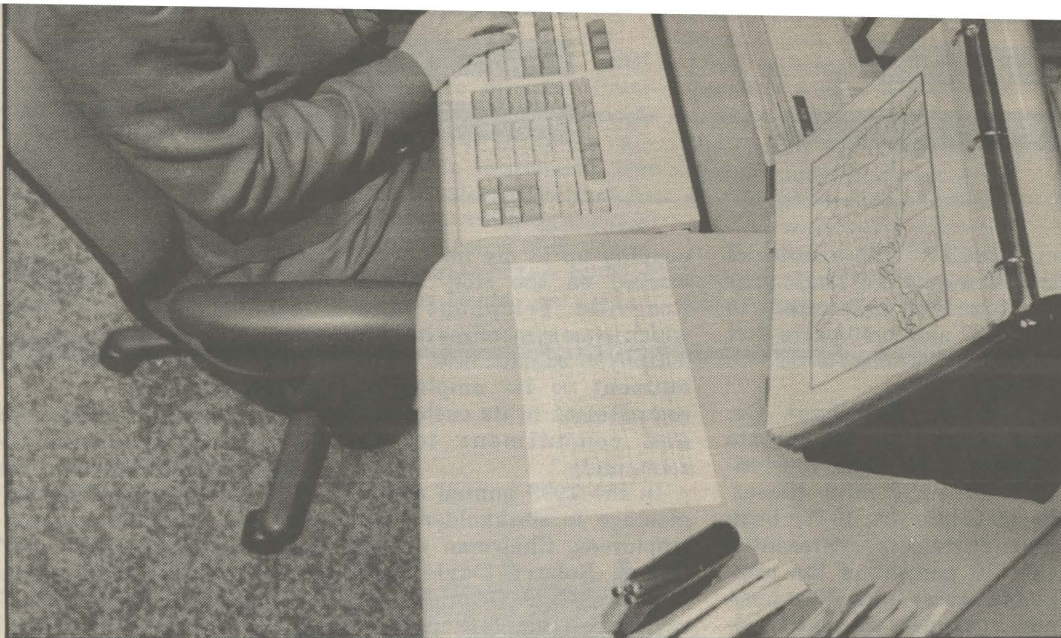
attention — plugging in a cord to connect with the customer, starting a billing slip for the call, plugging in the paired cord and dialing the needed number to complete the call, then watching the exchange so the call could be disconnected and the billing slip completed at the right moment.

Operators did not track one call at a time. Each board had 20 pairs of cords and operators often worked two boards at a time, Snider said.

"Operators really knew their customers then," she said. "And they always knew what was going on in town."

See **CORDBOARD** / Page 19





Tim Engle / Press-Tribune

Kelly Johnson, one of Roseville Telephone Company's night managers, demonstrates an operator's computer station. Like many of the people in her division, Johnson first came to work for the company while still in high school. She has been with the company for 14 years.

Types of calls

From staff reports

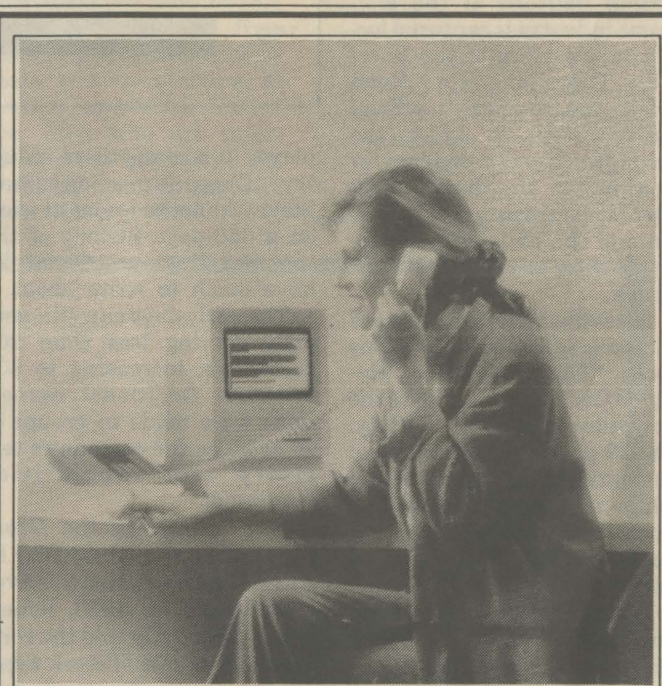
■ Collect, calling card, time and charges and calls charged to another number — You may place these calls as station or person-to-person calls. They carry the unassisted rate plus a surcharge. You can call "collect" if the person or firm you are calling agrees to pay the charge. You can also charge a call to your calling card or to another number. Dial "O" plus the desired number. If the number is outside the 916 area, dial "O" plus the area code plus the number. Operators will quote time and charges on operator-assisted calls at your request.

■ Conference — You can talk with several people in different places at the same time. Call 1-800-225-0233.

Congratulations
to Everyone
at
Roseville Telephone
on Your
80th Anniversary

BELL+HOWELL

when a light prompted their See CORDBOARD / Page 19



**Bank of America congratulates
Roseville Telephone Company
on its 80th Anniversary of service
to the South Placer Community.
We are proud of our continued
relationship with Roseville Telephone
Company during all these years.**

Roseville
Main Office
2221 Douglas Blvd.
781-4516

Roseville Square
Branch
431 Roseville Square
781-4555

Granite Bay
Village Branch
7060 Douglas Blvd.
781-4560

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ROSEVILLE TELEPHONE COMPANY



Special to The Press-Tribune

A historic photo of Roseville Telephone Company operators, including current Chief Operator Hazel Snider, right, working on cordboards. The

company used the corded switchboards until 1981.

Cordboard

(Continued from Page 18)
Snider later moved on to di-

ger of the company's first service advisers. At that time, 36

PBXs or private business exchanges. Those switchboards

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Special to The Press-Tribune

A historic photo of Roseville Telephone Company operators, including current Chief Operator Hazel Snider, right, working on cordboards. The company used the corded switchboards until 1981.

Cordboard

(Continued from Page 18)

Snider later moved on to directory assistance, which was a separate service in those days.

In 1972, she became mana-

ger of the company's first service advisers. At that time, 36 stores, including those in the Sunrise Mall, were opening. Larger companies often had their own switchboards, called

PBXs or private business exchanges. Those switchboards allowed those companies' operators to connect calls within the business and gain access to outside lines. "They needed

someone to train them on our services," she said.

In 1981, Roseville Telephone Company installed its first computerized system for operators. Although the num-

ber of operators changed little, the number of customers they dealt with rose since operators began handling both toll and directory assistance calls.

See CORDBOARD /Page 20

Telephone tips

From staff reports

Money-saving tips and more from the telephone pages:

■ "800" service — Some companies have "800" numbers so you can dial toll-free. If you would like to know if a business has "800" service, dial toll-free 1-800-555-1212.

General information

From staff reports

Some general information from the telephone company.

■ Employee identification cards — For your protection, all telephone people who visit your home or office carry a Roseville Telephone identification card showing their name, photograph, signature and physical description.



System Studies Incorporated

acknowledges an established tradition of exceptional telephone service and customer dedication during

Roseville Telephone's 80th Anniversary Celebration

As providers of cable protection products and services, we provide telephone companies with state-of-the-art air pressure monitoring and leak locating equipment to ensure trouble free voice and data communications. We salute Roseville Telephone for their innovative use of these products and for their ongoing commitment to excellence.

ROSEVILLE TELEPHONE COMPANY

Hazel Snider, Roseville Telephone Company's chief operator, oversees the operators, service advisors and alarm center operations from her office.



Tim Engle / Press-Tribune

Cordboard

(Continued from Page 19)

In 1989, Snider became the company's third chief operator, taking over the post from Francis Kelly. At the same time, Cindy Holland, who started training as an operator in 1977 while still in high school, became Snider's right-hand staffer as the service adviser supervisor.

In 1991, the company put in an alarm center, which provides security service to homes and businesses around the country. Snider took charge of that, too, with the help of Debbie Uribe. Uribe, who had started training as an operator in 1973 and was working as a service adviser, was named

**ROSEVILLE TELEPHONE
CONGRATULATIONS ON YOUR 80TH ANNIVERSARY!**

IT'S BEEN A PLEASURE SERVING YOU...



UTILITY VAULT COMPANY, INC.

Cordboard

(Continued from Page 19)

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With their help, Snider now oversees 85 people, most of them operators who started on the cordboards. It's a job she loves.

"With the personal issues and everything else we have to work out, it's not much different from working with the customers," she said. "Dealing with people is what I like best."

Optional services

From staff reports

Optional services for residence accounts:

■ **Personalized number service** — Create your own phone number. Request a particular combination of letters to spell a word or name, or a combination of numbers and letters.

■ **Non-published services** — With this service, your telephone number is not printed in the directory nor can it be given by directory assistance operators.

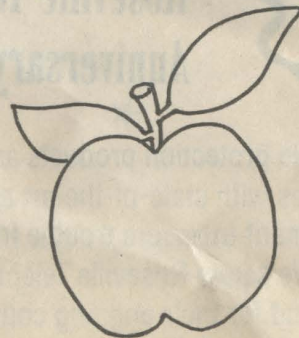
ROSEVILLE TELEPHONE CONGRATULATIONS ON YOUR 80TH ANNIVERSARY!

IT'S BEEN A PLEASURE SERVING YOU...



UTILITY VAULT COMPANY, INC.

Take Care salutes Roseville Telephone Company



The Cure for the common Phone Company

ROSEVILLE TELEPHONE COMPANY

Repeat dialing, call return top list of new services

From staff reports

Here's a peek at some of the services you can expect within the next few months from Roseville Telephone Co.

■ Repeat dialing permits the customer to automatically redial the telephone number of the last outgoing call. This feature frees the customer to complete other activities while waiting for a call to complete. The line is checked every 45 seconds for up to 30 minutes and alerts the customer with a distinctive ringing pattern when the busy number and the customer's line is free. The customer can make and receive calls while the feature is activated.

■ Call return automatically calls back the telephone number of the last incoming call, whether the call was answered or not. Call return appeals to users who are not always near the telephone and want the convenience of easily returning a missed call. Once this feature is activated, it will redial the number automatically and continue to check the number every 45 second for up to 30 minutes, or until the line is free. The customer is alerted by a distinctive ringing pattern when the busy line becomes idle. The call is completed when the customer answers the ring.

■ Priority ringing permits the customer to preselect certain incoming calls to have a distinctive ring. The preselected numbers can be entered directly or the last in-

will hear a recorded message and no usage charges will apply.

■ Selective call forwarding permits the customer to automatically forward calls from up to 10 customer preselected numbers to another telephone number and restore it to normal operation at their discretion. This feature assures that a caller on a designated list of important callers will be forwarded to a certain designation so the call won't be missed.

■ Call trace provides a means to diminish unwanted calls, as well as providing assistance to police agencies investigating such calls. The customer dials a code to automatically request that the utility record a caller's originating telephone number and the

date and time of the call as well as the date and time of the customer initiated trace. The information is stored by the utility and disclosed only to a law enforcement agency. The customer does not receive any information regarding the origination of the calls.

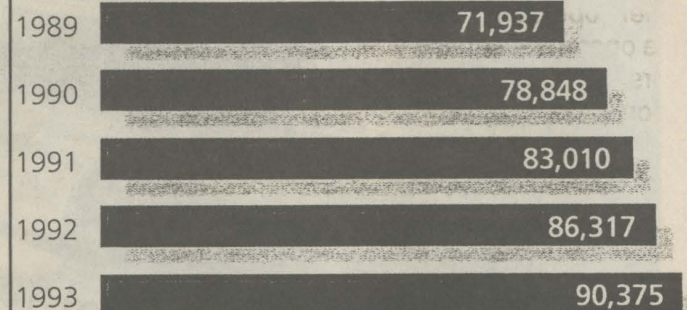
■ Caller I.D. identifies the caller before the phone is answered. This feature displays the telephone number of the calling party on a specially designed telephone or device that can be attached to the customer's existing telephone. Roseville Telephone plans to offer caller I.D. service, but because of several regulatory issues before the California Public Utilities Commission, it may be late in 1994 before this

service may be offered.

■ Per-call blocking provides the calling party the abil-

ity to prevent their number from being displayed to the party they are calling.

Number of Primary Access Lines



Make the trip through us ...

we do get ... around!



Two Companies you can rely on:

Roseville Telephone Co.

Serving the community for 80 years . . .

cally calls back the telephone number of the last incoming call, whether the call was answered or not. Call return appeals to users who are not always near the telephone and want the convenience of easily returning a missed call. Once this feature is activated, it will redial the number automatically and continue to check the number every 45 second for up to 30 minutes, or until the line is free. The customer is alerted by a distinctive ringing pattern when the busy line becomes idle. The call is completed when the customer answers the ring.

■ Priority ringing permits the customer to preselect certain incoming calls to have a distinctive ring. The preselected numbers can be entered directly or the last incoming call may be automatically added to the list of preselected numbers. If the customer also subscribes to call waiting, distinctive waiting tones, corresponding to priority ringing will be provided.

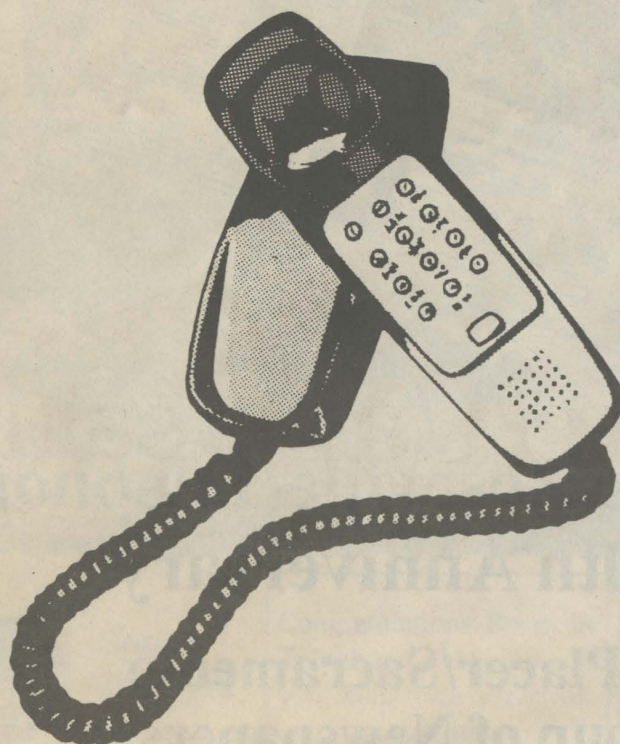
■ Selective call acceptance permits the customer to preselect up to 10 telephone numbers they wish to accept calls from, thereby eliminating all other incoming calls. Callers whose numbers are not accepted will hear a recorded announcement stating that their call is not being accepted, or, unaccepted callers can be forwarded to another selected number.

■ Selective call rejection can prevent nuisance callers from being bothersome by allowing the customer to automatically block incoming calls from up to 10 customer preselected telephone numbers (including numbers from which a customer has just received a call). Callers whose numbers have been blocked

telephone number and the may be late in 1994 before this

Make the trip through us ...

we do get
... around!



Miles Per Gallon Estimates
Are Amazing Both In The
City And On The Highway.

Two Companies
you can rely on:

Roseville Telephone Co.

Serving the community
for 80 years . . .


and

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Heating and Air Conditioning
Service • Repair • Installation

961-8061 784-2700
503 Giuseppe Ct., #4, Roseville



Roseville Martial Arts Center
observes 25 years of training
Business / Page B4

Undeclared in league, Eagles
take aim on Section softball
Sports / Page B1

THE PRESS-TRIBUNE

Tuesday, May 17, 1994
188 City Way, Roseville, CA 95678
Vol. 89 No. 157 50 CENTS (incl. tax)

GB beats budget drum for more deputies

Granite Bay response time

Dispatch time	Travel time	Total
1.7 minutes	11.8 minutes	13.5 minutes
3.8 minutes	12.4 minutes	16.2 minutes

Priority one (life-threatening calls)
Priority two (suspect activity)

Granite Bay's response time to a 911 call is 13.5 minutes, according to a report released by the California Department of Justice. The report, which is part of a study on police response times, found that Granite Bay's response time is faster than most other agencies in the state.

