





BY SHIRLEY BLOOMFIELD, CEO NTCA-The Rural Broadband Association

Keeping rural in the conversation

writer for several respected national news websites recently asked this question on Twitter: "There's a weird amount of focus on 'rural broadband' ... Is this really important to people?"

This immediately told me two things. First, rural broadband is getting enough attention to creep into the awareness of urban media outlets. That's a good thing.

But secondly, this tweet also told me that we still have a lot of work to do in telling our rural success story.

What the writer didn't understand was that for years a lack of investment from large nationwide providers, along with geographic challenges, has left many rural residents with inadequate broadband access. Research has shown that a lack of access can cripple a local economy, lower academic achievement and reduce positive health care outcomes.

Telcos like yours believe people shouldn't face longer odds at a successful life just because of where they live, and they have done great work in extending broadband service to their parts of rural America. It's encouraging to see this issue gaining national attention.

It didn't take too long before the writer's Twitter feed was full of insight from rural advocates. "The overwhelming consensus ... is that rural broadband is, in fact, incredibly important and I'm a moron," he wrote.

A moron? Certainly not. More likely, he's someone who hasn't been to rural America to see the impact of reliable broadband. This was only one exchange on Twitter, but at NTCA, we're working every day to make sure everyone knows just how important rural broadband really is.

THE END OF AN ERRAND?

Big changes in grocery shopping ahead



New data shows that a growing number of consumers are avoiding the pains of the weekly grocery-grab by shopping online.



About **25%** of all American households buy some groceries online, according to the Food Marketing Institute and Nielsen's "The Digitally Engaged Food Shopper" report.



That number is up from previous years thanks to **online** delivery sites like AmazonFresh. Walmart, Kroger and even some local grocers are bringing convenience through their online grocery pickup options.



By 2025, Americans are expected to spend more than \$100 billion on online grocery shopping, the report says.

FOOD SHOPPING FACTS

Curious to know how you could be shopping in the future? Check out these stats from the Food Marketing Institute and Nielsen:



Within the next decade, consumer spending on online grocery shopping could equal the gross sales of 3,900 grocery stores.



are used by 60% of shoppers for deals and coupons.

Mobile devices



of shoppers say mobile devices improve their lives.

HOW SATISFIED ARE WE WITH ONLINE SHOPPING?

More than 80 percent reported satisfaction with their online shopping experience. What makes it so popular?



The ease of checkout



The variety of brands and products offered online



The number of shopping options offered



Free or discounted shipping

LISTEN UP, **TELEMARKETERS:** DO NOT CALL!

ou might not know that the Federal Trade Commission and the Federal Communications Commission have established a National Do Not Call Registry. If you join this registry, it can help reduce the number of telemarketing calls you receive.



- The Do Not Call Registry prohibits sales calls. Political calls, charitable calls, debt collection calls, informational calls and telephone survey calls are still allowed.
- You can register up to three nonbusiness phone numbers, including cellphones.
- Your number goes on the list the day after you register. After that, telemarketers have 31 days to stop calling.
- Telephone numbers on the registry do not expire. The number you register is only removed when it's disconnected and reassigned.
- Companies may still call if you've recently done business with them or if you've given the company written



permission to call you. But if you ask a company not to call you again, it must honor your request.

Strict Federal Trade Commission rules make it illegal for telemarketers to do any of the following, regardless of whether or not your number is listed on the National Do Not Call Registry:

- · Call before 8 a.m.
- Call after 9 p.m.
- · Misrepresent what is being offered
- Threaten, intimidate or harass you
- · Call again after you've asked them to stop

ишиши IT'S EASY! ADD YOUR NUMBER TO THE **DO NOT CALL REGISTRY**

Register up to three nonbusiness numbers online at www.donotcall.gov.

You can also call 888-382-1222 to register the telephone from which you are calling.

For TTY, call 866-290-4236.



ATTENTION LOCAL BUSINESS OWNERS:

You must follow the **Do Not Call rules**

Local businesses may not think of themselves as typical telemarketers, but the same Federal Trade Commission Do Not Call laws apply to them.

If you are a company, individual or organization that places telemarketing calls, it's important to familiarize yourself with the operations of the National Do Not Call Registry. Unless you fall under one of the established exceptions, such as telemarketing by charitable organizations or for prior business relationships, you may not make telemarketing calls to the numbers included in the National Do Not Call Registry.

For information regarding these regulations, visit the National Do Not Call Registry at www. telemarketing.donotcall.gov. You can find the Federal Communications Commission and Federal Trade Commission rules governing telemarketing and telephone solicitation at 47 C.F.R. Sections 64.1200 and 16 C.F.R. Part 310, respectively.

