

CONNECTION



WELCOME RACE FANS
Coosier
RACING TIRE

Nine Four Motorsports

Racing is passion for
Brian Peele

WI-FI ON
THE MENU

TRILIGHT MOBILE



RURAL CONNECTIONS

By Shirley Bloomfield, CEO
NTCA-The Rural Broadband Association

A Grateful Goodbye

This column is different than the others I’ve written over the years, because it’s my last as CEO of NTCA. When I began working at NTCA nearly 40 years ago, “broadband” wasn’t a household word. “Universal service,” while a longtime national goal, was a concept more than a mission. And “rural America” was too often an afterthought in conversations about connectivity.

Over the course of my career, I have watched the industry transform and a movement grow, powered by NTCA’s small, community-based providers. These providers are determined to bring advanced broadband to the communities they call home, even in places where the maps say it couldn’t be done and the economics didn’t work. Every day they do the extraordinary, proving what is possible when community comes first.

I’ve been honored to witness that perseverance firsthand. I’ve seen providers work through the night after storms so families could reconnect with loved ones. Thanks to their hard work building Smart Rural Communities, students in small towns can access educational opportunities far beyond their county lines. Farmers, small businesses and entrepreneurs use their fiber connections to grow, compete and thrive—without leaving the places they love.

Broadband is about more than technology. It’s access to health care, education, safety and economic opportunities. It’s the ability to stay rooted while reaching outward. And at its core, it’s about people, the NTCA members who make connectivity possible and the customers they proudly serve.

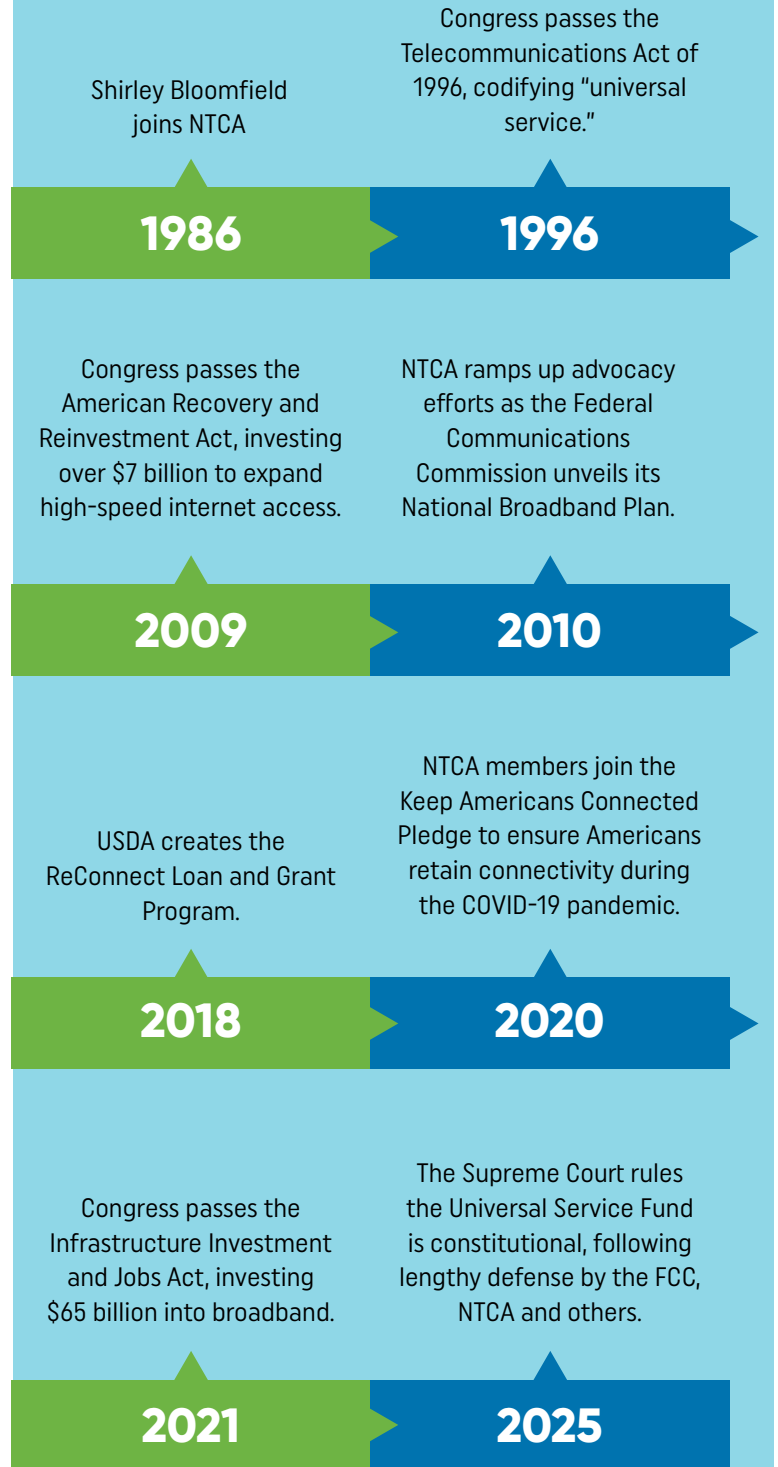
When I reflect on my many years with NTCA, I think about all of the people who shaped not only my journey, but the story of rural America itself. The CEOs who started out on construction crews or at finance desks, the family-owned companies now in their fourth generations, co-op boards that hold community meetings in gymnasiums, NTCA staff who pour every ounce of passion into serving members and the federal partners who understand what makes rural broadband so special.