Photo taken of gunman

A photograph of a gunman was taken by a police officer during a recent shooting in Granite Bay. The photo shows the gunman from the waist up, holding a rifle. The officer who took the photo is not identified.

Ruling hinders drug war

A recent ruling by the California Supreme Court has hindered the state's drug war. The ruling states that the state cannot search a person's home without a warrant, even if the police have probable cause to believe that the person is using the home to manufacture or distribute drugs.

Featured local person

A local person who has been featured in the news is a woman who has been accused of a crime. The woman is a resident of Granite Bay and has been charged with a crime. The case is currently in court.

Farcical fun at STC

A farcical fun event was held at the STC (State Theater Company) on Tuesday night. The event was a comedy show featuring several local comedians. The show was a success and the audience enjoyed the performance.

Today's question

What is the answer to today's question? The question is: What is the capital of California? The answer is: Sacramento.

Virus out

A virus has been found in a local water supply. The virus is a type of bacteria that can cause illness. The local health department is currently testing the water supply to see if the virus is still present.

Intel

Intel is a company that manufactures microprocessors. The company is currently working on a new microprocessor that will be faster and more powerful than the current ones. The new microprocessor is expected to be released in the near future.

Fast paced rodeo action

A fast paced rodeo action was held in a local arena. The rodeo featured several events, including bull riding, barrel racing, and team roping. The events were watched by a large crowd of people.

Scholarship studies

A scholarship study is being conducted by a local university. The study is looking at the effectiveness of different types of scholarships. The study will involve a group of students who will be given different types of scholarships and their academic performance will be tracked.

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WEDNESDAY, MAY 18, 1994

INSIDE

- Inside Page A2
- Opinion Page A3
- Feature Page A4
- Church Page A5
- Classified Page A6

Broncos win CAL title
See Sports, page A10

More Pow Wow Days
Country Fair photos
See Page A5

The Orangevale News

Vol. 37, No. 20
Our 37th Year of Community Service

Park board pursues school land purchase

The Orangevale Park Board is currently pursuing the purchase of a school building for use as a park. The building is located on a street in Orangevale and is currently owned by the school district. The board is looking for a way to purchase the building at a low price.

Creation of new district legally OK

The creation of a new district is legally OK, according to a recent court decision. The court ruled that the state has the authority to create new districts and that the creation of a new district does not violate the state constitution.

Cordova trustee backs plan

A trustee from the Cordova community has backed a plan to create a new district. The plan is to create a new district that will include the Cordova community and a portion of the surrounding area. The trustee believes that the plan is a good one and that it will benefit the community.

Pecan Park contract given to 2nd-low bidder

A contract for the construction of Pecan Park has been given to the second-low bidder. The contract is for the construction of a new park building and the surrounding area. The second-low bidder is a company that has a good track record of completing projects on time and within budget.

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Today's question

The president of the United States is a good question.

See Page 10 for the answer.

Virus out

The disease - known as RSV - is a common respiratory infection in children. It is caused by a virus that is spread by contact with the infected person or by droplets from the nose or mouth.

See Page 10 for the answer.

Last hem put in place

The last hem put in place for the bridge over the river was completed yesterday. The bridge is expected to be opened to traffic within a few days.

See Page 10 for the answer.



Legal consultant explains plan of reorganization to crowd

The plan of reorganization for the crowd is being explained by a legal consultant. The plan involves a series of steps to be completed within a specific timeframe.

See Page 10 for the answer.

Cordova trustee backs plan

The trustee for the Cordova project has backed the plan. The plan involves a series of steps to be completed within a specific timeframe.

See Page 10 for the answer.

Pecan Park contract given to 2nd-low bidder

The contract for Pecan Park has been awarded to the second-low bidder. The contract involves a series of steps to be completed within a specific timeframe.

See Page 10 for the answer.



Fast paced rodeo action

The rodeo action was fast-paced and exciting. The riders showed great skill and agility as they competed for the top spots.

See Page 10 for the answer.

Telegraph carrier wins scholarship

The telegraph carrier has won a scholarship. The scholarship is for a series of studies in a specific field.

See Page 10 for the answer.

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See Page 10 for the answer.

Congratulations Roseville Telephone, on your 80th Anniversary.

From your Placer/Sacramento Family Group of Newspapers

ROSEVILLE TELEPHONE COMPANY

Board of directors aim to make local connection

From staff reports

Roseville Telephone Company's clear intent to continue making the local connection is also reflected in the composition of its board of directors.

All five directors — Robert Doyle, Thomas Doyle, Brian H. Strom, Ralph E. Hooper and John R. Roberts III — are not only familiar with Roseville, they also have strong business ties throughout the region.

Hooper and Roberts replace longtime board members Bill Sheppard and C. Doulton Burner who recently stepped down. Sheppard is an Auburn area realtor who also has owned a Chevrolet dealership. Burner has served as owner/operator of Credit Bureau of

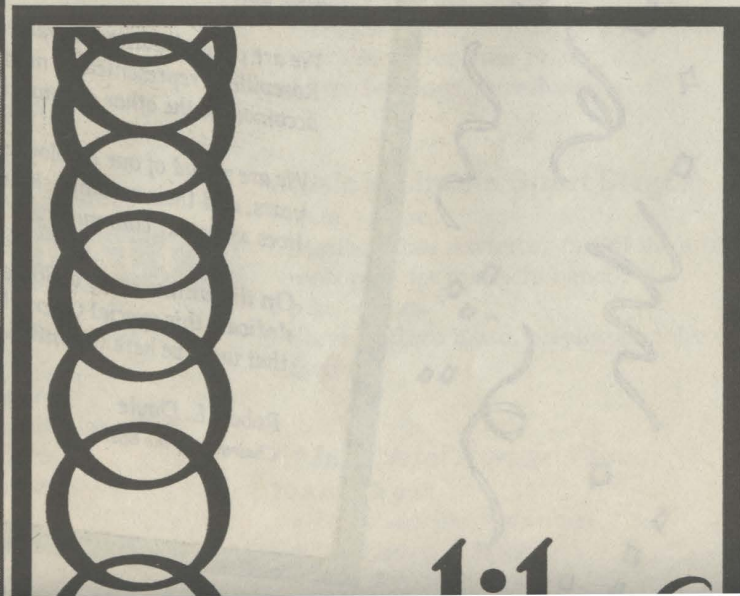
Placer County, and as a director of Placer Savings and Loan Association, Auburn.

Hooper is the president of Foresthill Telephone Co.

Roberts — the most recent addition to the RTC board — is executive director of the California Rice Industry Association. Before that he served as executive director of the Sacramento Area Commerce and Trade Association and Sacramento Metropolitan Chamber of Commerce.

His activities have included leading trade missions to Japan. Over the years he has become familiar with high-tech companies throughout the area — especially Roseville Telephone Co.

"In this new era of telecom-
See BOARD / Page 47





Tim Egan / Press-Tribune

Robert Doyle, above, is chairman of the board of Roseville Telephone Company. Brian Strom, inset photo, is president and chief executive officer.

Optional services

From staff reports

Optional services for residence accounts:

■ **Call referral services** — This service provides a basic recorded announcement informing callers that your phone has been disconnected, or, if you wish, informing callers of your new telephone number. This service is provided free for a three-month period. For a small charge, your referral period may be extended.



Congratulations



ROSEVILLE TELEPHONE COMPANY

— for 80 Years of Excellent Service —

Kennedy & Wagner Locksmiths would like to thank all the nice folks at *Roseville Telephone Company* for **picking** us. We hope to be one of your **Keys** to success today and in the future.

Bob and Patty Kennedy & staff

Kennedy & Wagner Locksmiths



786-8778



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Quality

...sums up
the difference between
American Speedy Printing Centers
and the
"copy shops" around town.

Congratulations Roseville Telephone

on your "80" Successful Years
in business.



1850 Douglas Blvd.
Suite 414
in the TJ MAXX Plaza
Roseville
786-7171



ROSEVILLE TELEPHONE COMPANY

P.O. Box 969, Roseville, CA 95678

Dear Friends,

You are invited to attend our 80th Anniversary Open House!

We believe you will find the tours and exhibits at both our Downtown buildings and at our new Industrial Avenue complex interesting and informative. Roseville Telephone has made significant investments in state-of-the-art telecommunications equipment which enables us to offer the very latest customer services. You will witness demonstrations of these services and be invited to test their performance.

You will also see our newly-completed Telephone Museum that houses an outstanding collection of antique phones and equipment used in years past. Also, don't miss seeing our collection of novelty phones.

We are pleased that we attracted so many community exhibits. The City of Roseville is represented in many of its departments and we're happy to accommodate the other community exhibitors as well as many of our key vendors.

We are proud of our employees, many of whom have been with us for over 30 years, and their accomplishments. And we are very proud to be a part of your lives and your community.

On this anniversary of 80 years in the telecommunications industry, we dedicate this special Open House to you, our valued customer. You can be sure that we'll be here to continue to serve you for at least another 80 years!

Robert L. Doyle
Chairman of the Board

Brian H. Strom
President and CEO

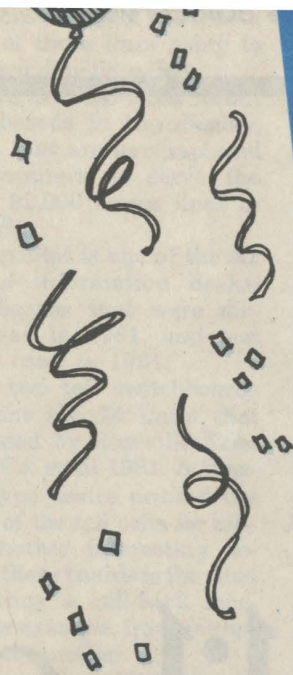
JOIN US

CELEBRATE

Please join us for our Open House as we celebrate Roseville Telephone's 80th Anniversary. We are proud to showcase our state-of-the-art technology that makes your independent telephone company one of the most advanced progressive companies in the telecommunications industry.

Also, make sure to visit our new Telephone Museum with its extensive collection of antique phones and equipment.

With three tours each at two separate venues, spend the day or come back more than once to see it all. It will be interesting and informative.



For an outstanding collection of antique phones. Also, don't miss seeing our collection of novelty phones.

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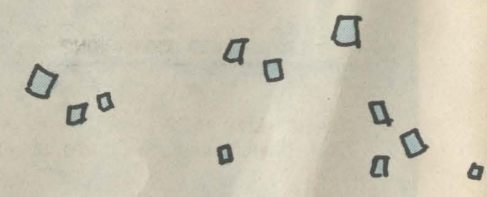
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President and CEO

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TOURS & DISPLAYS

TOUR A

Main Building

Marketing & Planning
Business Services Marketing
Novelty Phones • Technology Display Area • Products & Services

TOUR B

Main Building

Outside Plant Engineering
Warehouse • Computerized Inventory System • Splicing
Customer Equipment Services

TOUR C

Outside Walking Tour

Construction Equipment
Installation/Repair Exhibits
Vendor Booths • Energy Center • Fleet Support
Vehicle Display

DISPLAY AREAS

I Technology Display Area

Main Building - 2nd Floor

- Fiber To The Curb - How fiber-optics offer service options
- Videoconferencing - Have meetings with people at multiple locations using screens or PCs
- Centrex • ISDN • Networking
- Homework Hotline

II Outside Plant Engineering

Main Building - 1st Floor

- Track how orders flow from initial contact to installation
- Computer Aided Drafting - Computers plan infrastructure

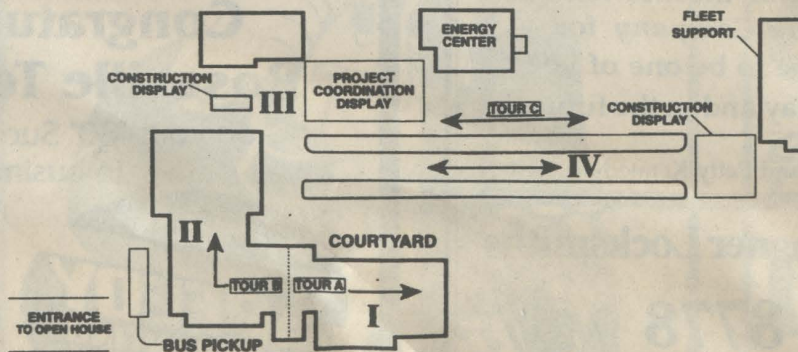
III Construction Display

- Underground cable pulling operation with cutaway manhole

IV Other Display Areas

In Outside Walking Tour Area

- Fiber Splicing - How fiber-optics cables are spliced
- Vendor Exhibits - Companies doing business with RTC show products and services
- Fleet Support - State-of-the-art facility maintains RTC vehicles



INDUSTRIAL AVENUE VENUE

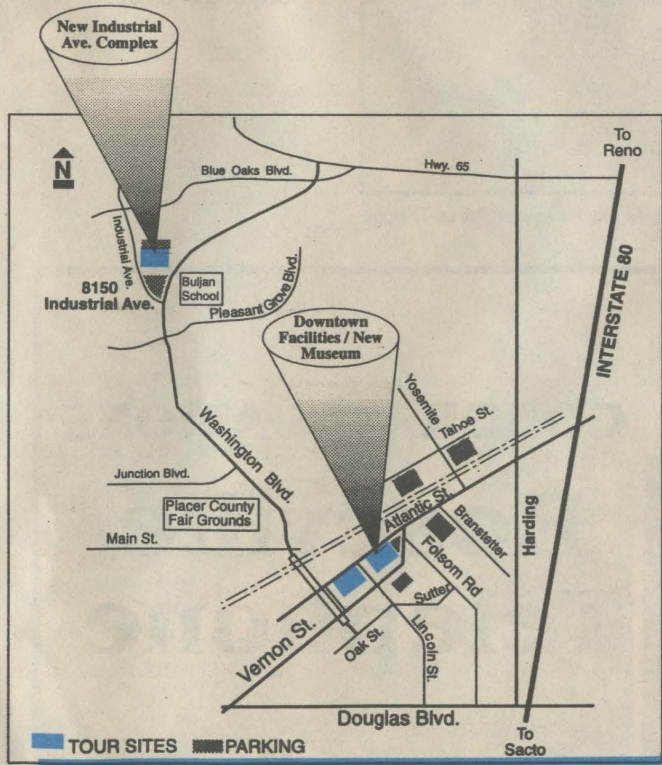
EXHIBITORS AND VENDORS

At 8150 Industrial Avenue Venue

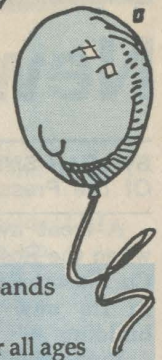
- Alltel Corp.
- AT&T
- Complas Inc.
- Empire Safety
- Essex Group, Inc.
- Gammar & Associates
- Graybar
- GTE Directory Services
- Intergral Corp.
- Joslyn Electronics Systems, Inc.
- Kaiser Permanente
- KGP Telecommunications
- Northern Telecom, Inc.
- North Supply
- Pacific Network Supply
- PSI Telecommunications, Inc.
- Preformed Line Products
- Power & Telephone Supply Co.
- Roselle & Associates
- RC Concepts
- Sierra Power Products
- Southland Enterprises
- System Studies
- Underground Service Alert
- Unistrut
- Utility Vault Company

FOR OUR RATTON

Friday, June 3rd
Saturday, June 4th
Sunday, June 5th



Ample parking will be available at the Industrial Avenue complex and Downtown Roseville. Shuttle bus service is available at both sites.



SCHEDULE OF EVENTS

FRIDAY, JUNE 3

At Downtown Roseville Venue

11 a.m. - 9 p.m.

- Tours and Displays open
- Free balloons for kids, gifts for adults
- Drawings for door prizes
- Free hot dogs, refreshments

Music at Lincoln Street Stage

Noon - 4 p.m.