OFFICIAL NOTIFICATION:

The Do Not Call initiative, requlated by the Federal Trade Commission and the Federal Communications Commission, requires telephone service providers to notify customers of the National Do Not Call rules and regulations.

Kids at heart

hen I was young, being prepared to go back to school meant making sure I had my pencils and paper ready. Today, kids need more than what they can fit inside their backpacks to be prepared to get the education they need — and we are here to help.



SHAYNE ISONGeneral Manager

Having broadband at school and at home is an increasingly important part of equipping today's students for academic achievement and career skills development. I recently ran across a statistic about internet and education that presents a strong reminder to those of us in the business of bringing broadband to rural communities. According to a study commissioned by the U.S. Chamber of Commerce, high school graduates who consider themselves "online" are twice as likely to go to college as those who do not use the internet.

While attending college isn't necessarily the key to success for every student, other research at home and abroad points to broadband access as a key to higher test scores and better-educated students:

- A 2015 study by the U.S. Federal Reserve Board showed that high-speed internet improved students' postsecondary outcomes and that students with access to high-speed internet in their junior year of high school had better SAT scores than those without.
- Earlier this year, a New Zealand researcher published a report stating that fiber internet service at schools raises National Standards passing rates in each of the three areas of the test.
- An Irish study from 2014 showed that the use of the internet in a classroom was associated with significantly higher average math scores and improved reading scores on standardized tests.
- In 2011, researchers found that South Korean students who used the internet for educational purposes showed higher academic achievement than those who did not.
- A 2009 study from Brazil showed eighth-graders with broadband at home had significantly higher test scores than students without a connection.
- In the U.S. Chamber of Commerce report, 60 percent of surveyed school districts said distance learning over broadband was important to give students access to Advanced Placement courses

Results like these are at the foundation of why we have worked so hard to build the high-speed broadband network we have today. You see, while I'm glad that our network allows our youth to stream movies or play their favorite video games, I'm even more pleased that our service allows their teachers to use new and engaging ways to educate their students. I'm proud that our network allows children and parents to get help with their homework and connect with tutoring services. And I'm very proud that our network lets students pursue their passions through research or developing skills in their chosen careers.

We don't know what the future holds for today's students, but we have a pretty good idea that technology will play a significant role in their lives. Whether they are farming, building, nursing, teaching, running a business or piloting planes, computer skills and the resources provided through technology are going to be essential to their careers.

As your locally rooted telecommunications provider, we want to give educators the resources to help our children excel — and then provide the technology those students need to start careers, open small businesses and raise families right here at home.

Mountain Telephone has equipped generations of local families with the communication tools they need to thrive. As school bells ring back in session, we're proud to be equipping the next generation.

The Mountain Telephone

CONNECTION

FPTFMBFR/OCTOBFR 2017

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Mountain Rural Telephone Cooperative, Inc., is a member-owned cooperative dedicated to providing communications technology to the people of Elliott, Menifee, Morgan, Wolfe and a section of Bath counties. The company covers 1,048 square miles and supplies service to nearly 12,000 members.

Send address corrections to: Mountain Rural Telephone Cooperative P.O. Box 399 • 425 Main St. West Liberty, KY 41472 Telephone: 606-743-3121

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On the Cover:



Susan and Will Lacy started Emily's Welcome Inn in memory of Will Lacy's mother, who was known for her hospitality. See story Page 9.

HEAD BACK TO SCHOOL in high-tech style

Sign up for any broadband plan and get:

- The first month FREE!
- A backpack filled with school supplies!* *while supplies last





Bump up your speed and get ONE MONTH FREE!

Hurry! Offer ends Sept. 30. Sign up today: Call 606-743-3121 or visit www.mrtc.com.

HAPPY LABOR DAY! The Mountain Telephone offices will be closed for Labor Day, Monday, Sept. 4.

COOPERATIVE PRINCIPLES

Mountain Telephone is a cooperative. But what does that mean? There are SEVEN PRINCIPLES that make us different than other telecommunications providers.



Democratic **Member Control**







Among





October is National Cooperative Month

LEGENDS OF SOUTHERN SPORTS

Museums celebrate football, racing and more



e can't all be our team's starting quarterback. Nor can we all pitch a perfect game, catch the checkered flag seconds ahead of the rest or hit perfect 3-pointers. Fortunately, though, there are museums across the South that allow us to come close to sports legends.

Paul W. Bryant Museum

300 Paul W. Bryant Drive, Tuscaloosa, Alabama

As head football coach of the University of Alabama's Crimson Tide for more than 25 years, Paul W. "Bear" Bryant was larger than life. It's only fitting that in 1988, only five years after his death, a museum bearing his name and housing a collection of items related to all University of Alabama sports teams opened at the university. The museum draws not only fans of the Tide, but also fans from visiting teams on game day, says museum director Ken Gaddy.