As I step into my next chapter, I do so with deep gratitude, for the providers who serve with heart, communities that refuse to settle for “just good enough” and Americans who know that high-quality connectivity is not a luxury, but a necessity.

Thank you for reminding me every day why this work matters. [📧](#)

ADVANCING BROADBAND IN RURAL AMERICA

NTCA–The Rural Broadband Association works to build a better broadband future for rural America, representing about 850 independent, family-owned and community-based telecommunications companies. The tenure of Shirley Bloomfield, named CEO in 2010, highlights a time of significant industry achievement.





Adobe Stock image by Primex Legacy

Keep Your Health on Track

Apps can be a helpful tool for managing medications

Story by MELANIE JONES

People who take just one pill a day may find it easy to remember. Adding in a few supplements makes the process a little more complicated. It's not hard to understand how individuals who take multiple prescriptions may need some help keeping up with it all.

It isn't simply a matter of remembering to take the pills or administer the injection. Some medications need to be taken at certain times of the day, while others require multiple, precisely timed doses. Certain drugs should be taken before eating, other treatments are taken with a meal, and still others instruct patients to take them on a full stomach.

Managing medications correctly is vital to staying healthy and living life to the fullest. Fortunately, there are digital tools that can help. Many of these apps also allow users to keep track of their vital signs and make notes about changes they notice in their health. With all this information at hand, doctor appointments can go much more smoothly.

Several free apps are available that not only remind users when to take their medicine but also offer information on how different drugs interact, track symptoms and even prepare a report for doctors. One warning—because they are free, some apps ask permission to share your data with drug companies so they can research drug compliance and effectiveness.

MY THERAPY

The My Therapy app has attracted attention in the last year, including being featured on ABC and in Wired magazine. The app allows users to set reminders, log when they've taken medicine or skipped it and track weight, blood pressure, blood sugar and other health indicators.

MEDISAFE

In addition to tracking prescriptions, schedules and health indicators and warning about potential drug interactions, Medisafe users can name a "Medifriend," someone who will be notified if a dose is

missed. Users can also keep tabs on their children's or other dependents' medication information separately from their own. When adding medications to their Medisafe profiles, users can specify the shape and color of the drug, helping them keep straight which pill or capsule is which.

DOSECAST

For people who have multiple medications to take at different times of the day, Dosecast may be the best choice. The app assigns a sound to each medication, so users receive prescription-specific reminder notifications. It also keeps track of when it's time to order refills. Like the other apps, Dosecast also allows users to track key health indicators.

All these apps are on Google Play or Apple's App Store. They also can interact with the health apps built into phones to provide a better overall picture of your health. [📱](#)

Stay Connected With Trilight Mobile

Mobile Service Backed by the People You Trust

A few months ago, we introduced Trilight Mobile as part of our ongoing effort to bring meaningful, reliable technology to the people we serve. As we listened to customers and watched how families in our communities stay connected, it became clear that offering mobile service was more than a natural next step. It was an opportunity to make everyday life a little easier.



KAREN JACKSON-FURMAN
Chief Executive Officer

Trilight Mobile was created with you in mind, and it reflects the same values that guide all of our work at ATC. We focus on dependability, fairness, and service that puts our customers first. Our mobile product was built to be affordable, with monthly pricing that begins at \$19.99 and a first line free promotion available to both new internet customers and customers who choose to upgrade their existing internet service.


Trilight is also supported by the same local team you already rely on. When you call with a question, you reach someone who lives and works in this region and understands the realities of staying connected in a rural community. That local perspective continues to shape how we serve our customers.

Many have also appreciated the reliability of nationwide coverage when they travel, along with the added strength of Hotspot 2.0 here at home, which is powered by our modern fiber network. These features help ensure a consistent experience whether you are close to home or miles away.

