



www.1stel.com

# 1stLink

Volume 3, Issue 1

January / March 2009

## 1stel is Celebrating Our 10th Anniversary!

### Inside this issue:

**Customer Spotlight** 1  
Bowden Travel

**Who's Who** 2  
Dorothy Holman

**Product Preview** 3  
Authorization Code

**Business Corner** 4  
Universal Success Secrets

**Testimony** 4  
Pat A Thomas, DO

**We want to express our appreciation to all of our loyal customers for allowing us to serve you since 1999!**

**Our goal at 1stel is to earn your business everyday by giving you personal attention and outstanding service.**

**Thanks again for 10 great years!**

### **Customer Spotlight: Belinda Linstrum, Bowden Travel**

Bowden Travel Agency opened in 1976 and has seen many changes in the travel industry. Some were wonderful. Some were horrible.

We've gone from writing airline tickets by hand to electronic ticketing; from four or five fares to over 120 prices for routing between just two cities; and from the hay day of air travel to airlines filing bankruptcy and closing their doors. It goes on and on...

The travel industry is nothing but change. If you can hang on and accept changes without much distress, then you might make it in the industry. It is not for the faint of heart. We want you to know that we have experience, and will do our best to assist you.

September 11, 2001 caused havoc in our industry, causing many people to become afraid to fly. We must now be more vigilant, than we ever were in the past. We were complacent then, now we are all more aware of our fellow travelers standing in line to check-in, and sitting next to us on the plane.

Security has increased in all areas of the travel industry and that is not a bad thing. Today, Federal Marshalls are on board air crafts on a routine basis. There are drug sniffing dogs at baggage claim, and cameras are filming every step we take.

*Continued on page 2*

## *Continued from page 1*

Bowden Travel has ridden these waves of change and remains a brick and mortar agency available to you. A real person will answer the phones. We don't charge you to talk to us about a possible trip. You can email or fax us. We like to see your photos from your trip. It helps us to know that the hotel really look like it does on the brochures and Internet.

We may install seat belts in the office chairs just to help us continue the bumpy ride. Bowden Travel won't charge you a fee for the use of the seat belt, so come on in. Let's travel!

"Let Bowden Travel take the "ravel" out of your travel!"

**Bowden Travel, Cleburne, TX**

## **Important Information About Your Account!**

At 1stel, we strive to provide you with the best telephone and Internet service possible. One way we are doing this is by providing the best security possible for your account. As of October 1, 2008, we have started requiring an authorization code before we can assist you with your account. Each contact person in your company will have a unique authorization code. To set up your authorization code(s), your online account manager can login to your account at [www.1stel.com](http://www.1stel.com) and go into the contact section. If you need assistance with your login, please call (800) 300-2031.

## **Who's Who @ 1stel: Dorothy Holman**

Anyone that has called or come by our office recognizes the friendly tone and smile of Dorothy Holman. Dorothy is the customer service receptionist. For five and a half years she has enjoyed the chance to work with professional people while keeping the hometown feel. If you were to sit down with Dorothy and ask her what she likes most about her work she would tell you it is the chance to interact with and provide continued satisfaction to the customers. Dorothy is always learning more so that she can better serve her customers.

Dorothy has been married for seven years. They have six grown children and six grandchildren, ranging from one to nine years old. When Dorothy's away from work she enjoys horseback riding and motorcycles.

## Product Preview: Authorization Code

**Q: What is an authorization code?**

**A:** Your authorization code is a form of verification to ensure that unauthorized callers do not have access to your 1stel account. To help increase the effectiveness of your authorization code, each individual that has access to your account will have a unique code.

**Q: When do I use an authorization code?**

**A:** Your authorization code is required for anything that involves your account. At the beginning of the call we will ask for your name, your main telephone number, and your authorization code to confirm you are an authorized contact. Examples of when you will need to provide us your code include: when opening trouble tickets, asking about services on your bill, calling for billing questions, or making changes to your service.

**Q: Who needs to have an authorization code?**

**A:** Anyone that is allowed access to your 1stel account information is required to have their own authorization code.

**Q: Why do I need to have an authorization code?**

**A:** At 1stel, we strive to provide you with the best telephone and Internet service possible. One way we are doing this is by ensuring that your account is secure from unauthorized access.

**Q: What if my contacts are not current and need to be changed?**

**A:** If everyone on the list is no longer with the company, a new list of contacts (name, phone number and email) needs to be faxed on company letterhead to 817.357.1020. If individuals on the list need to be updated, your 1stel Online Account Manager can log into the My Company section of the 1stel website and make the necessary changes.

**Q: Who is my Online Account Manager?**

**A:** Your Online Account Manager is the person from your company who can login to our website to look at and make changes to your account information.

**Q: Why does my company need an authorization code for each authorized person instead of just one for the whole company?**

**A:** At 1stel, we want to provide you with the most security possible for your account. By having separate authorization codes for each person, we can confirm who is calling to access your account. If one of your contacts is marked inactive (is no longer an authorized contact) we will be able to ensure they do not have access to your account.

**Q: I forgot my authorization code. How do I reset it?**

**A:** Your 1stel Online Account Manager will need to login to the 1stel website to change the authorization code. Once the change has been made the new code will be emailed to you automatically.

## Business Corner: Universal Success Secrets

1. Always maintain a positive, solution-seeking attitude.
2. To truly succeed at anything, your chances increase when you enjoy the task. When you do what you love and love what you do, you'll have success your whole life through.
3. The only limitations you really have are those you give yourself.
4. The only expectations you need to fulfill are those you give yourself.
5. Nothing is as powerful as a positive attitude, and nothing is as detrimental as a negative one.
6. Morally speaking, if you have to wonder whether something is right or wrong, chances are it's wrong.
7. When you focus on other people's success, yours is sure to follow.
8. Live your word. Lead by example.
9. Share. (Wealth + Information + Glory = Success)
10. You have the best chance of reaching a goal by simply giving yourself one to reach.
11. Observe every obstacle as a learning experience. The greater the challenge, the greater the reward.
12. Do the hardest thing first, and the rest will be easy.
13. Treat others the way that they want to be treated.
14. Few great accomplishments have ever been achieved by anyone alone; seek support from those whose talents exceed your own.
15. You are the reflection of the five people you associate with most, and your income is the average of those five people. Choose your friends wisely.
16. A dream written down with a date becomes a GOAL. A goal broken down into steps becomes a PLAN. A plan backed by ACTION makes your dream come true.
17. You can learn more about someone's character on one bad day than on all their good days put together. The true measure of all great leaders is how well they weather storms.
18. It's better to invest time doing what pleases you, rather than to waste time trying to please everyone else.
19. In the end, the extent of your own success will be measured by the accomplishments that you have helped create in others.
20. Having potential simply means that you possess talents and abilities you aren't applying.
21. Things are the way you think they are, because you think they are that way. Your perception determines your experience.

By: Greg Reid

### Customer Stories

"I would like to express our thanks to the staff at 1stel on the efficiency and professionalism of our conversion to 1stel from another phone company. The transition was very smooth and was performed without any major problems. Anytime I have had a question or need help with anything, I have had a very fast response from the staff at 1stel with any issue being resolved in a very timely fashion. I am very happy with our experience with 1stel and would recommend this company to anyone looking for another phone company, especially if they want a local company where you can talk to someone who would actually know your system and are willing to send a tech out if there is a problem that cannot be resolved from the office."

--Mary Sue Thomas; Pat A. Thomas, D.O.

*If you want your company to be featured in 1stel's newsletter, please contact [marketing@1stel.com](mailto:marketing@1stel.com)*