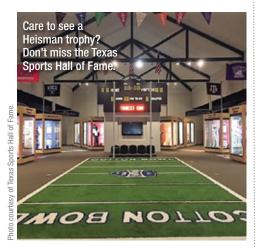
- Most prized item: Coach Bryant's Presidential Medal of Freedom
- Where to eat: Dreamland Bar-B-Que at 5535 15th Ave. is a local favorite in Tuscaloosa. They offer barbecue, smoked sausage, homemade sides and more, but they're famous for their ribs. As their slogan says, "ain't nothing like 'em nowhere!"
- Admission: \$2, adults; \$1, seniors 60-plus and children 6-17; free, children younger than 6
- **Information:** 205-348-4668 or bryantmuseum.com

Ty Cobb Museum

461 Cook St., Royston, Georgia

Ty Cobb's name is a legend in the world of baseball. He played outfield for 22 seasons for the Detroit Tigers, setting 90 Major League Baseball records during his career. But he was more than a ballplayer. In 1953, he donated a quarter of his estate to establish the Ty Cobb Education Foundation. To date, more than \$16 million has been awarded to Georgia residents who prove financial need to attend college. Also visitors will find art and memorabilia: Cobb's baseball glove, his 1907 Batting Champion award, his childhood Bible and a Tigers uniform. There are also film, videos, books and historical archives. The Northeast Georgia museum draws thousands of folks annually from around the country who want to learn more about the man famously known as "The Georgia Peach."

- Most prized item: A bronzed cleat that Cobb actually wore
- Where to eat: The Old Corner Hardware Store Lunchroom at 919 Church St. It's only open for lunch Wednesday through Saturday, and folks in town say the chicken and dumplings are a home run.
- Admission: \$5, adults; \$4, seniors
 62-plus; \$3, students; free, under age 5
 and active military
- Information: 706-245-1825 or www.tycobbmuseum.org



Texas Sports Hall of Fame

You've most likely seen a Heisman trophy before, but only on TV. At the Texas Sports Hall of Fame Museum, you'll see one of the oldest in existence up close and personal — a 1938 model awarded to Davey O'Brien, quarterback for Texas Christian University. "That's what excites most people," says Jay Black, vice president of

museum operations. But there are 15,000 more objects to pique your interest, including trophies, uniforms, equipment and more. Plus, there's a sports simulator where kids play ball.

- Most prized item: Final-out baseballs from Nolan Ryan's seven no-hitters
- Where to eat: Vitek's BBQ at 1600 Speight Ave., about a mile from the museum is the home of the famous Gut Pak. In case your imagination isn't enough, it's a monster: Fritos, cheddar cheese, sausage, hand-chopped brisket, beans, pickles, onions, jalapeno peppers and barbecue sauce with sliced bread.
- Admission: \$7, adults; \$6, seniors 60-plus; \$3, students first-12th grade; free, children 6 and under
- Information: 254-756-1633 or www.tshof.org

Women's Basketball Hall of Fame

700 S. Hall of Fame Drive, Knoxville, Tennessee

The Women's Basketball Hall of Fame is the only museum dedicated to all levels of women's basketball. The museum has a number of interactive exhibits that will challenge and entertain visitors of all ages. Test your skills on the court or walk through and see all the sights. There are trophies, signed basketballs and uniforms. While parents might appreciate learning the history of the game, kids will enjoy the hoops, a passing course and a dribbling course. The collection is large, and exhibits often change, so visitors may not see the same items from one visit to the next.

- Most prized item: The first rulebook for women's basketball, written by Senda Berenson in 1901.
- Where to eat: Calhoun's on the River is located at 400 Neyland Drive on Knoxville's historic waterfront. It offers a panoramic view of the Tennessee River and is accessible by boat.
- Admission: \$7.95, adults; \$5.95, seniors 62-plus and children 5-15; free, children under 5
- Information: 865-633-9000 or www.wbhof.com



Darlington Raceway Stock Car Museum

1301 Harry Byrd Highway, Darlington, South Carolina

Even if you're not a fan of stock car racing, you'll find a tour of the Darlington Raceway Stock Car Museum an experience like no other. The museum offers a glance into the remarkable history of a sport born in the South. "It's a trip through the history of not only Darlington Raceway, but also the entire sport," says Dennis Worden, director of public relations. The museum offers an informational movie, memorabilia and more than a dozen race cars on display. The location is also home to the National Motorsports Press Association Hall of Fame, where you can learn about the personalities who made stock car racing into the sport it is today, including Junior Johnson, Dale Earnhardt and more. Kids will enjoy learning about the 1951 Hornet, which inspired the character of "Doc" in the animated 2006 Pixar film "Cars."