Offering the newest devices and the option to change a number is simply part of the flexibility available through this service. There is no expectation to make a change, and many customers choose to keep the device and number they already have. Both approaches are supported, and the goal is to provide options that fit the way each household prefers to stay connected.

ATC's parent company, WK&T, is part of a consortium of seven Tennessee telecom cooperatives that formed Trilight. Together, they have developed a valuable mobile service designed to support the needs of local communities. The result is a service that is reliable and affordable.

Our ATC customer service team is ready to help with any questions you have. We're here to ensure your transition to Trilight Mobile is seamless, and we remain committed to delivering quality service for years to come.

To learn more, please visit www.ardmore.net/trilight-mobile or give us a call at 877-934-0477. 


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is a hometown service provider delivering advanced telecommunications technology to the people of Giles and Lincoln counties in Tennessee and Limestone and Madison counties in Alabama. The company is managed by Telecom Management Services and owned by Synergy Technology Partners.

Ardmore Telephone is an equal-opportunity employer and provider.

Ardmore Telephone Company
P.O. Box 549
Ardmore, TN 38449
Telephone: 256-423-2131
or 800-830-9946
www.ardmore.net

Ardmore Office:
30190 Ardmore Ave.
Ardmore, AL 35739
Monday-Friday
8 a.m.-4:30 p.m.



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UTILITY RESOURCES

On the Cover:



Nine Four Motorsports in New Market is the realization of a dream for owner Brian Peele. See story Page 8.

Photo courtesy of Ardmore Telephone Company

FIGHTING ILLEGAL ROBOCALLS

ATC is helping to reduce the number of illegal robocalls that may come from our network by identifying any suspicious activity. Data we gather will be used to identify suspected illegal robocalls based on key factors as reported to the Federal Communications Commission, Federal Trade Commission and other carriers.

ATC will investigate any suspicious telephone numbers deemed fraudulent and suspend or terminate the originating telephone number, per ATC's terms of service. The terms of service apply to all new and existing ATC customers. Visit www.ardmore.net for more information.

Contact ATC at 800-830-9946 if you have any questions about robocall mitigation services or need to report illegal, unwanted or incorrectly blocked calls.



Everyone at ATC wishes you and yours a wonderful and joyous Easter!

NONDISCRIMINATION STATEMENT

Ardmore Telephone Company is an equal opportunity provider and employer.

If you wish to file a civil rights program complaint of discrimination, complete the USDA Program Discrimination Complaint Form, at www.ardmore.net/company-info or at any USDA office, or call 866-632-9992 to request the form.

You may also write a letter containing all the information requested in the form. Send your completed complaint form or letter to U.S. Department of Agriculture, Director, Office of Adjudication, 1400 Independence Ave. SW, Washington, D.C. 20250-9410, by fax 202-690-7442 or email at program.intake@usda.gov.

Walk This Way

Enjoy the pedestrian-friendly side of Greenville

Story by LAURA MCGILL

Located in the foothills of the Blue Ridge Mountains with unique urban views and abundant natural hues, Greenville, South Carolina, offers plenty of ways to set your own pace. Enjoy a laced-up, fresh-air visit when you create your personal walking itinerary with choices for foodies, art lovers, sports fans, history buffs and nature enthusiasts.

DOWNTOWN DIRECTIONS

Perfect for a stroll, the wide and welcoming sidewalks of Main Street invite

visitors to explore the local scene. Start at NOMA Square and fuel up with a hearty breakfast at Roost Free Range Kitchen. Then it's time to start walking. Venture south to Falls Park on the Reedy to enjoy an urban waterfall. Get the best views from Liberty Bridge. Look up to appreciate the bridge's unique single-suspension construction. Be sure to check the schedule for the Greenville Drive, the High-A affiliate of the Boston Red Sox. They play home games on Main Street's Fluor Field, which is modeled after Boston's famous

Fenway Park, complete with its own Big Green Monster left-field wall.

TRAIPSING THE TRAIL

With design and etiquette guidelines to safeguard children and those with mobility challenges, the Prisma Health Swamp Rabbit Trail provides 28 miles of natural beauty for all fitness levels. Take a casual walk, a jog or a bike ride to discover area parks, attractions, shops and eateries. Didn't bring a bike? No problem. Greenville has several bike rental options.