- Mariachi Los Gallos, one of the area's favorite mariachi groups

5 p.m. - 9 p.m.

- Freestyle, a popular Northern California band

At Industrial Avenue Venue

10 a.m. - 8 p.m.

- Tours and Displays open
- Technology Display
- Novelty Phone Exhibit
- Free popcorn, cookies, refreshments

SATURDAY, JUNE 4

At Downtown Roseville Venue

10 a.m. - 8 p.m.

- Tours and Displays open
- Free balloons for kids, gifts for adults
- Drawings for door prizes
- Free hot dogs, refreshments

Music at Lincoln Street Stage

11 a.m. - 3 p.m.

most popular country western bands
4 p.m. - 8 p.m.

Ron Snell Jazz Ensemble, jazz for all ages

At Industrial Avenue Venue

10 a.m. - 8 p.m.

- Tours and Displays
- Technology Display
- Novelty Phone Exhibit
- Free popcorn, cookies, refreshments

SUNDAY, JUNE 5

At Downtown Roseville Venue

10 a.m. - 8 p.m.

- Tours and Displays open
- Free balloons for kids, gifts for adults
- Drawings for door prizes
- Free hot dogs, refreshments

Music at Lincoln Street Stage

11 a.m. - 3 p.m.

Mariachi Los Arrieros, one of the area's most popular mariachi bands.

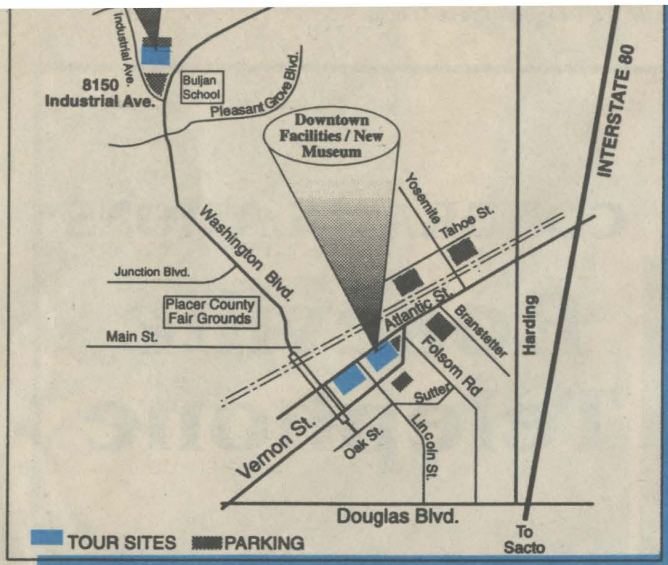
4 p.m. - 8 p.m.

Steven Stizzo Band, playing popular favorites

At Industrial Avenue Venue

10 a.m. - 8 p.m.

- Tours and Displays open
- Technology Display
- Novelty Phone Exhibit



Ample parking will be available at the Industrial Avenue complex and Downtown Roseville. Shuttle bus service is available at both sites.

- Freestyle, a popular Northern California band

At Industrial Avenue Venue

10 a.m. - 8 p.m.

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- Technology Display
- Novelty Phone Exhibit
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SATURDAY, JUNE 4

At Downtown Roseville Venue

10 a.m. - 8 p.m.

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- Free balloons for kids, gifts for adults
- Drawings for door prizes
- Free hot dogs, refreshments

Music at Lincoln Street Stage

11 a.m. - 3 p.m.

California Quickstep, one of the area's

At Downtown Roseville Venue

10 a.m. - 8 p.m.

- Tours and Displays open
- Free balloons for kids, gifts for adults
- Drawings for door prizes
- Free hot dogs, refreshments

Music at Lincoln Street Stage

11 a.m. - 3 p.m.

Mariachi Los Arrieros, one of the area's most popular mariachi bands.

4 p.m. - 8 p.m.

Steven Stizzo Band, playing popular favorites

At Industrial Avenue Venue

10 a.m. - 8 p.m.

- Tours and Displays open
- Technology Display
- Novelty Phone Exhibit
- Free popcorn, cookies, refreshments

TOURS & DISPLAYS

TOUR A

106 Vernon/Museum
Antique Telephones • Photo Gallery • Old Switchboard Equipment • Step-By-Step Switch • Old Directories

TOUR B

114 Vernon Building
Operator Services • Facility Assignment/Repair • Frame • Switchroom • Cable Vault Network Facilities • OIS

TOUR C

200 Vernon Building
Executive Offices • Boardroom • Personnel • Data Processing • Residential Customer Services • Mail/Copy Center • Accounting

DISPLAY AREAS

I New Museum

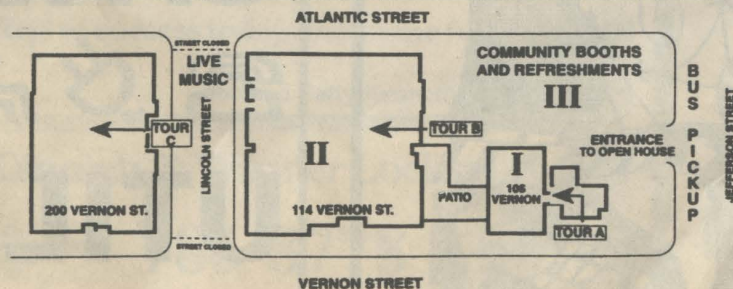
- 106 Vernon Street
- See how telephone equipment evolved during the last century. Includes wall phones, antique phone booths, switchboards, etc.
- Also view historic company documents along with old telephone directories and photos of founders of the Company
- See how telephone switching worked before electronics

II Equipment Building

- 114 Vernon Street
- See how today's operators work and how telephone numbers are assigned
- Visit the cable vault where the outside plant connects to the inside plant and see a fiber splicing demonstration
- Learn how digital switching works and how databases are administered

III Community Exhibits

- 106/114 Vernon and Lincoln Streets
- Learn about worthwhile organizations that make Roseville a better place to live
- City of Roseville will display services offered for citizens
- Police and Fire Departments will display vehicles
- Roseville Hospital and Del Webb give a glimpse of the future of Roseville



EXHIBITORS AND VENDORS

At DOWNTOWN ROSEVILLE VENUE Vernon and Lincoln Streets

- Auburn Dam Council
- Citrus Heights Chamber of Commerce
- City of Roseville
- City of Roseville Fire Dept.
- City of Roseville Police Dept.
- City of Roseville "Recycling Van"
- Del Webb's Sun City Roseville
- Granite Bay Chamber of Commerce
- Independent Telephone Pioneers Assoc.
- Placer County Search & Rescue
- Roseville Arts Center
- Roseville Chamber of Commerce
- Roseville Historical Society
- Roseville/Sutter Hospital
- Roseville Telephone Foundation
- South Placer Transportation Management Assoc.
- Tommy Apostolos Fund
- Visual Electronics

ROSEVILLE TELEPHONE COMPANY

New museum to offer nostalgic trip to past

By LEAH SMITH
Of The Press-Tribune

A treat awaits the public when the Roseville Telephone Co. museum opens for viewing in its new Vernon Street building.

Visitors will be able to take a trip back through time as they see the original bull's-eye magneto switchboard used by the company when it started in 1914. Be sure to watch a demonstration of how it came by the name "bull's-eye."

The switchboard had been in Colfax since the 1930s and was returned to Roseville Telephone for use in the museum, according to Robert Parsons, customer services director. It served the nearly 400 telephone customers of 1914, with seven of those lines going to Southern Pacific offices.

There are also more recent switchboards in the display, boards that are now replaced by computers to serve the nearly 92,000 access lines in use today.

On exhibit is one of the six original information desks/switchboards that were discontinued in 1981, and test boards used to 1984.

The two toll switchboards represent the 24 units that were used by Roseville Telephone Co. until 1981. A time-clock type device printed the length of the toll calls for billing. Another interesting device on these boards is the slide for getting a call-back message, for example, from one operator to another.

tions began coming in and old equipment in the storeroom was cleaned out.

There are old telephones of all kinds, some from the Roseville Telephone storerooms, and many others donated. There are beautiful wood telephone booths, and a counter-style pay phone. There is a wide assortment of the candlestick style phones and many wall-mounted units. A ceramic replacement mouthpiece to be used on that type telephone is evidence of the influenza epidemic that hit the nation, for it could be sterilized.

In the museum's present location in the basement of the telephone company's switching building, the reception area exhibit features a mural

See MUSEUM / Page 27



Ed Padgett / Press-Tribune

Equipment, tools, and signs that were used by the Roseville Telephone Company, many of which are still functional, give visitors a chance to see how the phone company operated in days gone by.

TRAVEL THE SPEED OF SOUND AND SAVE GAS.

With the telephone, of course. It can get you there without gasoline. And you can

CONGRATULATIONS Roseville Telephone

on your

phone customers of 1914, with seven of those lines going to Southern Pacific offices.

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The two toll switchboards represent the 24 units that were used by Roseville Telephone Co. until 1981. A time-clock type device printed the length of the toll calls for billing. Another interesting device on these boards is the slide for getting a call-back message, for example, from one operator to another.

When the switchboards were in use, the bulk of the company's employees were operators, Parsons pointed out. When the company changed to digital or electronic switching in 1981 there were 42 operators. At the present time, due to the growth of the area, there are 84 operators, 70 of whom are for toll and operator-assisted calls, and 14 who monitor alarms.

Be sure to stop by the displays of insulators, some beautiful works of art. One, donated by a company engineer, is a very rare one of steel, and there is one that a tree had grown around and a friend of the company sawed the section out and brought it to the museum.

"Every once in a while someone gives us an item for the museum," Parsons noted. "We're so grateful." What started out as a display to celebrate the company's 75th year in June of 1989 became a museum when in March, April and May of that year the dona-

See MUSEUM / Page 27

Ed Padgett / Press-Tribune

TRAVEL THE SPEED OF SOUND AND SAVE GAS.

With the telephone, of course. It can get you there without gasoline. And you can travel at lower rates by direct dialing your long-distance calls after five on weekdays and any time Saturday or Sunday.



CONGRATULATIONS Roseville Telephone

on your

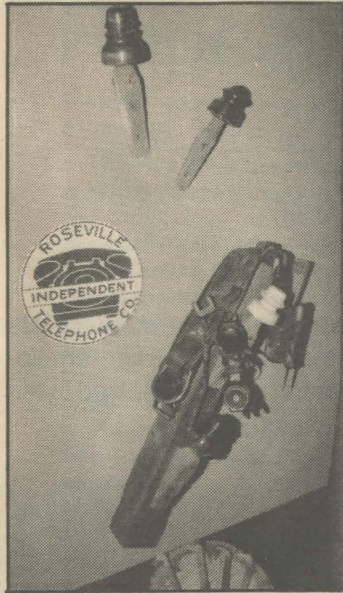
80th Anniversary

CITIZENS

☎ ⚡ ⚙ 🔥 ⚡

UTILITIES

ROSEVILLE TELEPHONE COMPANY



Ed Padgett / Press-Tribune

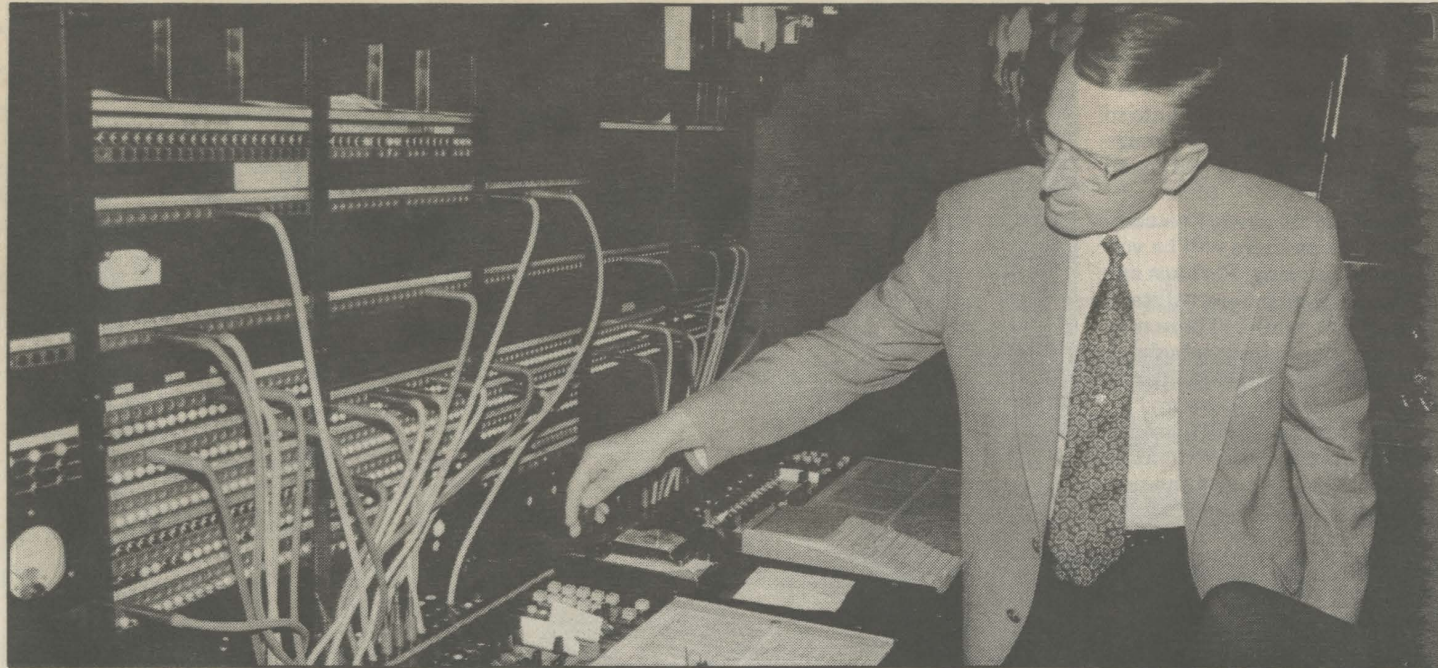
Some of the original equipment displayed at the museum on Vernon Street in Roseville.

Museum

(Continued from Page 26)
done by splicer Marty Rindon. It introduces the visitor to the outdoor area of telephone work.

Here one can see a Wolfe lamp, which was lowered into manholes to check for gas. Mindon has also made a Styrofoam manhole cover, very realistic but safer than the real thing. This tops a cutaway of a manhole where visitors can see what repairers do down there.

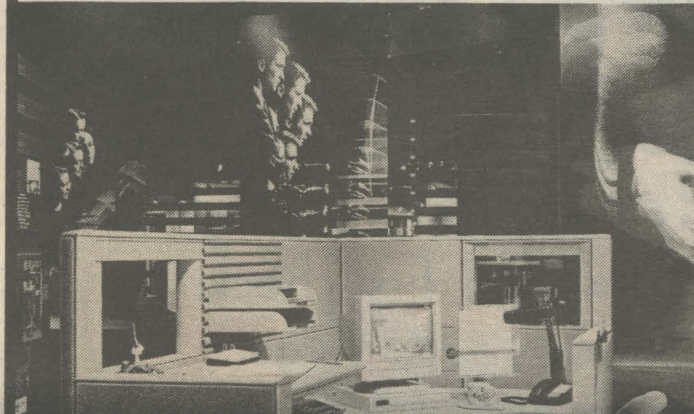
For security reasons, the museum has been available only for guided group tours since it opened in 1989. Par-



Ed Padgett / Press-Tribune

Robert L. Parsons, director of custodial services, demonstrates the various functions of the operator toll switchboard.

Office Furnishings Solutions Which Facilitate More Efficient Communication



Congratulations

Roseville
Telephone
on 80 years
of service
to the

Roseville.