- **Most prized item:** Richard Petty's 1967 Plymouth championship car.
- Where to eat: When you cross the finish line, go next door to the Raceway Grill. In the past, famous race car drivers would enjoy the homemade French fries, hamburger steaks, sandwiches, ribeyes and more. Hours are Wednesday-Saturday from 11 a.m.-9 p.m.
- Admission: \$7.50, adults; \$5, military; free, children under 12
- Information: 843-395-8821 or www.darlingtonraceway.com 🗘









Reliable, hassle-free Wi-Fi service is here

Mountain Telephone introduces WiFi Xstream and Netvalet

BY JEN CALHOUN

nternet service just got easier thanks to Mountain Telephone's new WiFi Xstream: expanded Wi-Fi coverage and unlimited customer service support, including troubleshooting and router changes.

"WiFi Xstream will be the ultimate answer for those who want to get rid of the stress associated with unreliable Wi-Fi speeds and constantly changing technology," says Lisa Fannin, director of marketing and public relations at Mountain Telephone.

GIGACENTER AND SIMPLIFIED SETUP

The service is \$8.95 monthly, plus \$4.95 for each additional internet access point. The service includes installation of a GigaCenter, an industry-leading router with multiple channels that improves Wi-Fi speed on all devices, including

home computers, laptops, tablets, phones and e-readers.

And installation for new WiFi Xstream customers is a breeze. A Mountain Telephone professional will visit a customer's home to assess Wi-Fi needs. The technician will also provide full installation and setup on an unlimited number of devices, ensuring Wi-Fi works well on each one, Fannin says.

"This will help the customer avoid having to configure and maintain their own routers, which can be frustrating for a lot of people," Fannin says.

NO-HASSLE MAINTENANCE, SUPPORT

The service guarantees Mountain customers will always receive the latest firmware and software updates to maintain performance and limit security risks.

Also, WiFi Xstream customers will receive expedited technical support through a special help line at Mountain Telephone. The goal is to reduce home visits by service representatives, which can cost a customer time, money and aggravation. "This will allow us to perform many service calls remotely, so the customer doesn't have to wait for a scheduled appointment," Fannin says.

NETVALET APP

WiFi Xstream also comes with a free phone app, Netvalet, which offers parental controls and shows information such as internet speeds and the number of devices being used.

Mountain Telephone is excited to offer WiFi Xstream and Netvalet, which has been in the works for several months, Fannin says.

"To be able to offer a GigaCenter and extended Wi-Fi service is really just amazing," she says. "From a business or home office standpoint, if you have a problem or trouble with your Wi-Fi, downtime is going to be cut dramatically. That is great for families with children doing homework or playing games online."

Stronger, better, reliable Wi-Fi from WiFi Xstream

Looking for the ultimate in Wi-Fi? Check out the benefits of WiFi Xstream:

- » GigaCenter installation
- » Maximized Wi-Fi speed
- » Better Wi-Fi coverage
- » A phone app that allows parental controls
- » Remote troubleshooting and router updates
- » Unlimited, accelerated support
- » The most up-to-date firmware and software
- » Expedited troubleshooting calls
- Avoiding the hassle of maintaining your own router and configuring a network

A HISTORY OF WARMTH AT EMILY'S WELCOME INN

Family honors mother's legacy with bed-and-breakfast

BY JEN CALHOUN

mily Lacy was one of those welcoming souls who knew how to treat her some coffee and a treat, she loved her home and everyone who visited it.

When she died at the age of 69 in August 2016, her family decided to honor her memory by opening Emily's Welcome Inn Bed and Breakfast. Located on a 250-acre farm, the bed-and-breakfast was established in the home where she loved to entertain.

"She raised her family there, and she loved her house," says Susan Lacy, Emily's daughter-in-law and innkeeper at the B&B. "She loved to have company. She loved to cook and to see people eat, a trait for which she was widely known."

The 3,000-square-foot B&B opened in April, about eight months after its namesake died. The house, 12 miles from Natural Bridge State Park and the Red River Gorge, holds many items that claimed Emily's interests, such as Native American artifacts, arrowheads and collections of handmade pottery.

"The house was never going to leave the family," Emily's son, Will Lacy, says of the home with roots dating back to the late 1800s. "We

weren't going to sell it, and we weren't going to rent it. It's part of the family's history so, we came up with the idea to do a B&B in her name and in her honor. That's just the way she was."