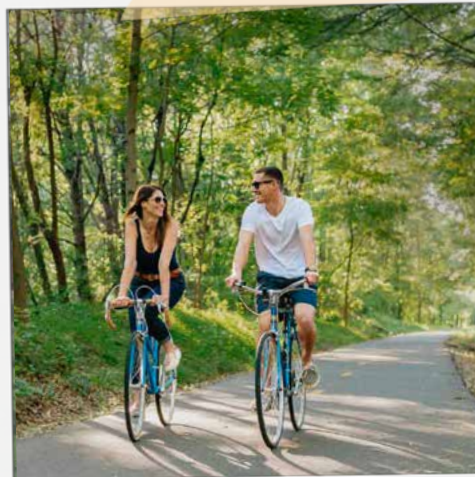


Photo courtesy of VisitGreenvilleSC/Chelsey Ashford Photography

Wide shady pathways beckon cyclists to explore.

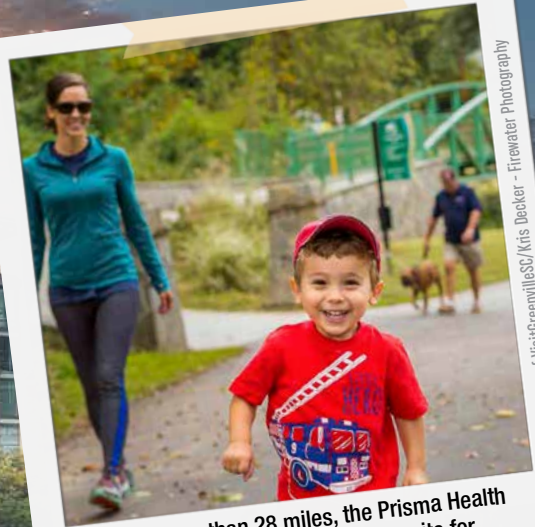


Photo courtesy of VisitGreenvilleSC/Kris Decker - Firewater Photography

Covering more than 28 miles, the Prisma Health Swamp Rabbit Trail Network is a favorite for walking, running and cycling.



Photo courtesy of VisitGreenvilleSC

Middle Wildcat Falls is a quick and easy hike from the roadside lower portion. Continue upstream with some moderate hiking to view Upper Wildcat Falls.

Urban waterfall at Falls Park

Plan to spend several hours at Cleveland Park, home to the Greenville Zoo, Rock Quarry Falls and the Vietnam Veterans Memorial. Treat yourself to a scratch-made pastry and a craft coffee at Swamp Rabbit Cafe & Grocery, a popular spot along the trail.

FUN FESTIVALS

Celebrate scientists, chefs, pitmasters and painters. On April 4, iMAGINE Upstate STEAM Festival spotlights science, technology, engineering, arts and math. Remember to grab extra napkins to savor the dishes at Southern


Roots: A BBQ Reunion on April 11. The culinary experiences continue April 16-19 at Spring Fest with a series of foodie events. Catch your breath and get ready for Artisphere, May 8-10, featuring the works of visual artists representing many different mediums.

WONDERFUL WATERFALLS

Within an hour's drive from downtown Greenville, enjoy the beauty of six more waterfalls. Easy views can be found at Wildcat Wayside Falls, a roadside pull-off. The middle portion of those falls is an easy hike, while the upper section calls

for moderate hiking. For those who are feeling energetic, the 1,200-foot change of elevation at Rainbow Falls offers a strenuous hiking challenge.

Greenville-area waterfalls are part of the Blue Ridge Escarpment, a geological feature where the Blue Ridge Mountains dramatically drop 2,000 feet to the Piedmont below. In total, the area is home to more than 50 waterfalls.

Plan your Greenville, South Carolina, trip at visitgreenvillesc.com or on Facebook @visitgreenvillesc. 

Adobe Stock image by Olenna



Brian Peele, owner of Nine Four Motorsports, steadily expands his stable of racecars.

NINE FOUR MOTORSPORTS

Racing stripes run deep for New Market business owner

Story by LISA SAVAGE

Brian Peele caught the motorsports bug as a boy. He tagged along with his father, who worked at Road Atlanta, a racetrack home to professional and amateur sportscar and motorcycle races and driving schools. “I was enamored with it,” Brian says.

By the time he was 13, Brian was racing at the Huntsville Quarter Midget Association track and later at Huntsville Speedway. Through the years he has gone from driving his own racecars to serving as a truck chief in NASCAR.

FULFILLING A DREAM

Now, Brian is helping others live their dreams while fulfilling his own at Nine Four Motorsports in New Market. He brings his knowledge and experience from all aspects of the industry to his business while providing customers with safe, reliable and competitive motorsports services.

After a stint in the racing world, in 2011 Brian decided to enroll at the University of Alabama at Huntsville to earn a business degree. However, shortly thereafter, his wife’s job took them



Brian uses a headset to talk with the team during a race.