Museum

(Continued from Page 26)
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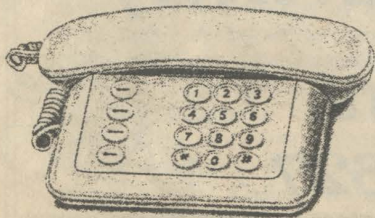
For security reasons, the museum has been available only for guided group tours since it opened in 1989. Parsons said although it will be more accessible at street level and in its own building, "this (present) location is not a bad See 'MUSEUM' / Page 28

Company to add cities to directory

From staff reports

Roseville Telephone will be adding North Highlands, Fair Oaks, Orangevale, Folsom and El Dorado Hills to its 1995 directory.

With the addition of these cities, the circulation of the 1995 directory will grow by 66,625, a 43 percent increase over 1994.



Robert L. Parsons, director of custodial services, demonstrates the

Office Furnishings Solutions Which Facilitate More Efficient Communication



**Space
Designs
Inc.**

A Herman Miller/Milcare Dealer

Congratulations Roseville
Telephone Company on
your 80th Anniversary of
Innovation in
Communication

2490 Charleston Road
Mountain View, CA 94043
Phone (415) 960-0910
Fax (415) 964-8026

11190 Sun Center Drive
Rancho Cordova, CA 95670
Phone (916) 638-8818
Fax (916) 635-6227

Congratulations

Roseville Telephone on 80 years of service to the community !

"What counts are the things we believe, our understanding of the importance of people, and understanding that what's most important is the quality of our relationships."

- Max DePree
Chairman of the Board,
Herman Miller, Inc.

 **herman miller**

ROSEVILLE TELEPHONE COMPANY

Museum

(Continued from Page 27)
one in a lot of respects. I hate to see it leave this very secure and safe area but we need more space."

He went on to say the company expects there will be volunteers assisting. Perhaps one or two staff members will take charge for a while. "There may be enough retired telephone employees who would like to help out in the museum."

The present location houses the exhibit in approximately 3,500 square feet and the new facility will be about 1,000 square feet larger. The exact placement of displays will probably be different. However, there will still be the feeling of stepping back in time when entering the room where there are switchboards with operators' chairs in place, and one can almost hear sounds of the boards in use.

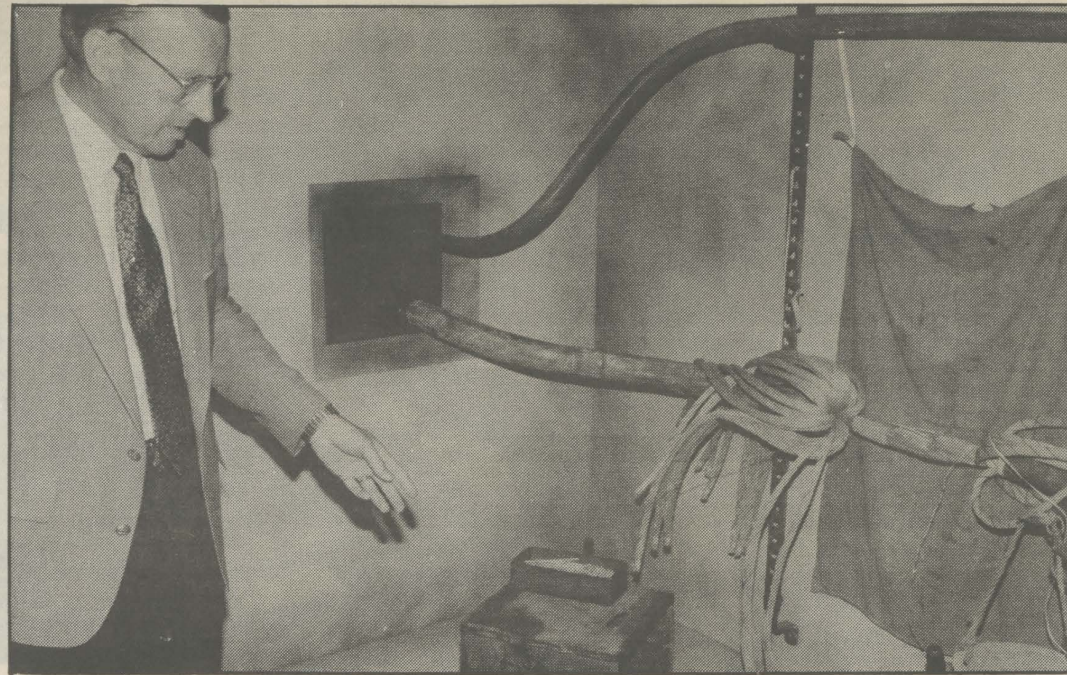
Open house event calendar

From staff reports

Roseville Telephone Co.'s 80th anniversary open house will be held from 11 a.m. to 9 p.m. June 3, 10 a.m. to 8 p.m. June 4 and 10 a.m. to 8 p.m. June 5.

Some 8,000 people are expected to attend during the three-day period.

Guided tours of the telephone museum, equipment building and administration building will be given at the downtown Roseville venue, Vernon and Lincoln streets.



Robert L. Parsons points out some of the different apparatus that was used in the outside plant.

Ed Padgett / Press-Tribune

Sound advice: listen for the dial tone.

If your call didn't go through, first check: did you listen for the dial tone?



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Some 8,000 people are expected to attend during the three-day period.

Guided tours of the telephone museum, equipment building and administration building will be given at the downtown Roseville venue, Vernon and Lincoln streets. There will also be community booths focusing on arts, history, city services and recycling.

At the 8150 Industrial Ave. location, there will be guided tours of marketing, planning, products and services and outside plant engineering departments. There will also be a technology display featuring the latest products, services, fiber to the curb display and videoconferencing and walking tours focusing on vendor exhibits, vehicles and construction.

Free hot dogs, sodas, coffee and cookies will be served.

Music groups will entertain at the Lincoln Street stage in downtown Roseville:

Mariachi Los Gallos from noon to 4 p.m. and Freestyle from 5-9 p.m. June 3; California Quickstep from 11 a.m. to 3 p.m. and Ron Snell Jazz Ensemble from 4-8 p.m. June 4; and Mariachi Los Arrieros from 11 a.m. to 3 p.m. and Steven Stizzo Band from 4-8 p.m. June 5.

*Sound advice: listen
for the dial tone.*

If your call didn't go
through, first check:
did you listen for
the dial tone?





Roseville Temps Congratulates



Roseville Telephone's 80th Anniversary

Happy to be a Supplier & Client

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ROSEVILLE TELEPHONE COMPANY

RTC employees donate to area agencies

By **LEAH SMITH**
Of The Press-Tribune

Local non-profit agencies are benefiting from more than \$60,000 a year donated by generous Roseville Telephone Co. employees.

The Roseville Telephone Foundation was started Nov. 3, 1992, by Robert Doyle, board chairman of Roseville Telephone Co. According to Foundation first vice president, Ophelia Martinez, Doyle wanted to begin raising funds specifically for local needs. The Foundation secretary, Imelda Ruiz, said the first year it was in operation, employees contributed \$60,848, about \$10,000 more than the previous year's United Way donations; and in the fall of 1993 Foundation contributions were up to \$74,102.

Among the many recipients so far are the Placer County Sheriff's Department Search and Rescue unit, which received a device that recharges batteries for radio transmitters; the Tommy Apostolos fund administered through the Roseville Police Association; the reception center at the Placer County Child Abuse Council center in Auburn; Sierra Family Services in Roseville; and Placer Extends a Caring Environment in Roseville.

"We have some designated funds for a trauma center, and are looking to see about the possible Roseville Hospital Trauma Center that has been

There are more than 500 employees of Roseville Telephone Co., including temporaries. In addition retired employees and other interested

individuals may contribute to the Foundation. There is nearly 90 percent employee cooperation with the charitable donation fundraising,

Martinez said.

The Foundation has established a new telephone number for any agency to call; 783-6333 or RTF NEED.

The agencies that are assisted are any that are non-profit, qualifying under the Internal Revenue Service coding 501c3, Martinez explained.

Lots of free information is just a call away

From staff reports

■ Recent studies suggest that a simple cheese byproduct may inhibit the development of several types of tumors and enhance immune system stability. The substance is whey and is offered by Next Nutrition Inc., as a protein supplement called "Ultimate Whey Designer Protein." Call 1-800-468-6398.

■ The College of American Pathologists has a brochure on the issues surrounding prenatal care and the high infant mortality rate in the United States. The brochure also offers examples of successful solutions to this health care problem. For a copy, call 1-800-LAB-LINE.

■ Shaking a small child can cause brain and eye damage, deafness, learning prob-

lems, retardation and even death. Members of the California Medical Association have developed information cards as part of the campaign to alert parents to the dangers of Shaken Infant Syndrome. To receive the information cards, call (415) 882-5115.

■ The Safe-T Rider program has been developed by the Elevator Escalator Safety Foundation to teach elemen-

tary school kids to use elevators and escalators safely. The program includes a video, teacher's guide and coloring books. For information, call (205) 479-2199.

■ A 16-page guide on the safe use of baby products has been written by the Juvenile Products Manufacturing Association. The booklet is free by calling (609) 985-2878.

ROSEVILLE TELEPHONE

CONGRATULATIONS ON 80 GREAT YEARS!

It has been an honor to be a part of your success . . .
and we look forward to the next 80 years.

UNISYS

We make it happen.

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"We have some designated funds for a trauma center, and are looking to see about the possible Roseville Hospital Trauma Center that has been discussed," Martinez noted.

Employees may designate recipients of their funds, as long as the agencies meet the qualifying standards. Some employees, for example, designated funds to go to the Roseville Historical Society to help build the new Amtrak station here.

The foundation is administered by a five-member volunteer board appointed by the Roseville Telephone Co. Board of Directors. Hazel Snider is president; Martinez, first vice president; Stewart Brown, vice president; Ron Keenan, vice president; and Ruiz, secretary.

Martinez said all funds collected are returned back to the community. Costs of all items needed by the Foundation are picked up by the telephone company. Ruiz also emphasized that employees seem pleased that no administrative costs are taken from their contributions and that the full amount goes where it is needed.

age, deafness, learning prob-

Foundation to teach elemen-

calling (609) 985-2878.

ROSEVILLE TELEPHONE

CONGRATULATIONS ON 80 GREAT YEARS!

It has been an honor to be a part of your success . . .
and we look forward to the next 80 years.

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We make it happen.



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Essex Group, Inc.



ESSEX

ROSEVILLE TELEPHONE COMPANY

Public officials find owning stock a conflict

By KAY LAWSON
Of The Press-Tribune

City residents owning stock in Roseville Telephone Co. someday could find they won't have to choose between keeping their stock and representing their community.

For now, stockholders who are public officials must either sell the stock, refrain from voting on major growth issues, or risk fines or prosecution for violating the state's conflict of interest laws.

The interpretation of those laws prevented stockholder and Councilwoman Claudia Gamar from casting a vote on Del Webb's Sun City project. The interpretation also

stopped Councilwoman Pauline Roccucci, whose husband inherited stock in the company, from casting her final vote for the project.

Gamar and Roccucci, as well as the city and the company, want the state Fair Political Practices Commission to change its interpretation of the laws, which were passed 20 years ago.

"It would open it up. People could own stock in Roseville Telephone and participate in office," Roccucci said.

About the city's planning process, she said, "When we're looking at projects, we're not looking to build to add phones. It's not one of those things we even consider. It's a given in our area."

The city has asked the

FPPC to consider that.

The telephone company provides the local calling service within the community. Since first privately offering stock in 1953 to raise the funds needed to improve services, the company has grown from less than 3,000 phones to more than 92,000 access lines and an estimated 300,000 or more phones. During that time, the company's assets have risen from \$500,000 to more than \$200 million.

At the company's last official count, about 5,000 people owned a stake in the company. Currently, the company estimates about 9,500 people own shares and nearly half of those people live within the city.

The FPPC maintains that since the company and the

city's boundaries virtually coincide, city officials who own more than \$1,000 worth of the stock have a conflict of interest on issues that would create major growth for the community and the company.

That policy does not apply to all issues the officials handle.

Gamar said, "I can vote 99.9 percent of the time and I have."

Gamar and Roccucci could be forced to abstain from voting on several major growth issues expected to come before the council in the next few years.

The question of conflict of interest came to a head about six years ago when the city began considering specific plans to guide development in the northwest and north central areas. Three members of the

council and two members of the Planning Commission, including Roccucci, were stockholders. FPPC attorneys said a conflict existed, so the council members and planning commissioners sold their stock so they could work on the documents.

Last fall, the FPPC ruled that stock ownership would not be a conflict under some circumstances, and the city and Roseville Telephone asked for a clarification. An FPPC attorney said that local circumstances did not fit those exceptions.

The city has yet to get answers to its latest questions to the FPPC.

"I want to be an optimist," Roccucci said. "I want to find out this is a non-issue."

Kids and 911

From staff reports

Help your child learn his phone number and the 911 emergency number.

Have him say each number aloud and put the eraser end of a pencil on the number on the phone dial.

Show him how to dial. Practice until he can say the numbers in order and show you how to dial.

In emergency

From staff reports

1. Give the address and phone number of where you

The shortest
distance between
two friends.



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In emergency

From staff reports

1. Give the address and phone number of where you are.

2. Tell what is wrong (give the best information you can).

3. Give your name.

4. Don't hang up. Wait for the professional helper to say good-bye first. He or she might need more information or have to tell you what to do.

General information

From staff reports

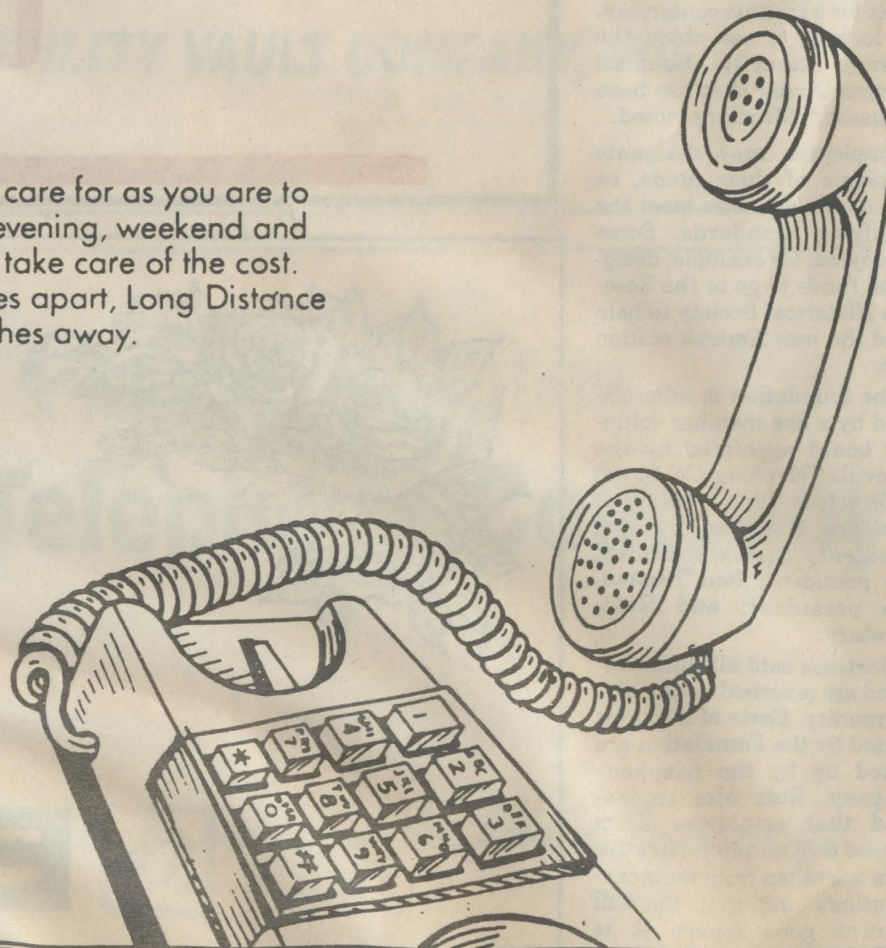
Some general information from the telephone company.

■ Public telephones — Instructions are posted on or near telephone instruments. Report any service difficulties or coin collection errors to the operator. A charge is not made on calls which are not completed.