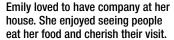
The B&B sleeps seven, with two separate quarters for families. One side of the home offers a queen-sized bed and an adjoining room with a twin bed. The other side of the home features a game room. It holds a pool table and sectioned-off spaces with a queen bed and a full bed.

As an added touch, each bed features a Native American dream catcher collected by Emily. Some Native Americans believed the weblike pendants captured nightmares. The nightmares vanish in the sunlight, and good dreams return.

Susan works full time with the Wolfe County School District, but she is available on weekends during the school year to serve breakfast. She can also serve dinners, by request. Some









The inn holds artifacts that Emily found interesting, including arrowheads and handmade pottery.

options include homemade lasagna and salad, corn-andcheese chowder, and pot roast and mashed potatoes. Lighter fare includes a deluxe club sandwich. She is more flexible in summer months.

Susan also offers special touches for guests. Chocolate-covered strawberries or brownies show up in common rooms at night. Honey and pumpkins from the farm are also used in recipes.

The extra kindnesses are the way Mom would want it, Will says. "I want our guests to get a glimpse into how my mother was and feel like they get to know a little bit about her," he says.

) IF YOU GO

Looking for a warm welcome while visiting the Red River Gorge? Check out Emily's Welcome Inn Bed and Breakfast. The inn is located at 49 Swift Camp Creek Road, Campton. Prices start at \$125 for two people, which includes breakfast. For more information, go to www.emilysbandb.com. For reservations, call 606-481-1750. Bookings are also available via airbnb. com at www.airbnb.com/ rooms/17232481.

Back-to-School GADGET GUIDE BY LUIS CARRASCO

t's back-to-school time in 2017, and while we still don't have self-driving cars that will handle that early morning drop-off, robot dogs that come with homeworkshredding attachments, or even lockers that won't jam, several services and gadgets will make the life of any student (and parent) a little easier. Here are a few of them along with suggested age ranges.



It would almost be worth going back to college just to use this pen in class. The device records as much as 200 hours of audio, which is synchronized to your notes. You could write highlights during a presentation and then simply touch the pen to anything you wrote, and it will play the recording from that moment. With the included software, all notes and drawings are transferred to your computer along with the attached audio. You can share any piece you want as an interactive PDF, and your notes are even searchable. Available at store.livescribe.com for \$179.95.

LIVESCRIBE ECHO SMARTPEN (18+)

BITSBOX (6-14)

To build a fantastic future, we are going to need more people going into science, technology, engineering and mathematics. STEM box subscription services, which range from programming projects to the more traditional chemistry sets and electronics-building, give students the chance to tinker, create and put theoretical concepts to practical use. Bitsbox (www.bitsbox. com) focuses on coding, with kids as young as 6 learning the basics of programming and producing fun apps. Technology moves very quickly, but having coding knowledge — understanding the basic way that computers do what they do - is invaluable. ... but if you must put a price on it, Bitsbox starts at \$20 per month.



Having a 3D printer at home would have been unthinkable only a few years ago, but consumer models like the da Vinci Mini have made it an affordable investment. The educational use of a 3D printer is only limited by the imagination or by the included access to an online STEM and arts curriculum for grades K-12. The printer includes 3D modeling software for beginners and uses filaments derived from cornstarch, making them biodegradable and nontoxic. If dads are still not convinced, it also makes neat toy soldiers. Available at us.xvzprinting.com for \$289.95.



ROCKETBOOK WAVE SMART NOTEBOOK (13+

Each page of the notebook has a series of symbols at the bottom that, when used with the Rocketbook Wave app, allows everything from notes to doodles to be stored digitally. The app scans, enhances and sends the notebook page to a chosen cloud service, including options like Evernote, Dropbox and Google Drive. If you use the included FriXion pen — made by Pilot and available at most office stores and online — you can pop the notebook in the microwave and completely erase it once it's full. The only caveat is that if you don't upload your pages regularly, the disappearing ink feature is just a mean prank waiting to happen. Available at www. getrocketbook.com, erasable models start at \$27.

Defeat the BACK-TO-SCHOOL **BLUES**

Apps and sites to help your student



he kids are back to school! Whew! As a mom who works from a home office and lives with a couple of rambunctious boys, I must admit that life is just a little bit simpler when they are back in school.

I love them to pieces, but they can be a distraction! Even if my days are a little less crazy during the school year, it picks right back up when school is over at the end of the day.

They are always starving — who knew boys could eat so much? They have practices and activities to get to and of course HOMEWORK. I didn't like homework as a kid and don't like it as a parent, especially as my boys continue to grow older and the homework gets a bit harder.

Their frustration increases, and my patience decreases. I'm already dreading the day they bring home geometry homework, and don't even get me started on spelling! I'm sure spellcheck has already corrected me at least a dozen times as I write this article.