A Lexus IS300 makes a pit stop at Sebring International Raceway. LEFT:

to Florida, where he participated in some local racing events. He completed his degree in 2014 at Troy University.

“As graduation closed in, I guess I was having a midlife crisis,” he says. “I knew I would most likely have a desk job, and I couldn’t imagine that.”

So, he established Nine Four Motorsports in Florida.

That first year, Brian took a Toyota MR2 racecar to Virginia International Raceway and Homestead-Miami Speedway. With these two events, Nine Four Motorsports was born. Over time, the company grew in events and relationships.

“We have competed in over 40 events across the United States, bringing home approximately 30 trophies,” Brian says.

Brian also served as a driving instructor for Skip Barber Racing School and the Richard Petty Driving Experience. He uses his expertise to help customers improve their experience, both on and off the track.

Motorsports preparation is as varied as the sport itself. Nine Four Motorsports can build a racecar from scratch, convert a street vehicle for competitive autocross or transition a track car to a racecar. “This is such a niche business,” he says.

In 2020, Brian moved with his family to New Market, and

Learn more about Nine Four Motorsports by following the business on Facebook or visit the website, ninefourmotorsports.com.

he established the Nine Four Motorsports base there. Through the years, Brian has increased his stable of cars. “We’re always looking for new and exciting ways to engage in the motorsports world,” he says.

SERVICE AND MAINTENANCE

Unlike the average family vehicle, motorsports car maintenance is not as simple as driving over to the nearest quick oil change place for a routine servicing or tire rotation. In motorsports, maintenance is a labor-intensive task requiring specialized equipment, in-depth planning and specific fluids. “Our goal is to provide customers with safe, reliable and competitive motorsports services,” Brian says. “Reliability is paramount.”

All maintenance programs begin with an initial inspection, followed by a postevent inspection whenever possible. “These series of inspections allow us to pinpoint the exact types and depth of maintenance a customer’s car needs,” Brian says. “There is no one-size-fits-all maintenance schedule for racecars because each car, and the driving conditions, are different.”

Most of the customers at Nine Four Motorsports come in from more than two hours away, and their racecars might be there a few days to complete the service.

In the shop, Brian usually works alone. However, when the Nine Four Motorsports team hits the road for races, Brian has a highly respected crew that travels with him. Together they’ve traveled as far as California and stayed as close to home as Birmingham.

Through the years, Brian’s team has built relationships with drivers and racing teams. “Relationships are key to our success,” he says. “We work with the customer to not only learn the equipment, but also to get to know them and their team.”

In such a niche business, Nine Four Motorsports relies on providing a professional appearance and reputation, and that starts with the company’s website and presentation of files. With the use of a large number of high-resolution video files, having a robust broadband connection is a must.


“When we first moved here, we didn’t have fiber, and it was tough,” Brian says. “You couldn’t watch a video on the computer and talk on the phone at the same time.” Now, with Ardmore Telephone Company’s fiber internet service, it’s so much better, he says.

All the racecars are equipped with cameras, and each race is recorded from within the car. After the race, the recordings are sent to the driver and others through a large file-sharing service.

“You can send those videos, stream a video, upload videos to YouTube—just about anything you need to do,” Brian says. “We send some very large files. We depend on our fiber internet connection.” 📺

ALWAYS PREPARED

Scouting America readies kids to protect themselves online



Dozens of Scouts attend a Department of Homeland Security event about online safety.

Story by DREW WOOLLEY

In his days as a Scout, Justin Williams was always drawn to outdoor skills. He excelled at building fires and tying knots. He struggled more with identifying plants, and, even today, he says he still hasn't picked up the knack for it. But as he got older, the leadership skills he was learning every step of the way stood out to him.

"Those are all important skills, but the thing we're really coaching is how to work within a team, be good citizens for the future and make good, ethical decisions," he says. "I thought I was just having fun. But I was really learning a lot of leadership skills that have benefited me throughout my life."

Today, as scout executive for Scouting America's Palmetto Council in South Carolina and den leader for a group of second graders, Justin is amazed at the technology available to young children. There's even technology that could have helped him identify plants as a Scout.

As a result, while Scouting America, formerly the Boy Scouts of America, still emphasizes the importance of getting outside and working with others, the organization is increasingly recognizing the need to meet kids where they are with technology.

Just last year, it introduced its first merit badges for cybersecurity and artificial intelligence. Others, like the Know2Protect badge, are specifically aimed at teaching Scouts about the importance of personal safety online.

"While we know there are a lot of benefits to technology, we also know that, unfortunately, there are people online who do not have our kids' best interest at heart," Justin says. "We need to help our kids recognize who is an ally, who is trying to do them harm and what to do when they encounter those types of people."