■ Rates — Rates and practices included in the directory are based upon those in effect at the time the directory was closed for printing and are subject to such changes as may be made from time to time.

The shortest distance between two friends.

You're as close to those you care for as you are to the nearest telephone. Low evening, weekend and holiday Long Distance rates take care of the cost. Remember, when you're miles apart, Long Distance means you're really only inches away.



ROSEVILLE TELEPHONE COMPANY

A chronology of the company's achievements

During the past 13 years, Roseville Telephone Co. has continued to ride a wave of technological breakthroughs and established itself as an industry leader. It started out as a rural cooperative with a handful of telephones linking farms to a small town and the larger world beyond.

Company and community growth continued at a fast pace. The company's space needs result in a major expansion project.

June 5, 1980 — Roseville Telephone Co. announces plans to build a \$1.7 million office building at the northwest corner of Vernon Street and Lincoln Street. The company will also start selling \$4 million in new stock at \$15 a share to help pay for construction.

Sept. 9, 1980 — Telephone company officials will request a \$6.7 million annual rate increase. The 35 percent increase is the company's first boost in 22 years and it is needed to match regional growth and expand service to accommodate new companies

like Hewlett-Packard.

Nationwide changes in the telephone business are reflected in moves RTC makes at the local level. Roseville Telephone Co. continues to react to deregulation and the break-up of American Telephone and Telegraph. Cooperation with outside carriers is a key consideration.

July 7, 1983 — Roseville Telephone is now the nation's 19th largest independent phone company. Responding to the fierce competition in the newly deregulated industry, the company creates a subsidiary — RTC Communications — to market telephones and equipment for businesses and homes.

Dec. 28, 1983 — Company executive Al Johnson states that the Roseville company's 48,000 customers will probably notice no change in long distance service due to deregulation.

The future arrives and it is very fast.

Oct. 7, 1985 — The company's first fiber optic cable system is installed in the Ante-

lope area west of Interstate 80 at Antelope Road. Voices are now carried over a fiber optic cable by beam of light.

Community service and continued recognition of the company's rural roots are pinpointed by two different events in the early winter of 1985.

Nov. 11, 1985 — Earthquake preparedness programs developed by Roseville Telephone Co. in conjunction with the Placer County Red Cross earn recognition.

Dec. 31, 1985 — High technology goes down on the farm as Roseville Telephone Co. demonstrates the effectiveness of cellular telephones at the California Farm Equipment Exposition.

This is definitely not a string attached to a tin can type of operation.

May 14, 1986 — Roseville Telephone Co. announces an expansion of its local calling service area. Rio Linda, Orangevale, Folsom and El Dorado Hills can now be reached with no long distance charges.

June 17, 1987 — Marketing and planning officials an-

nounce plans to participate in a statewide program providing special telephone equipment to medically certified disabled customers.

Oct. 11, 1988 — Lincoln Street between Atlantic and Vernon will be closed for 18 months while Roseville Telephone Co. builds a 33,000 square foot addition to its administrative building at 220 Vernon St.

Aug. 28, 1988, and Jan. 13, 1989 — City officials on the Planning Commission and City Council feel the heat over possible conflict-of-interest involving ownership of Roseville Telephone Co. stock.

Company expansion continues along with booming community growth.

March 24, 1989 — An artist's rendering of the company's \$4.5 million expansion project in downtown Roseville is unveiled. The company now has 66,500 access lines to homes and businesses in the area connecting approximately 150,000 telephones.

Mother Nature is a teacher notorious for throwing sur-

prise tests and this one is a real rattler.

Oct. 17, 1989 — San Francisco is rocked by a major earthquake and telephone company employees rush back to work to handle a tidal wave of telephone calls. More than 265,000 call attempts are registered over the company's Citrus Heights switch in just one hour — nine times the usual telephone traffic.

A late summer salute is performed on Vernon Street.

Aug. 30, 1990 — Tom and Bob Doyle honor their father, company founder William Doyle by dedicating the company's administration building in his memory.

The competitive nature of the telephone business is driven home once again as the company takes a loss in its own ballpark.

May 16, 1991 — Despite a tough pitch from company sales representatives, the Roseville City Council decides to purchase a new telephone

See TIMELINE / Page 32

CONGRATULATIONS
TO ALL OF OUR FRIENDS AT

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See **TIMELINE** / Page 32

CONGRATULATIONS
TO ALL OF OUR FRIENDS AT
ROSEVILLE TELEPHONE Co.
FOR 80 MARVELOUS YEARS OF SERVICE
TO THE COMMUNITY. WE'RE LOOKING
FORWARD TO SERVING YOUR INVESTMENT
NEEDS FOR YEARS TO COME.

YOUR FRIENDS AT

Prudential Securities

3300 Douglas Boulevard

Roseville (916) 789-4444



ROSEVILLE TELEPHONE COMPANY

Foresthill Telephone has ties to Roseville

By KAY LAWSON
Of The Press-Tribune

In the foothills of Placer County is a private telephone company with close ties to Roseville Telephone Co.

That foothills company is about the same size Roseville Telephone was in 1953, but uses the same technology Roseville Telephone uses today.

That company, Foresthill Telephone Co., is owned and run by Roseville Telephone board member Ralph Hoeper.

Hoeper has been involved with Foresthill Telephone

since 1946. At that time, he had just been discharged from the U.S. Navy, where he had served as an electrical technician. While waiting to go back to school, he returned to his native Placer County. There, he found Foresthill Telephone needed help — people wanted phone service. Hoeper began working part-time for the company, installing phones on weekends.

"I never expected to spend the rest of my life in the phone business," he said.

For the next 2½ years, he commuted from Foresthill to Reno, where he worked during

the week. "I'm thankful we've got very patient customers," he said.

In 1949, a future glut of engineers was predicted. Rather than move as planned to the engineering haven that would become known as the Silicon Valley, Hoeper bought a half interest in the telephone company. And in 1954, he bought out his partner.

"We've built an excellent organization over the years," he said. "But I wear so many hats here I can't do as good a job at any one of them as I'd like."

The company has 12 employees, including Hoeper and

his wife, and serves about 3,000 customers. "We contribute more hours than we like to think about sometimes," he said. "We're looking forward to retiring one of these days. I've been saying that for several years."

Meanwhile, Hoeper continues to update his company's equipment and prepare for future growth.

The company is in the process of installing four miles of fiber optic cables. The company also is installing new digital switches. "The customers won't notice much difference, but we will have less mainte-

nance problems," he said.

His relationship with Bob Doyle and Roseville Telephone has been a boon.

"Bob and I have been friends for many years, and we're close enough together that we've always compared notes over the years," he said.

The benefits have not fallen solely to Hoeper.

"It's a big help both ways," he said. "Coming from a smaller company, I have a different perspective on things. Working with a larger company, I can see things coming. I know I will be confronted with what Roseville is getting now."

Timeline

(Continued from Page 31)
system from Fujitsu Corp.

A mark of a good company may be how it handles internal changes. Transition and progress often run together.

Dec. 28, 1993 — After leading Roseville Telephone Co.

through five decades, President and Chief Executive Officer Robert L. Doyle announces his retirement. But Doyle, 74, also notes that he will continue working as chairman of the board of directors. Brian H. Strom, 51, is selected to replace Doyle.

Educational info just a phone call away

From staff reports

Major education groups in the United States have given their support to a very promising program designed to provide environmental education to the nation's youth. Enrollment and other information about Animal Tracks is avail-

able by calling (800) 438-9949.

■ **Medical** — researchers have announced the first large-scale prevention trial for prostate cancer, starting at 222 sites across the United States. Men who are interested in participating in the trial should contact the site nearest them. Call (800)

422-6237.

■ **Hospice** — the Hospice Foundation, a donor-funded organization, exists to spread understanding of the hospice philosophy. Hospice is the only system devoted to providing compassionate care for terminally ill patients and their families. For more information, call (800) 854-3402.

The shortest



(Continued from Page 31)
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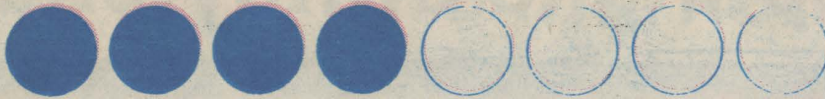
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IN THE FIELD OF TELECOMMUNICATIONS

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KCS Properties

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Senator Tim Leslie

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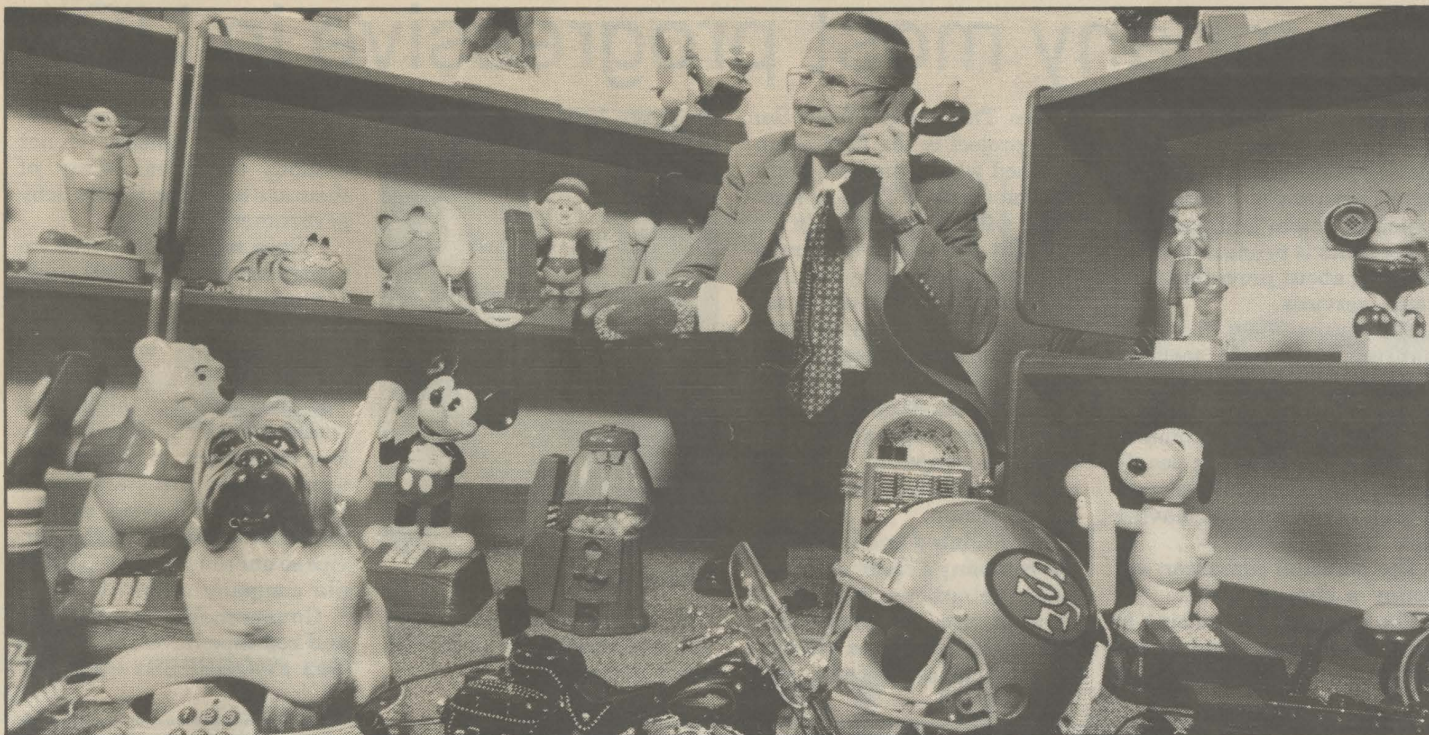
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ROSEVILLE TELEPHONE COMPANY



Novelty phones

Robert Parsons, customer services director, displays some of the more than 50 novelty telephones he has collected over the years. The phone display will be housed in the new telephone museum.

RTC takes pride in several 'firsts'

By LEAH SMITH
Of The Press-Tribune

When Roseville Telephone Co. presents its report of achievements, it points with pride to the way it has put technology to work for its customers. A list of "firsts in California" outlines five important services.

The Limited Disconnect Program began in 1985 when Roseville Telephone was asked by the California Public Utilities Commission to conduct a trial program. It was the only company in the state capable of conducting the trial program because of the elec-

"We're talking about 'firsts,' but it might be worth mentioning that we were among the last to go to 20 cents on a pay phone," Parsons pointed out.

Roseville Telephone was also the first in California to voluntarily offer 900/976 blocking. This program began with the CPUC ruling that a customer who had an unauthorized person running up big bills for the 900/976 toll calls could receive a one-time adjustment. "This was a only one-time adjustment, however," Parsons explained. "People with say, boarders or others who kept running up

900/976 call blocking in August of 1992. The service has been received enthusiastically by customers.

Another "first in California" offers faster and more services on less telephone lines, for such things as video, computer data and more. Single-Line Business/Residence Integrated Services Digital Network became effective in August 1993 and has been utilized heavily for the establishment of telecommuting services for large business customers in the area.

ISDN is provided to the recently established "telecom-

Congratulations
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The Limited Disconnect Program began in 1985 when Roseville Telephone was asked by the California Public Utilities Commission to conduct a trial program. It was the only company in the state capable of conducting the trial program because of the electronic switching technology available in the entire serving area.

Limited Disconnect provides necessary telephone access to a customer whose service has been temporarily disconnected for nonpayment. The ability to dial 911 in an emergency and the direct access to the Roseville Telephone business offices to discuss payment arrangements are allowed under the program.

"We always felt good about Limited Disconnect," said Robert Parsons, director of customer services, "although it took a lot of effort in the early days."

Parsons also pointed out that pay phones in the Roseville area do not require coins (20 cents) to be deposited to dial 911. Callers get the dial tone first when lifting the receiver, and dialing 911 will break the tone and make a connection. Certain numbers to the company business office are also toll free.

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Roseville Telephone filed for

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ISDN is provided to the recently established "telecommuting center" established by the Transportation Management Center. See FIRSTS / Page 38

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*Much success
to you in the
upcoming years*

COMPUTER GENERATION

ROSEVILLE TELEPHONE COMPANY

CEO calls company most progressive in US

By DAVID RICHIE
Of The Press-Tribune

"It was the biggest career decision I ever had to make," said Roseville Telephone Co.'s Brian Strom about the job offer extended to him five years ago.

At the time he was a partner in a major certified public accounting firm. In that position he had worked closely with the local telephone company and knew it was a major player in the communications field.

He also was a local resident — Strom, 52, has owned a home on four acres in Loomis for 15 years and before that he lived in Carmichael. He decided to take the offer.

It was the right choice, for in December of 1993 Strom was named president and chief executive officer of Roseville Telephone Co.

With 475 employees, a commitment to state-of-the-art technology and a track record for innovation, it is the third largest telephone company in California. As of December 1992, it was also ranked as the 25th largest telephone company in the United States.

In 1993 the company was connecting nearly 92,000 primary access lines. It has also put down almost 5,000 miles of fiber-optic cable in an 83-square-mile area. The fiber optic system is also looped so service can be restored quickly from another direction if a service break occurs.

There is no slowdown anticipated.

"It is the most progressive

strategic planning to make use of it. For example, with cable television companies attempting to get into the telephone business, Strom and his associates think it prudent to start thinking about providing television services.

The future view indicates that television will soon be used for an array of activities. It will be not only an entertainment device but also a communications tool allowing people to shop, pay their bills or talk to each other without leaving their living rooms.

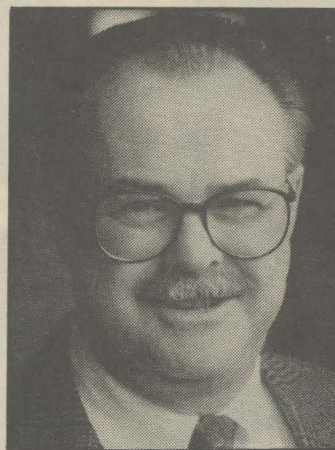
The personal computer will occupy a similar niche.