However, I'm resourceful, and we have super-high-speed internet at home, so there are tools that will make these homework stresses easier. I will do my

best to ensure my kids are better spellers than I am, and I want to give them their best chance at good grades in all their subjects. Here are a couple of sites and apps I recommend:

KHAN ACADEMY

Khan Academy is well-known in the education world, but a lot of parents are unaware of it. The academy has great, free educational videos on math, science, politics and lots of other topics with content for students from kindergarten to graduate studies. If your child is struggling with a topic, and content is available, I strongly encourage you to check it out.

http://www.khanacademy.org

VOCABULARY SPELLING CITY

This is a great website and app to help your kids prepare for their spelling tests. Many schools implement it districtwide. If your school doesn't, you can always set up a parent account.

Reviewing spelling words is free, and with a premium account, you can also access lessons on vocabulary and writing. I love that I can enter my sons' spelling words and then they can play games and

take practice quizzes to prepare for tests. http://www.spellingcity.com

ADDITIONAL SITES

If you are looking for a specific subject or topic your child needs help with in school, take a look at the list of suggested apps at Common Sense Media. They break down the apps based on age and topic. You may just find something that makes evening homework a little more manageable.

https://www.commonsensemedia.org/ lists/homework-help-apps

Raising kids isn't easy, and parents today face a different set of challenges than previous generations. Technology is a huge part of that. Take advantage of the help that's out there to make your afterschool routines a little more bearable.



CARISSA SWENSON IS A TRAINING AND EDUCATION CONSULTANT FOR CONSORTIA CONSULTING.





The pace of school is picking up, and that's great. But there can be challenges, too. Cyberbullying is never OK. If your child faces a cyberbully, ask the bully to stop, unfriend them and report them to proper authorities if necessary.



Embracing a simpler time

SIMPLICITY MOUNTAIN FARM ROOTED IN TRADITIONAL METHODS

BY JEN CALHOUN

he old ways of life always appealed to Tom and Cindy Landefeld, owners of Simplicity Mountain Farm. They even met through their shared interest in 18th-century re-enactments.

By embracing the farming practices of old, they now hope to continue to expand their farming business as interest in healthy, locally produced food grows.

They hope it's a trend that benefits the region. Menifee County's poverty rate is one of the highest in the state, and they want locals to eat better food and find pride in their roots by becoming more self-sufficient.

"I worry that our county is dying, our region is dying," Tom Landefeld says. "I worry Appalachia is a dying place. I deeply, deeply love the mountains and the creeks and the hills and the traditions that are here. And I think we've lost a lot of the pride in who the people of Appalachia are. These are the people who built the country. This was the West at one time. We have a proud heritage, and I want to

improve it. I want them to see that they don't have to eat that package of Twinkies from the store. You can raise your own food if you want to."

FINDING A BETTER WAY

The couple's farm is in Wellington, in the foothills of the Appalachian Mountains, and for years Tom Landefeld remained a stickler for the modern ways. Like many farmers, he bought expensive modern equipment, such as \$25,000 tractors. He'd go into debt and sell off what he could when the family got in a bind.

"I had just gotten stuck in this mindset that I needed to do everything like I'd

been taught in the big farming outfits I'd worked on," says Tom Landefeld, who studied beef production and management at the Ohio State University Agricultural Technical Institute. "But I finally realized it wasn't smart for the land or the place where we lived."

The two plots of land owned by the Landefelds total about 135 acres of rolling hills covered in timber. The rugged terrain begged for a simpler, gentler way of farming. Big tractors and equipment didn't make sense. The roar of a diesel engine seemed out of place in the peaceful environment

LOOKING BACK TO THEIR FUTURE

Cindy Landefeld, an elementary school teacher, studied agribusiness in college. She was the first to embrace the idea of going back to the old ways of farming.

She believed they could use horses and mules instead of tractors. They could produce feed on the farm instead of buying it.

It fit them, but Tom Landefeld says his "stubborn German streak" was holding out. Instead, he tried for 10 years to build a modern farm operation out of the ancient Appalachian terrain.

He decided to follow his wife's advice about two years ago. They went back to practices that respected their own beliefs in hard work and sustainable agriculture. The result was Simplicity Mountain Farm. Since then, the Landefelds have sold

some of their modern equipment. They replaced tractors with a team of draft horses, which are better for the land. They also reproduce, unlike tractors, Tom Landefeld jokes.

The couple also raises rabbits and have a garden for their own consumption. They keep farm operations as simple and healthy as possible.

"We kind of looked back," Tom Landefeld says. "I said, 'You know, back on these old farms people were actually making a living. People were raising 10 to 12 kids on these farms. They were raising cattle. They had mules or horses. They had hogs. They had chickens. They had all that stuff, and they could raise their families."