THE NEW NORMAL

For Scouting America's Chief Safeguarding Officer Glen Pounder, that work starts with the adults around each Scout. His office in Irving, Texas, provides training for all Scout leaders around the threats kids may face online—from cyberbullying and body image issues to pornography and sexual exploitation.

"One of our key mottoes is be prepared for life. There's no life these days without the online space," he says. "Our new normal as an organization is we have to be comfortable always looking for what is next, particularly with technology. I think it's about landing the message in a way that is not creating fear. That this is just part of preparing for life."

Starting from kindergarten, Scouting America encourages parents of new Scouts to have their own conversations with their children about general safety practices. As kids earn their annual ranks, they must complete six core components, one of which is additional safety training. Starting in fourth grade, that training includes lessons on what information they should not give out in online settings.

In addition, Scouting America partnered with the Department of Homeland Security in 2024 to build an awareness campaign about the risks kids face online. Scouts and their families can join in-person training sessions and activities or online presentations to learn how to prevent and report online abuse, earning them an exclusive Know2Protect patch.

Glen's hope is that more widespread awareness and training within Scouting America troops can even help protect kids who are not part of the program.

"There's a ripple effect outside of scouting. Each Scout has

friends, siblings and other non-Scouts around them that they share things with,” he says. “So, if you’ve got a million trained Scouts out there it makes it much harder for anyone who’s thinking about abusing their position of trust to get away with it.”

MOVING FORWARD TOGETHER

While preventing these abuses from happening in the first place is the top priority, Glen emphasizes it is just as important for kids to feel comfortable speaking with an adult, whether it’s a parent or a Scout leader, if they do find themselves in one of these situations. If not, the outcome can be tragic.

Justin cites the example of an Eagle Scout in Spartanburg, South Carolina, in the last few years who took his own life. He had connected with someone online and shared compromising photos, only to have those photos used to exploit him.

“He didn’t think there was any other option, so he decided to take his own life,” Justin says. “When you think about the perfect kid, this is the kid that would come to mind. So, this isn’t something that only targets dysfunctional families. Criminals are getting smarter every day, and we just can’t take anything for granted.”

For Glen, that comes down to preparing kids for dangerous situations, trusting them to use the tools available to them and offering understanding if they find themselves in trouble.

“If we haven’t empowered these kids correctly, then the fear stays with them. We need to take that fear away,” he says. “Our focus is on prevention first. But then, if something happens, take a breath and then we’ll move forward. We know what to do, we’re going to get there. You’re not alone in this.” 📱

BADGE OF HONOR

Scouting America badges aren’t just for archery and pioneering anymore. Here are a few tech-savvy badges and patches today’s Scouts are collecting.

Cybersecurity Merit Badge

Introduces Scouts to various cyberthreats, including viruses, worms, social engineering and denial-of-service attacks. They learn to protect themselves with strong passwords, firewalls, antivirus software and encryption.



Artificial Intelligence Merit Badge

Helps Scouts explore what AI is, different types of AI and how to use it in everyday life. They are also challenged to discuss issues around data privacy, bias in AI systems and the ethics of this new technology.



Know2Protect Patch

Serves as a symbol of the Scout’s commitment to online safety and digital citizenship through participation in the Department of Homeland Security’s Project iGuardian training. The training provides knowledge and skills to protect themselves against online abuse.



A Scout tries on a Homeland Security investigations vest.

Nationwide Coverage, Local Connection



ATC and Trilight Mobile deliver better wireless service with community-based support

Ardmore Telephone Company customers enjoy the superior service of the company's 100% fiber network in their homes. Now that ATC has joined forces with Trilight Mobile, that same service is available in the local community and when customers hit the road.

TRULY LOCAL

ATC understands that its customers want to talk with someone local, someone who is connected to the area. They don't want the hassle of dealing with someone thousands of miles away. Providing that local customer service has always been central to ATC's mission, and it was key in the decision to partner with Trilight Mobile.

The fiber network that brings fast and reliable internet service to ATC's customers is the backbone of the Trilight Mobile network. By connecting to ATC's Wi-Fi routers throughout the community, that fiber network is extended for mobile customers. Currently being deployed in specific areas, those Hotspot 2.0 connections are seamless, private and secure, allowing customers to stay connected while they work, shop and play in the area.

When customers are ready to hit the open road and travel outside of ATC's service area, Trilight Mobile is along for the ride and ready for adventure. Trilight partners with two of the most powerful cellular networks in the country to use their towers so mobile service continues without interruption.