The company is working to bring fiber-optic connections right up to the outside of

homes. The new Del Webb Sun City project is the first neighborhood where the new Fiber-To-The-Curb (FTTC) connections will be made.

Right now telephone companies are prohibited by law from competing with television service providers. Legislation is pending that may break down those barriers. In the future, cable television companies and telephone companies will either be competing with each other or collaborating, according to Strom.

Maintaining and increasing the company's share of the cellular telephone market is another area of importance. "Roseville Telephone will have to participate," Strom said.



Brian Strom

"All this wireless technology will eventually compete with other services."

But the company's run toward the 21st century is not without obstacles. Many of them are tossed on the track by government officials.

"Close regulation of the industry can be very frustrating. We may perceive a need but can't provide the service."

An example was use of "caller identification" devices. The devices on telephones would identify callers and allow customers to screen unwanted calls. But state Public Utilities Commission regulations made providing the service so onerous that no California company offers it.

Government regulations and red tape have also stalled
See PROGRESS / Page 38

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A common history with an uncommon focus on our customers. It's a vision we share.



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AG Communication Systems is a joint venture of AT&T and GTE.

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"It is the most progressive certainly of any telephone company in the United States," Strom said.

But is the company riding a surge of growth in South Placer or is the area riding a surge in services provided by the company?

"We think we are stimulating the growth," Strom said.

Strom pointed toward Roseville Telephone's relationship with computer giant Hewlett-Packard — a relationship that started when RTC convinced Hewlett-Packard site scouts that it could provide the telephone services HP requires.

The same technology is also available to other companies making decisions about locating plants here or elsewhere. Job attraction and job retention are two factors most important to the health of the community and the health of the telephone company, Strom said.

As president and CEO, Strom said that much of his time lately has been spent on emerging technology and

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been counsel to the Company
these past 30 years.

ROSEVILLE TELEPHONE COMPANY

Adapt

(Continued from Page 34)

moves quickly, fear of the technology by some can get in the way of bringing it to the customer said Kinder.

Roseville Telephone has had caller identification technology for five years, but regulations are keeping it from the market place.

That technology would allow the party receiving the call to know who is calling. Consumer groups have expressed fears regarding invasion of privacy, but Kinder said they would be better off if they concentrated on abuses rather than how the technology is used.

If the regulations are changed, however, Roseville Telephone Co. is poised to bring customers products already being tested in its own laboratories.

Firsts

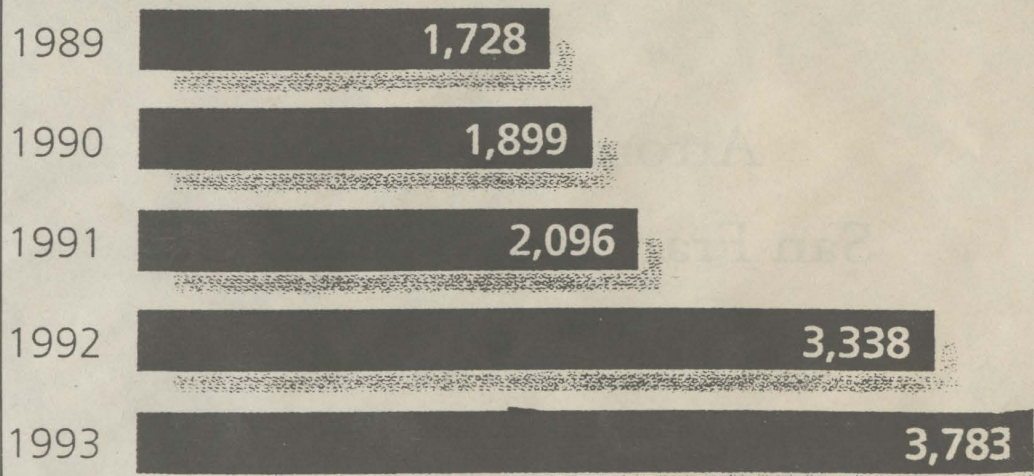
(Continued from Page 35)

ment Association. Parsons said the company is still working on the equipment and it will be even faster than at present. Businesses are the primary users now, but there have been some inquiries from residential customers. There are more than 1,000 single-line ISDN lines in place as of April.

One of the fastest growing services is the Roseville Telephone "first" of tariffed voice mail. Typically a business service, it has been very well re-

Growth in Fiber-optic Cable

(in "fiber miles")



Progress

(Continued from Page 36)

company applications for cellular rate increases. After months of paperwork and discussions with state officials, the company's cellular partnership essentially was told to start over, canceling out months of work that had already been done, Strom said.

While the workload stays heavy, Strom still balances it out and maintains "a great family life." He has two daughters in college. Days off may find him whacking away at the brush around his home so his wife has plenty of space to garden. He shrugs off memories of a so-so golf game that really went south after he went to work for the telephone company.

Make the trip through us ...



Happy 80th

Congratulations to the

Roseville Telephone Company

Telephone Co. is poised to bring customers products already being tested in its own laboratories.

Firsts

(Continued from Page 35)
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A service to increase speed of calls, convenience to the customer, and also prevent excess consumption of switching and equipment time is Signaling System 7. The system sends a high speed signal to check whether or not a long distance number being dialed is busy, and if it is, immediately gives the customer a local busy signal. This saves tying up trunk lines only to have a busy signal come back. If the line is not busy, the calls goes through regular channels. In September 1993 Roseville Telephone became the first company in the state to file a tariff for SS7 connectivity to interexchange carriers. There are links for connectivity with MCI, Sprint and AT&T.

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Alarm kit

In this 1986 photo, Roseville Police Chief Jim Hall, left, and Roseville Telephone Company President Bob Doyle look over an alarm demonstration kit. The kit was donated by the phone company for use in the city's Neighborhood Watch programs. The working model shows how different type of home alarm systems work.



Press-Tribune file photo

General information

From staff reports

Some general information from the telephone company.

■ **Avoidance of lawful charges** — Persons using unauthorized calling card numbers of unauthorized telephone numbers to avoid charges will be prosecuted. Anyone violating Section 502.7, California Penal Code, by attempting to avoid lawful charges for telephone service may be fined up to \$5,000 and imprisoned up to one year.

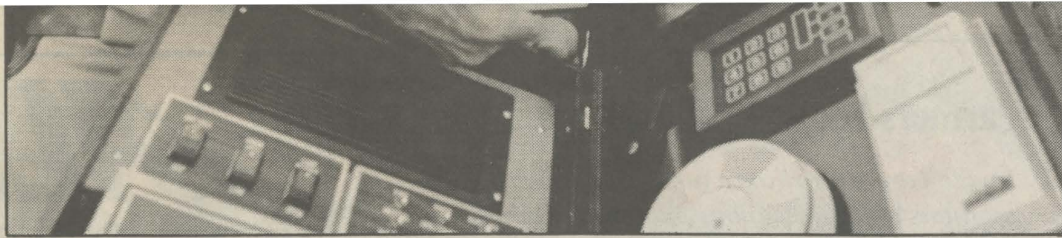
■ **Recording telephone conversations** — Federal and state tariffs require one of the following conditions be met when recording a telephone conversation:

1. All parties being recorded must give consent prior to being recorded, or
2. All parties being recorded must hear a "beep" tone approximately every 15 seconds.

■ **Tariffs** — Tariffs, showing rates and rules for telephone service and facilities, are on file with the California Public Utilities Commission. They are available in the business office for inspection.

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ROSEVILLE TELEPHONE COMPANY

Info

(Continued from Page 7)

He balances his advocacy for leveling the playing field over universal service to customers with leaving the much-talked-about information highway open and free from over-regulation.

He said Roseville Telephone Co. is a good example of how local telephone companies are engineered for growth and not only respond to demand for telephone services, but stay a step ahead and become involved in technological innovation.

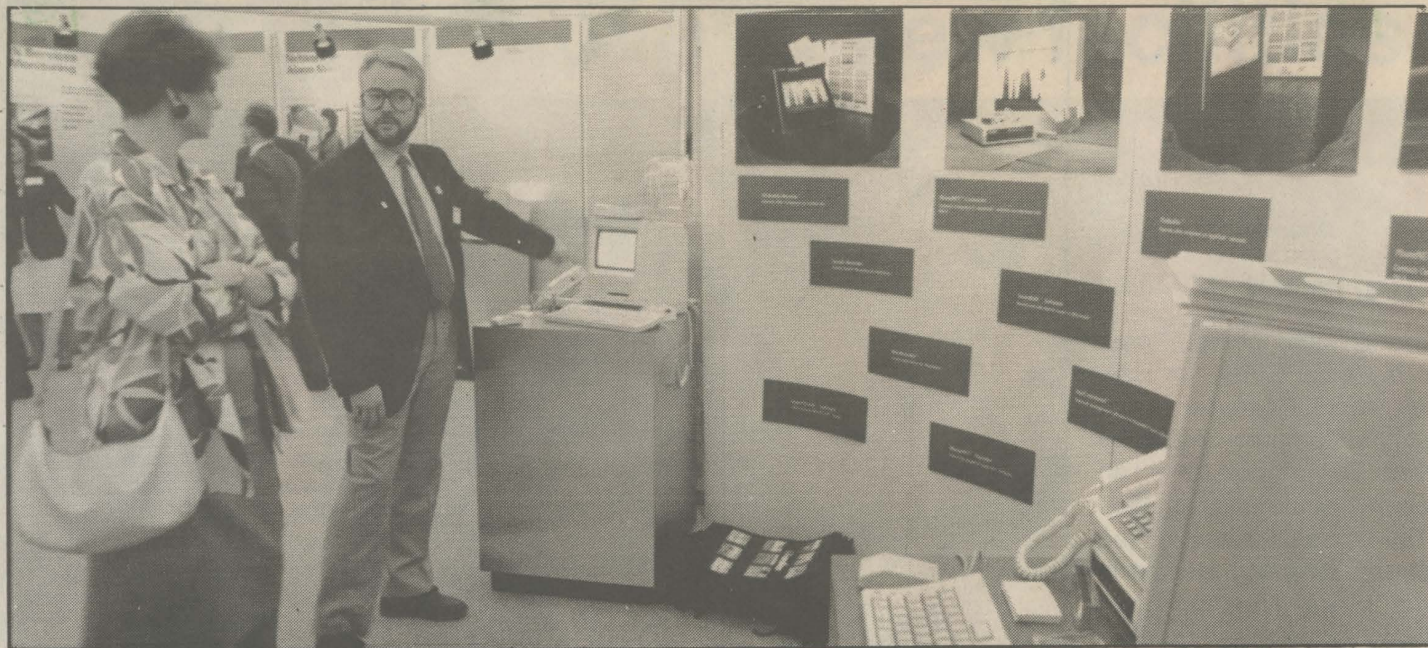
Neel is currently testifying in hearings before a Senate committee on commerce that is working with the telecommunications act.

One area of growth telephone companies are eyeing is providing cable television technology to their customers, but that must be approved by Washington regulators.

Neel said telephone companies could compete with cable companies to provide the connection to the home, but could also develop a partnership with those who want to provide services to cable customers.

The cable television industry is fighting those moves, fearing telephone companies will have a monopoly on providing information services to the home — and will cut into their market.

But with cable television's checkered past, along with continuing efforts to reform and reregulate the industry, Neel said it is time the telephone industry be given a chance to compete.



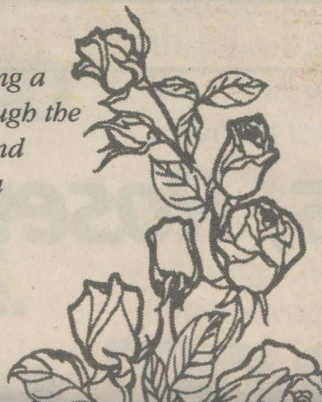
Press-Tribune file photo

Paul Weigand of Farallon explains the use of phones connected by computer to Terri Boroves during the 75th anniversary of Roseville Telephone Company in September 1989.

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With that competition, customers could some day have control over what programs they watch and what destinations they travel to on the information highway. A ride Neel wants to make sure is as smooth as possible.

Telephone tips

From staff reports

Money-saving tips and more from the telephone pages:

■ Plan your conversation — One-minute "unassisted calls" long distance rate can save you money. Whether it's business or personal, jot down the things you want to talk about, the questions you want to ask.

Types of calls

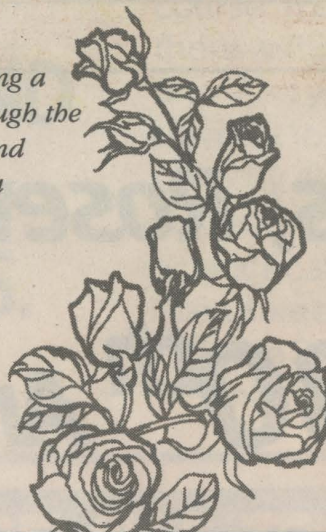
From staff reports

■ Calls to other countries — Calls to most of the world's telephones can either be reached via the operator or dialed direct.

Partners For A Healthier Community

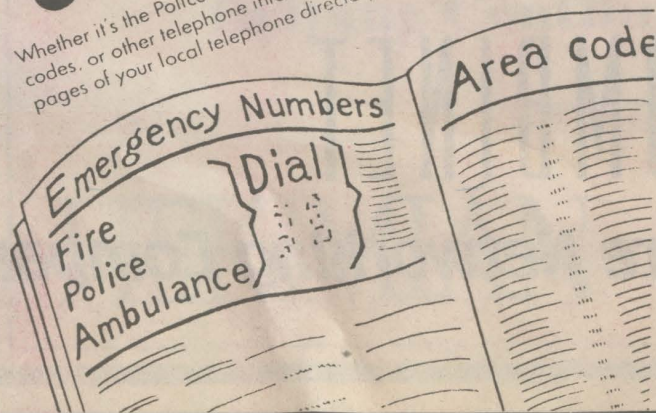
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The answer book.