Besides, the new ways weren't working for them.

"We decided conventional markets and doing conventional farming practices like we'd been doing just weren't working due to the geographic location and the topography," he says. "This land is rolling pastures, and we've probably got 35 or 40 acres that's not covered in timberland. Where we live, we can't raise corn or soybeans in any kind of numbers. That's why conventional agriculture doesn't work for us. It has to be livestock-based and forage-based."

FRESH, HEALTHY, **SUSTAINABLE**

Sustainable farming is a growing market. More people seek products raised in a healthy way. They also want a relationship with the farmers.

"With the advent of the local food movement and marketing to a specific clientele and a niche market, we're hoping we can increase our profits and maybe someday derive a living out of this like it was 70 or 100 years ago," Tom Landefeld says.

Simplicity Mountain Farm sells beef and pork. They also sell eggs, basil, parsley, cilantro, lemon balm, thyme, oregano and rosemary. Many items are sold at the Menifee County Farmers Market on Saturdays. Other items have been pre-sold to a store in Ohio.

Tom Landefeld is also a longtime woodworker and log cabin restorer and builder. He creates a variety of products in his wood workshop and forge to sell, including herb choppers, Christmas stocking hangers and wooden spoons. The items are sold on Simplicity Mountain Farm's page at etsy.com.

The couple also remains active in attending historical-living events in surrounding states. They believe it's important to teach their children, Silas and Heidi, about the old ways of food preservation. They also teach the children blacksmithing, animal husbandry, cooking over a fire and sewing by hand.

"We want our family to eat only the best, healthiest foods possible, and we want to know where it comes from," Tom Landefeld says. 🗅







GOING DUTCH

Learn the secrets to the all-in-one pot

Dutch oven is the workhorse of your outdoor cooking experience. It's an all-in-one pot that can withstand the heat it takes to make myriad meals from beginning to end appetizer to dessert.

Cookbook author J. Wayne Fears says there are some tricks to success — the primary one being experience. He offers these tips to help with the learning curve:

- · Make sure you have the right accessories — lid turners and heavy leather gloves among them. "I've been burned more times than I can count," Fears says.
- When you're making something like cake or biscuits, put them in a cake pan set on a cake rack inside the Dutch oven. The heat will circulate better, and cleanup is much easier. Soups and stews should be added directly to the pot.
- There's no set time or temperature in Dutch oven cooking. You're cooking outside, so you never know how hot the fire will be.
- Always watch the pot. "When you're cooking, don't get distracted and walk off," Fears says. "You will have a problem. I guarantee it "

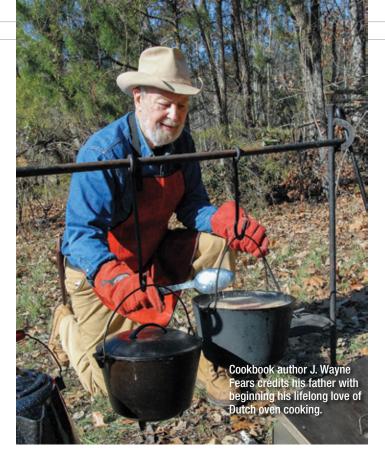
From his home office in New Market, Alabama, he discusses what led him to become an expert at using one of the oldest cooking methods known to modern man — a cast-iron Dutch oven set over flames.

Fears' father was a trapper who often used a Dutch oven. He instilled in his son a love of the outdoors and impressed on him the importance of knowing how to cook. When Fears was a young man, he also had a Scoutmaster who was a Dutch oven cooking expert.

After college, Fears worked for Gulf States Paper Corp. Knowing his affinity for hunting and wildlife management, the firm asked him to turn 500,000 acres it owned into a profitable hunting preserve. It didn't take long for the operation to expand, with organized hunts offered in remote areas of Colorado, British Columbia and Alaska. "And those people expected to be fed well," he says.

Fears, a member of the International Dutch Oven Society, now shares his techniques with readers around the world in two cookbooks, "The Complete Book of Dutch Oven Cooking" and his latest, "The Lodge Book of Dutch Oven Cooking."

"I'm extremely proud of this book and the partnership with Lodge," he says. "I tried to pick recipes that would make it easy for first-time Dutch oven cooks but that were delicious enough that seasoned Dutch



oven cooks would not get bored cooking them."

Fears says Dutch oven has become a trendy cooking method, particularly with millennials and "preppers," people preparing for the worst — no electricity or other modern cooking methods. "Millennials are also finding it's a great, fun way to entertain. Something different, rather than grilling," he adds.