It really is all about connection. With ATC and Trilight Mobile, customers get the connection of local, hometown service from people they trust, and they get the connection of coast-to-coast coverage that makes travel easier and safer. 📶

STRAIGHTFORWARD PRICING FROM A TRUSTED LOCAL COMPANY

Mobile service should be simple to understand and free from frustration. With Trilight Mobile, the price advertised is the price customers pay. And customer service is right here at home.

By the Gig	Best Value Unlimited	Unlimited Max
FIRST LINE FREE Promo* FREE for 1 year Monthly Price \$29.99 \$19.99 Premium Data 1GB	FIRST LINE FREE Promo* FREE for 1 year Monthly Price \$39.99 \$29.99 Premium Data 30GB Hotspot 5GB	FIRST LINE FREE Promo* \$10/month for 1 year Monthly Price \$49.99 \$39.99 Premium Data 50GB Hotspot 10GB

Subscribers will receive a \$10 credit if they have ATC's Autopay and Paperless plans and an ATC GigaSpire router. A \$5 credit will be awarded to subscribers who have two of the three.

To learn more about Trilight Mobile and the partnership with ATC, call 877-934-0477, email trilight.sales@ardmore.net or visit www.ardmore.net.

*FIRST LINE FREE Promo requires new ATC internet service or an internet speed upgrade, plus enrollment in AutoPay, Paperless Billing and an active lease of an ATC Wi-Fi router. Up to \$29.99 per month. Mobile plan credit applied for 12 months. Standard rates apply thereafter.

The \$10 monthly discount for enrollment in AutoPay, Paperless Billing and an active GigaSpire router does not expire after 12 months.



Serving up Satisfaction

Putting safe and effective Wi-Fi on the menu



Living Connected

Fiber for the speed of life!



Adobe Stock image by Mirko Vitai

The next time you are at your favorite restaurant, look around. Chances are, most of the other diners are on their phones. Some are checking the scoreboard to see how their team is doing. Others are scrolling social media for the latest news headlines and updates from friends. And, no doubt, parents are relying on mobile phones or tablets to keep their kids entertained with videos and games until the food arrives.

The same holds true for event venues. From family reunions to concerts, everyone seems to have their phones in hand.

It isn't hard to see just how important a strong and secure Wi-Fi connection is in public spaces these days. Customers expect it just as much as they expect good food and friendly service.

If you run a restaurant or venue, you want to make sure your Wi-Fi system delivers the best experience possible for your guests while not hampering your internal operations. Ardmore Telephone Company is here to help with SmartBiz, a distinct service that caters to the special needs of the industry. ☎



MEETING THE CHALLENGES

Impatient or bored customers leave sooner and spend less.

- ▶ ATC's SmartBiz allows diners and event attendees to relax and enjoy their experience. This translates to higher sales as diners extend their meal with appetizers, desserts and more beverages. They'll likely snap a few photos of their delicious meals to post on social media.

Streaming videos can slow down internet-dependent kitchen systems.

- ▶ Delivering separate networks for kitchen and waitstaff, point-of-sale equipment, management and, of course, for your guests, with SmartBiz means you can control access and ensure each group is protected and has all the speed it needs.

Outdoor dining areas are difficult to reach with a Wi-Fi signal.

- ▶ No more dead spots on the patio. Outdoor extenders ensures guests can access a strong Wi-Fi signal while still accessing a protected network utilizing the Smart Biz technology. The enterprise-grade equipment we use will make a difference in your customer experience.

Point-of-sale systems need reliable and secure connections.

- ▶ Safeguard guests from data breaches with a secure point-of-sale system. And protect your business from lost sales with SmartBiz's internet failover, which lets you keep accepting credit cards and online orders, no matter what.

Missed marketing opportunities equal missed revenue.

- ▶ You know the value of today's customer for tomorrow's business. With SmartBiz, guests access your Wi-Fi through a branded portal that collects their name and email address. You can then market to them with special offers, new menu items and invitations to follow your business on social media.

Ready to add ATC's SmartBiz to your menu? Call 256-423-2131 today.

Experiencing internet issues? LET US HELP!

If you're having any problems with your internet, please call us so we can work through service issues together. We are committed to making your connection an outstanding experience.



Fiber-fast internet is the future. And it's here!

800-830-9946 | www.ardmore.net

Treat Yourself

WITHOUT BREAKING THE BANK

Rich desserts shouldn't cost a fortune

For many Americans, going to the grocery store can be stressful since prices don't seem to be coming down. But we still want to have our cake and eat it too. So, it's nice—and entirely possible—to treat ourselves to something sweet at the end of the meal without breaking the bank.

There are some tricks to keep in mind to help you stay on budget while still satisfying your sweet tooth. For example, if a recipe calls for pecans, walnuts, a less expensive alternative, can be substituted. And use store brands whenever possible—a cost-saving practice that always saves pennies.