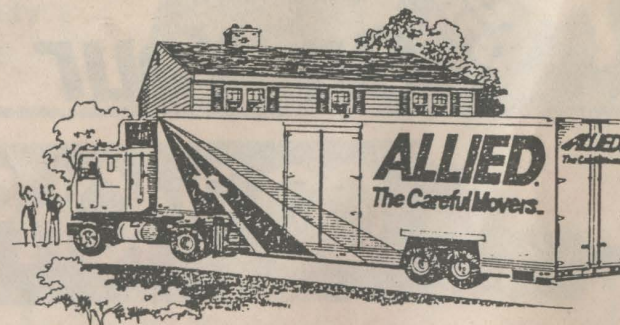
Whether it's the Police or Fire Department long distance instructions area codes, or other telephone information — you have it. Right in the front pages of your local telephone directory



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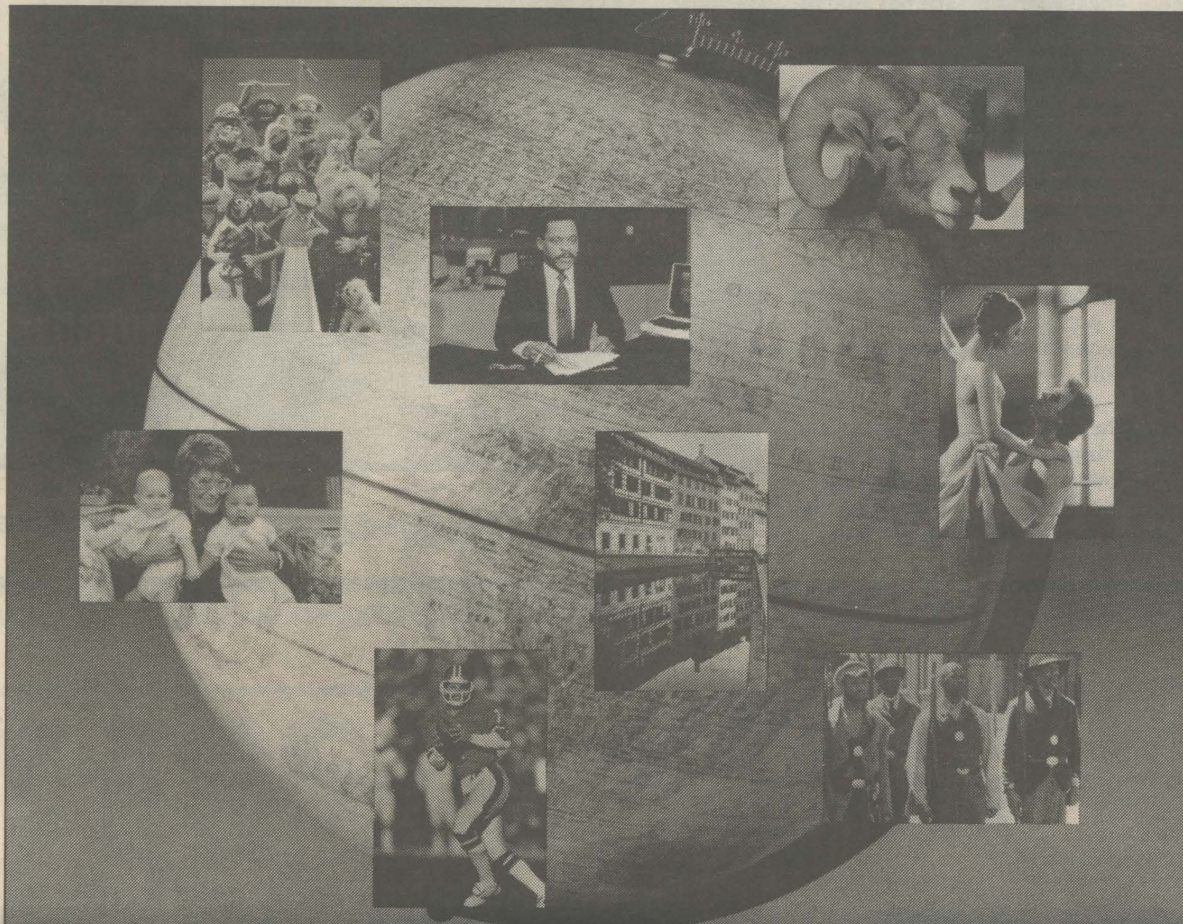
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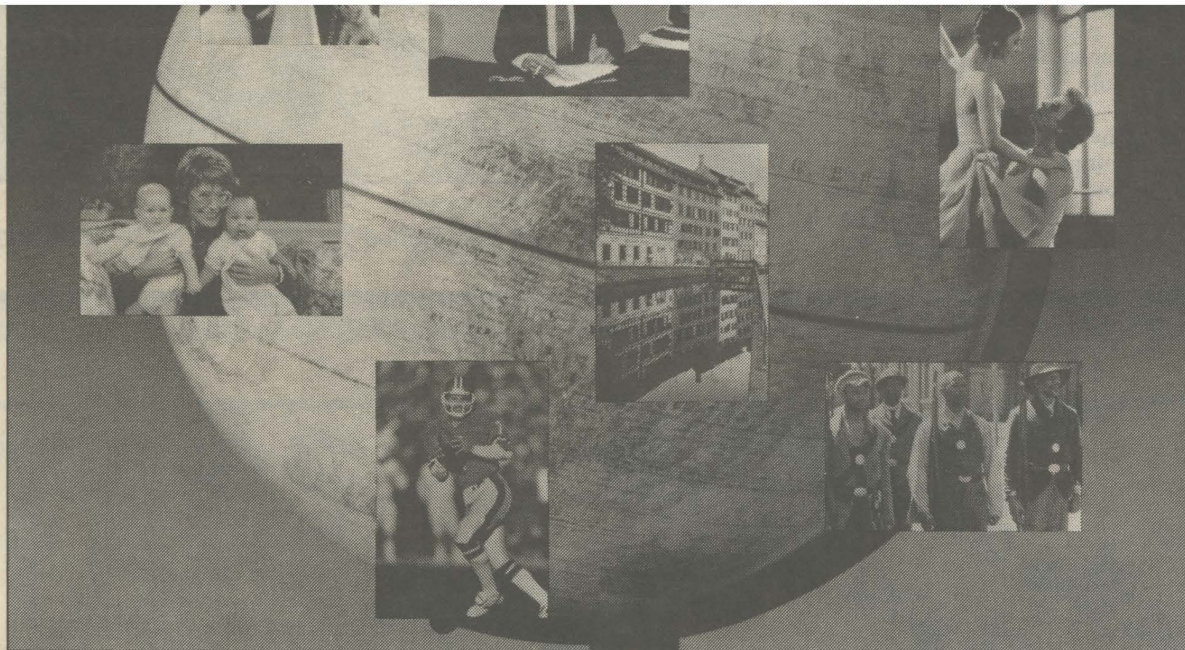
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Cable

(Continued from Page 14)
splicing methods have increased the speed of the work.

Fifty years ago, the cables that ran out into the community, called trunk cables, were soldered together, and the individual copper wires that ran into homes were hand-twisted together.

By the 1960s, the individual wires were crimped together one pair at a time. And by the 1970s, 25 pairs of individual wires could be crimped at one time. That is the method still in use today.

Even though that method has sped up the work, Addiego said, "It takes five days to put one of these copper cables together. We can do one fiber cable in one day."

Although the work is quicker, it is meticulous. Each glass fiber in the company's 12-fiber and 204-fiber cables must be spliced individually.

"We don't push the splicers. We want it done correctly," Williams said. "Everyone (in the industry) says our splicers are the best they've ever seen."

As cables are begin installed in the community, the splicer

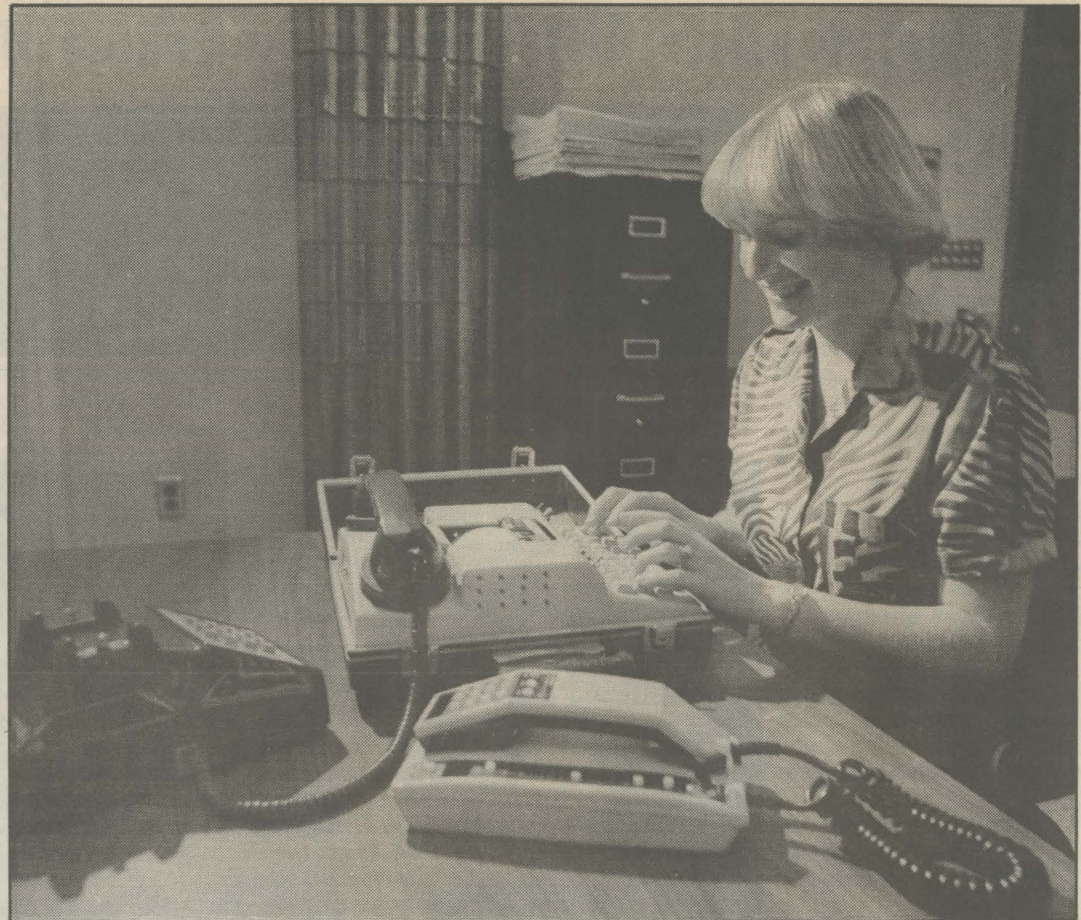
cuts two fiber ends with a diamond cleaver, slips them into a gel-filled connector, then maneuvers them so they touch head on. At the same time, a technician at the main office shoots a beam of laser light down the cable and helps the splicer align the fibers. The closer they are aligned, the greater the capacity of the spliced cable.

Once each pair of fibers are spliced, the entire section is encased in a plastic box that allows the company quick access to that portion of the cable.

Where cables go into the main office, they are spliced by fusion. That process results in a nearly perfect splice. Otherwise, the light used to check the cables could be reflected back and damage the laser.

With the fusion process, the splicer melts the glass ends of a pair of fibers together then seals them in a protective capsule.

Addiego, who has been in the industry for 15 years and joined Roseville Telephone four years ago for the opportunity to work with fiber optics, called his work "fun."



Press-Tribune file photo

The use of special telephones for the deaf is demonstrated in this 1981 photo.

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these days it can add to
expenses and get
yourself.
initely

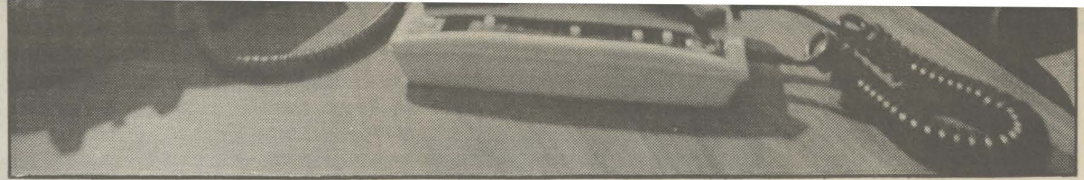
glass fiber in the company's 12-fiber and 204-fiber cables must be spliced individually.

"We don't push the splicers. We want it done correctly," Williams said. "Everyone (in the industry) says our splicers are the best they've ever seen."

As cables are begin installed in the community, the splicer

splicer melts the glass ends of a pair of fibers together then seals them in a protective capsule.

Addiego, who has been in the industry for 15 years and joined Roseville Telephone four years ago for the opportunity to work with fiber optics, called his work "fun."



Press-Tribune file photo

The use of special telephones for the deaf is demonstrated in this 1981 photo.

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Keary France...
Keary John...
Keary Kevin...

ROSEVILLE TELEPHONE COMPANY

Fiber

(Continued from Page 6)
technology so important to telephone companies is the virtually limitless number of calls a fiber can carry versus the relatively cramped capacity of traditional copper cable.

Bower said while a traditional copper pair of wires can carry 12 signals, fiber optic cable is limited only to the sophistication of the electronic devices installed at each end of the link.

Those devices transform communication, video and data into bursts of light which are decoded at the other end of the cable and transformed back into the communication, video or data.

The first step in their move to fiber optic technology has been to equip the telephone lines serving Roseville Telephone Co's network of satellite switching stations with fiber technology.

The substation can be housed in a specially designed building, 24 feet long and 12 feet wide equipped with a climate control system that keeps the sensitive electronic switching gear inside dry and at an appropriate temperature.

The company operates 13 such remote substations scattered throughout its territory and each of those stations is served by a fiber optic link, part of the 69 miles of cable routes and 3,783 miles of individual fibers the company has installed since getting involved in the technology, Bower said.

The telephone company got into fiber optic cable when it

community's streets thus saving manpower.

It is also capable of "plugging" into the switching gear relatively easily while copper wire requires a more elaborate connection process.

While the technology has those benefits, the cost of changing all cables to fiber is still prohibitive, but when work is needed on existing telephone lines, Bower said Roseville Telephone is installing a conduit designed for the fiber cable that some day may take the place of the traditional bundle of copper cables.

"I hate to go back into a developed area and put in copper cable knowing I may have to come back in with fiber in five years."



Press-Tribune file photo

The Roseville Telephone Company building at Lincoln and Vernon streets.



**ROSEVILLE
TELEPHONE**

*Congratulations
on your
Cable Installation*

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The telephone company got into fiber optic cable when it began to serve the Antelope area of Sacramento County from its Citrus Heights office, Bower said. Serving that growing area required a high capacity connection to make crossing Interstate 80 easier.

Without fiber, an expensive excavation project would have to be undertaken to install the large bundles of copper wire, Bower said.

Fiber optic cable helped minimize the space concerns, a bundle of fiber can be no larger than a finger, and provided an entry into a technology that has great promise for the future.

"We are definitely into fiber — we truly love it."

RTC has also use the technology itself to carry communications between its various locations and counts Hewlett-Packard among its corporate customers served by fiber.

From an installers point of view, Bower said the cable requires fewer splices or connections as it runs beneath the

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LOOK FORWARD TO A
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Telamon

Electronics Corporation

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Novelty

(Continued from Page 17)
area to institute work-at-home programs through telecommuting and is also being developed as a platform for desktop video conferencing and collaboration," the annual report states. "Like other companies, we continue to explore the possibilities of extending our fiber-optic network into the customer's home, allowing the merger of telephone, television and personal computer."

Continuing to expand, the company has purchased 44 acres in northwest Roseville and moved almost 200 of its 475-person work force to a new complex that only takes up 14 acres.

But even though the new facility will allow quicker service to a fast-growing area of the city, the company has no intention of abandoning its downtown Roseville offices.

"The Doyles are a true Roseville family," Chanecka said. "They are not going out to the suburbs."

Optional services

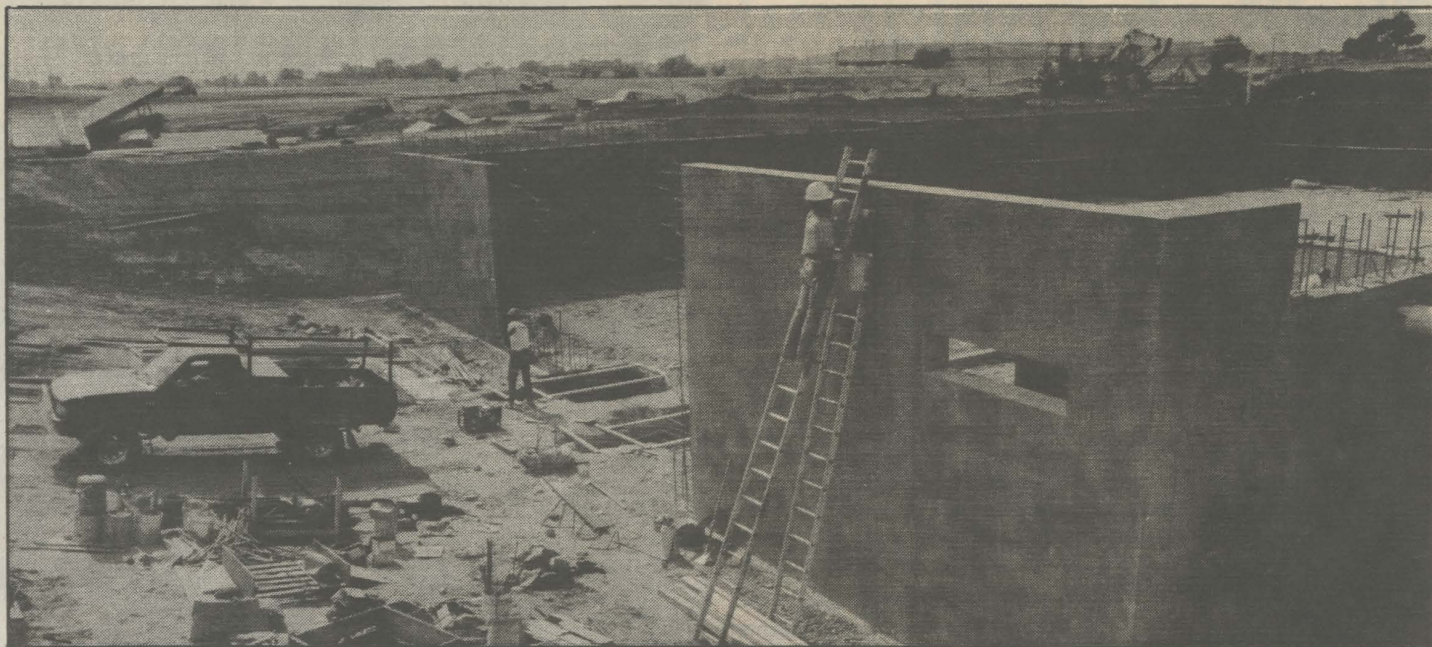
From staff reports

Optional services for residence accounts:

■ **Call hold** — Allows you to put any call in progress on hold by depressing and releasing the switchhook, then dialing the call hold code.