There are two methods to cook the food — over an open flame using hardwood or on a grill over charcoal. "You can control the heat better with charcoal and have enough ready to add more if needed," he says.

But there's only one kind of Dutch oven he recommends: the Lodge preseasoned castiron camp Dutch oven made in South Pittsburg, Tennessee. "Now with preseasoned, you don't have to spend all day seasoning the thing," he says.

Dutch ovens come in various

sizes, but there are several things common to all: a flat, recessed lid so coals can be placed on top; a strong bail for hanging over the fire; and a heavy lid with handle in the

What is the most interesting food Fears has cooked in a Dutch oven? Caribou brains. It was a stormy night in Alaska, and his group of hunters were stranded in camp and ran out of food.

"I told them what it was, and they liked it, but I did get a lot of strange looks," Fears says.

Fortunately, most of his recipes tend to follow a more traditional route. Here are some of his favorites.



OOD EDITOR **ANNE P. BRALY** IS A NATIVE OF CHATTANOOGA, TENNESSEE.

SARA GRAVE'S BEEF STEW

"This beef stew has to be the best in the country," says Fears. It can be made entirely outdoors, or you can use your kitchen stove to brown the meat in advance.

- 1 package Adolph's beef stew mix
- 2 tablespoons vegetable oil
- 1 cup flour
- 3 pounds beef round, cut into 1-inch cubes
- 1 package McCormick's beef stew seasoning
- package McCormick's brown gravy mix
- 6 large Irish potatoes, cubed
- 1 cup carrots, peeled and sliced

In 12-inch Dutch oven, bring 3 quarts of water to a boil over charcoal or hardwood fire, keeping bottom of oven from coming into direct contact with coals. In separate pan on medium high heat, add 2 cups of warm water and stir in Aldoph's stew mix. Heat to simmer, then add to water in Dutch oven. Heat oil in a skillet over medium heat. Coat cubed meat with flour and brown in oil on all sides. Add browned meat to boiling water in Dutch oven, stir, cover with lid on and reduce heat to low. Cook for 2 hours, stirring every 20-30 minutes to prevent meat from sticking to bottom. After 2 hours of cooking, mix McCormick's beef stew seasoning mix into two cups of warm water. When completely mixed, add to Dutch oven mixture. Stir well. Mix McCormick's Brown Gravy Mix in two cups of warm water. Add to Dutch oven and stir. While stew continues to cook on low heat, peel and cut potatoes and carrots. Bring water to a boil in two pots and put potatoes in one and carrots in the second. Reduce heat and let the potatoes and carrots boil until they can be easily pierced with a fork. Remove and drain. (Cooking potatoes and carrots separately has proven to keep them more tender.) Add vegetables to Dutch oven mixture. Stir. Remove from heat and serve. Makes 6-8 servings.



STUFFED BAKED APPLES

- 4 baking apples
- 1/3 cup raisins or dried cranberries
- 1/3 cup slivered almonds
- 1/2 teaspoon cinnamon
- 1/2 teaspoon nutmeg
 - 2 cups water
 - 4 ounces orange juice concentrate
 - 2 tablespoons honey

Wash apples and core 3/4 of apple, leaving a little of the core in the bottom. In a bowl, combine raisins, almonds, cinnamon and nutmeg. Mix well. Take mixture and stuff each apple. In a bowl, mix honey, water and orange juice concentrate. Mix well. Place apples in a 9-inch aluminum pan. Pour liquid mixture over apples. Place pan on trivet in 12-inch Dutch oven over charcoal or hardwood fire, keeping bottom of oven from coming into direct contact with coals. Bake until apples are tender. Makes 4 servings.

DUTCH OVEN PINEAPPLE UPSIDE DOWN CAKE

- 1/4 cup butter, softened
- 1/2 cup brown sugar
 - 1 can pineapple slices, drained, reserving juice
 - 1 small jar of maraschino cherries
 - 1 (9-ounce) package Jiffy golden yellow cake mix
 - 1 egg

Heat Dutch oven over charcoal or hardwood fire, keeping bottom of oven from coming into direct contact with coals. Melt butter in the pineappleupside-down cake pan and sprinkle it with 1/2 cup of brown sugar. Place pineapple slices over the brown sugar and place a maraschino cherry in each center. Set aside. In a medium bowl, beat yellow cake mix, egg and half of pineapple juice for 4 minutes. Pour batter over pineapple slices in cake pan. Place pan in 12-inch Dutch oven on trivet or cake rack. Cook until cake is golden brown and toothpick inserted in center comes out clean. Remove from Dutch oven, pour remaining half of pineapple juice over cake and allow to cool in pan for 2 minutes. Carefully flip onto serving plate and serve warm. Makes 6 servings. 🗀









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