**Food Editor
Anne P. Braly
is a native of
Chattanooga,
Tennessee.**

Photography by *Mark Gilliland*
Food Styling by *Rhonda Gilliland*

CHOCOLATE BANANA BARS

- | | |
|--------------------------|-----------------------------|
| 1/2 cup butter | 1 teaspoon baking powder |
| 1 cup sugar | 1 teaspoon baking soda |
| 1 egg | 1/2 teaspoon salt |
| 1 teaspoon vanilla | 1/4 cup baking cocoa powder |
| 1 1/2 cups mashed banana | 1 cup chocolate chips |
| 1 1/2 cups flour | |

Preheat oven to 350 F.

Mix the butter, sugar, egg, vanilla and banana. Then add the flour, baking powder, baking soda and salt. Put half of the mixture into a separate bowl and add the cocoa powder.

Grease the bottom of a 9-by-13-inch pan and pour in the cocoa mixture. The mixture will be thick, just try and spread a thin layer across the bottom. It will rise and make a beautiful, thin bar. Use a smaller pan if you want a thicker bar, however, it will need to bake longer to get the middle done.

Spread the rest of the batter on top of the cocoa mixture. Sprinkle the top with as many or as few chocolate chips as you like.

Bake for about 30 minutes or until the top is browned and a toothpick comes out clean.



BLUEBERRY COFFEECAKE

- 2 cups white sugar
- 1 cup butter, softened
- 2 eggs
- 1 cup sour cream
- 1 teaspoon vanilla extract
- 1 cup plus 10 tablespoons all-purpose flour
- 1 teaspoon baking powder
- 1/4 teaspoon salt
- 1 cup fresh or frozen blueberries
- 1/2 cup brown sugar
- 1/2 cup pecans
- 1 teaspoon ground cinnamon
- 1 tablespoon powdered sugar for dusting

Preheat the oven to 350 F. Grease and flour a 9-inch Bundt pan.

Beat sugar and butter together in a large bowl with an electric mixer until light and fluffy. Add eggs, one at a time, beating well after each addition. Beat in sour cream and vanilla extract. In another bowl, combine flour, baking powder and salt. Stir into butter mixture until just blended. Fold in blueberries.

Spoon half of the batter into the prepared pan. Combine brown sugar, pecans and cinnamon in a small bowl. Sprinkle half of the mixture over the batter in the pan.

Spoon remaining batter on top, then sprinkle on remaining pecan mixture. Use a knife or thin spatula to swirl the mixture into the cake.

Bake until a toothpick inserted into the center comes out clean, about 1 hour to 1 hour 15 minutes. Let cake cool in the pan for 15 minutes before inverting. Invert carefully onto a serving plate. Dust with powdered sugar just before serving.



TROPICAL TWISTER

- 2 cups frozen pineapple chunks
- 4 ounces pineapple juice
- 2 scoops vanilla ice cream

Combine all ingredients in a blender and blend until smooth. If it's too thick, add a bit more pineapple juice. Scoop into bowls and, if desired, garnish with additional chopped pineapple and a dollop of whipped cream. Serve immediately. Makes 3 servings.

STRAWBERRIES AND CREAM PIE

- 1 prepared 9-inch pie shell, graham cracker or pastry crust, baked and cooled
- 1 8-ounce package cream cheese, softened
- 1/3 cup granulated sugar
- 1/2 teaspoon almond extract
- 1 cup whipped topping, thawed
- 4 cups fresh strawberries, washed, hulled and halved
- 1/2 cup semisweet chocolate chips
- 1 tablespoon shortening

Bake crust at 350 F for 15 minutes or until light golden brown. Cool completely.

In a large bowl, beat the softened cream cheese until it is fluffy. Gradually add the sugar and almond extract, beating until fully combined. Gently fold the whipped topping into the cream cheese mixture until smooth.

Spread the cream cheese mixture evenly into the cooled pie crust. Arrange the strawberry halves, cut side down or pointed side up, over the filling.

In a small, microwave-safe bowl, combine the chocolate chips and shortening. Microwave in 30-second intervals, stirring in between, until the chocolate is melted and smooth. Drizzle the melted chocolate over the top of the strawberries and cream filling.

Refrigerate the pie for at least 1-2 hours or until it is set and chilled before serving.



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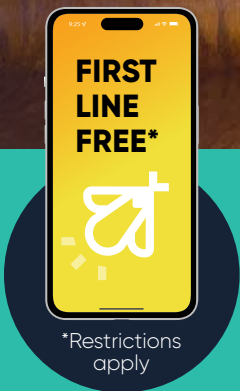
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