■ **Call transfer** — Call transfer allows you to transfer a call to another telephone number.

■ **Conference call** six way



Press-Tribune file photo

New Roseville Telephone complex on Industrial Avenue under construction in 1992.

The shortest distance between two friends.

You're as close to those you care for as you are to the nearest telephone. Low evening, weekend and holiday Long Distance rates take care of the cost. Remember, when you're miles apart, Long Distance means you're really only inches away.

SOMETHING TO
CELEBRATE
**ROSEVILLE
TELEPHONE COMPANY**

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■ **Conference call six way** — This feature allows you to establish a conference call involving up to five other parties wishing to be connected on the same call.

■ **Do not disturb** — Permits you to temporarily refuse incoming calls by dialing the "do not disturb" code. When this feature is activated, all incoming calls are directed to a recorded announcement.

■ **Multiple directory numbers per line with distinctive ringing** — Provides the capability of more than one telephone number associated with an individual telephone line. Each number has a distinctive ringing pattern. Does not require an additional telephone line or special equipment.

■ **Voice mail** — This new service is a central office based voice message system to record and store voice messages for subsequent playback.

■ **Additional listings** — Customers may purchase additional listings for other members of the household like spouses, children and roommates.

The shortest distance between two friends.

You're as close to those you care for as you are to the nearest telephone. Low evening, weekend and holiday Long Distance rates take care of the cost. Remember, when you're miles apart, Long Distance means you're really only inches away.



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ROSEVILLE TELEPHONE COMPANY

Stock

(Continued from Page 4)
dividend.

"That meant the original investor who bought 100 shares at \$10 a share, or \$1,000, now owned 110 shares at \$12, which meant that \$1,000 investment was now worth \$1,320," Doyle explained. "Not too shabby. Needless to say, investors were happy so it wasn't too hard to sell that second issue either."

By 1960, Roseville Telephone was again in one of its many spurts of rapid growth and needed to sell more shares to finance expansion. To entice existing shareholders, the board of directors raised the price of the stock from \$12 to \$15 and again authorized a one for 10 stock dividend. This meant the original 1953 shareholder with \$1,000 of stock then in 1960 owned 121 shares worth \$1,815.

But the 1960 stock sale was very ambitious because Doyle's aim was to sell \$2,260,000 of stock at \$15 per share. He started selling the stock in September 1960 and, although the sale started well, it wasn't until 1964 that Doyle

completed that sale.

"That was the most difficult stock sale we ever had," Doyle said. "Tom (his brother Tom Doyle) and I even had to beat the bushes around Lake Tahoe to sell shares. We were selling shares at all times, at coffee, lunch and dinner. It was constant."

In subsequent years, there were to be eight more stock offerings, the last completed in 1983. In 40 years, there have been 11 stock offerings, 22 stock dividends (three at 10 percent and 19 at five percent) and three separate two-for-one stock splits. Doyle doesn't anticipate the need for any more stock offerings for at least five more years. Growth will be financed by internally generated funds and debt offerings.

In recent years, a formula has been developed to price the stock. It takes into account the book value of the company, how peer listed companies are priced and other factors. The current price is \$24 for those shares purchased by the company's savings plan.

From the outset, they en-

couraged employees to become owners in Roseville Telephone. In each stock sale, a portion of the shares were held aside for purchase by employees through payroll deduction. This enabled employees to buy shares over time out of their paychecks. This method enables virtually all employees early on to participate in the company's growth.

In 1967, employee stock ownership got another boost when the company introduced its Employee Savings Plan. Employees could contribute up to 6 percent of their pay to the savings plan and the company matched it 50 percent. If an employee put the maximum 6 percent in, the company put in 3 percent. The savings plan bought company stock. This process built up significant stock portfolios for participants in the plan.

In 1983, the company established a 401-k plan for employees which enables them to contribute up to 10 percent of their base compensation to the plan. Again, the company contributes an additional 50 percent of the employees' contri-

bution. Between the savings plan and 401-k plan, employees can contribute up to 16 percent of their compensation, with the company adding up to eight percent more. Over time, employees have an opportunity to build up substantial nest eggs by the time they retire.

Roseville Telephone is proud that its employees savings plan is the biggest single owner of company stock with about 7 percent of the total. This does not include shares held by employees individually outside the plan. It is estimated that approximately 90 percent of the 13.4 million shares outstanding are owned by investors in the greater Roseville/Sacramento area.

"This company has stayed independent because we kept the stock in local hands," Doyle said. "If we were listed on an exchange, this company would have been sold to some giant firm a long time ago. If that were to happen, it would have been detrimental to this community because most of the best jobs would have gone to Chicago, Stamford, Conn., or some other big city."

Therein lies perhaps the most important facet of the fascinating history of Roseville Telephone stock. Had the Doyle family decided to keep the stock primarily within its own hands throughout the 1950s and '60s, it's inevitable that the lure of lucrative sales offers would have prompted them to sell out. Had that occurred, the Doyles themselves would have been enriched by many millions of dollars, but the community would not have shared in their success.

But from the beginning, Doyle wanted to keep Roseville Telephone locally owned and operated. By spreading ownership of the shares throughout the community, although the Doyle family's percent of ownership has dropped significantly, the community at large has been enriched as approximately 9,500 shareholders currently own a stake in the company.

Each year, stockholders vote more than 90 percent of the outstanding shares in management's favor.

**HAPPY 80th ANNIVERSARY
TO
ROSEVILLE TELEPHONE COMPANY**

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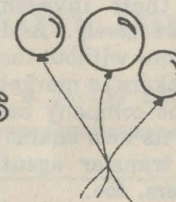
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ROSEVILLE TELEPHONE COMPANY

History

(Continued from Page 3)
become rich along the way."

"The History of Roseville Telephone" is a straightforward tale about a seemingly unsophisticated farmer, a self-proclaimed "fat-ass kid out of Roseville High," whose uncommon sense, vision, judgment and loyalty to staff and community helped forge a telephone company that is the envy of the industry.

In its early years, the company was the information hub of Roseville and was pivotal in keeping communications flowing among the police and fire departments, the business community and the all-important Southern Pacific Railroad. The "hello girls," Roseville Telephone's operators, knew virtually everybody in town by name and telephone number. There wasn't much happening in Roseville that they didn't know about.

As the company grew, Doyle and his growing management team kept expanding operations, reinvesting profits to prepare for the future. Telephone switching buildings sprang up in Citrus Heights and out near Folsom Lake. Later the company built another switching office off of Baseline Road in the western part of its 83-square-mile service area.

Doyle sold stock and borrowed money to finance the never-ending expansion that began in 1954. After 11 stock sales, 22 stock dividends and three stock splits, Roseville Telephone owners have watched their investment grow impressively. And all

rial area north of downtown Roseville. And in late 1993, Roseville Telephone opened its own new 135,000-square-foot facilities near the NEC and HP facilities.

Through the years, Roseville Telephone continually invested in the latest telephone equipment. This enabled the company to handle any new manufacturer that located in the service territory. It also enabled Roseville Telephone to offer residential and other business customers the latest in telecommunications products and services. In 1989, Roseville Telephone became the first telephone company its size to have 100 percent digital switching.

An important part of the book tells how the employees and the community have benefited from Doyle's leadership through the years. The Roseville Telephone Foundation, organized in 1992, distributes significant monies to worthwhile area organizations. And Roseville's Telephone Museum, which just moved into a street-level location at 106 Vernon St., is considered one of the finest in the nation and certainly an asset to downtown Roseville.

The complete story of Roseville Telephone will be interesting to anybody who has watched this company grow over the years. This company has touched the lives of so many people.

My first impression of Doyle and Roseville Telephone have been borne out by extensive research into its past and present.



Press-Tribune file photo

An unidentified employee shows off the Roseville Telephone Company's computer as it looked in 1981.

General information

From staff reports

Some general information from the telephone company.

■ Customer-provided equipment — Equipment, apparatus, devices or systems may be used with the services and facilities furnished by the telephone company, provided such use complies with the company's tariffs. These tariffs are designed in the interest of good telephone service and to prevent hazards to customers and company employees.

A maintenance or service charge will apply if a repair person is dispatched to a customer's premises and the trou-

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Doyle sold stock and borrowed money to finance the never-ending expansion that began in 1954. After 11 stock sales, 22 stock dividends and three stock splits, Roseville Telephone owners have watched their investment grow impressively. And all that was done without the use of stockbrokers to market the shares. The company has always sold its own shares and acted as transfer agent for shareholders, too.

In the mid-'50s, two significant events expedited the growth of Roseville Telephone's business — Interstate 80 extending to Roseville and the construction of Folsom Lake. These two events spurred significant residential growth, particularly in Citrus Heights.

In the early 1970s, the opening of Sunrise Mall at Greenback and Sunrise Boulevard fueled another explosion in residential and commercial growth, all of which benefited Roseville Telephone.

In the late 1970s, Roseville landed its first high-tech facility, Shugart Associates. Shortly thereafter, Kaiser Permanente opened a big facility in Roseville. Later on, Hewlett-Packard and NEC located sophisticated manufacturing facilities in the indus-

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"Congratulations to Roseville Telephone Company for their vision and leadership in this community"

ROSEVILLE TELEPHONE COMPANY

Board

(Continued from Page 23)
munications, it is not going to be the loners that succeed. It is going to be the bridge builders and innovators," Roberts said.

Two board members also provide a bridge to the community's and the company's past.

Robert Doyle and Thomas Doyle are the sons of William J. Doyle, who became the first president of Roseville Telephone Co. in 1914. The Doyles were one of Roseville's first families, settling in the area in the 1860s. The family's farming operation included acres of vineyards in the area now dominated by Roseville Square and the intersection of Douglas Boulevard and Harding Boulevard.

Thomas Doyle serves as vice president and company secretary-treasurer. He is also chairman of the board of Placer Savings Bank.

Still retaining his position as a "working chairman of the board" Robert Doyle is considered a pioneer in the telephone industry. He also sits on the board of directors of the United States Telephone Association.

When he joined the company in 1953, one of Robert Doyle's first accomplishments was the first sale of company stock — a feat he reportedly pulled off by making a series of one-on-one telephone calls.

In December, Doyle, 74, ended five decades as president and chief executive officer, handing those titles and responsibilities to Strom. During his years at the helm, Doyle developed a reputation for thinking ahead and doing jobs right the first time.

Sound financial strategies have resulted in stock dividends for 11 straight years. But the company's leaders have also seen the wisdom of plowing money back into the company.

In their 1993 message to stockholders and employees, Doyle and Strom state, "On average, over the last 40 years, the company has reinvested 60 percent of earnings into new telephone plant and equipment. The result is that our technology deployment is years ahead of many other telephone companies."

Property, Plant and Equipment

(in thousands of dollars)

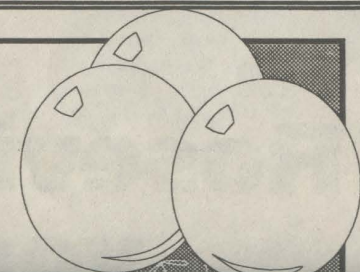
1989	144,001
1990	159,880
1991	181,552
1992	203,379
1993	228,927

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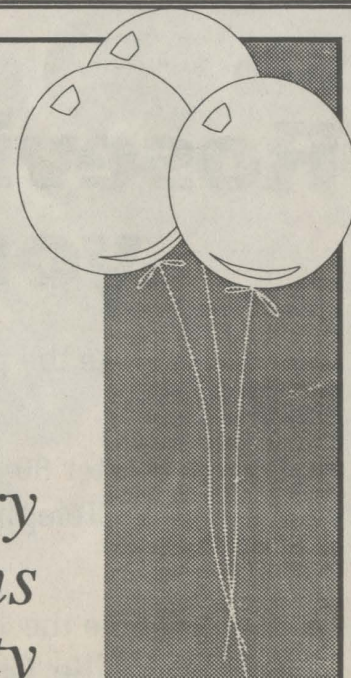
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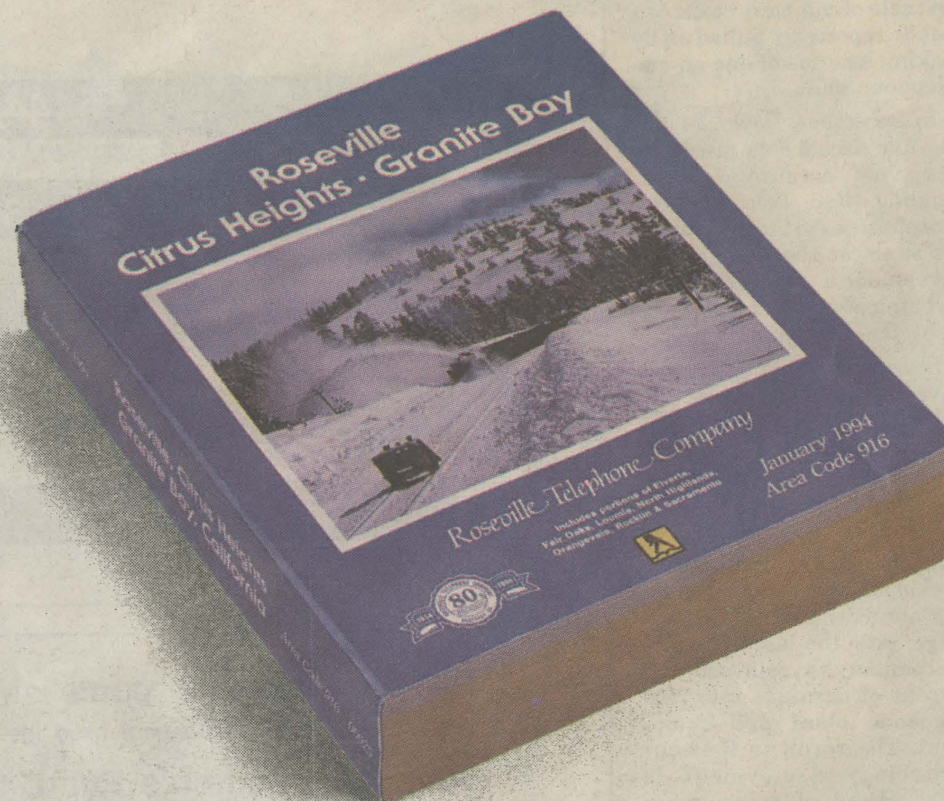
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*On the Occasion of Its 80th Anniversary
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As the publisher of its telephone directory, ALLTEL Publishing is proud to be a partner with Roseville Telephone Company.

After 80 years of providing outstanding service to its communities, the Roseville Telephone Company is still growing, still striving, still finding new ways to improve what it offers its customers.

Take the 1995 Roseville Telephone Company Directory for example. In addition to Roseville, Citrus Heights and Granite Bay, it will also include the communities of North Highlands, Fair Oaks, Orangevale, Folsom and El Dorado Hills, making it more useful than ever.

Congratulations Roseville Telephone Company on your 80th anniversary. ALLTEL Publishing is truly proud that our name is bound together with yours.

