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MACC Calendar

November's transmit day for first of the month billing is October 23rd. The complete transmit schedule for 2020 is now available.

MACC Announcements

MACC will be conducting network maintenance on October 11th

From 10:00 a.m. to 3:00 p.m. (Central) on Sunday, October 11th, our technicians will conduct maintenance on our network. During this time, web-based services from MACC may be unavailable. This affects MSaaS and all MACC websites (Web Reporting, TMS, FTP, etc.) as well as online access to customer statements. Going forward, MACC will be scheduling network maintenance during the same timeframe on the second Sunday of each month. Please contact your MACC Client Relations Manager or Account Manager if you have questions regarding this maintenance schedule.

PRESIDENT'S MESSAGE

PUTTING DOWN ROOTS WITH MACC



by Craig Aman, President and CEO

2020 has been a reminder that life is filled with uncertainties, but there is one thing you can count on. MACC will always be here to make sure you have the telecom billing and accounting solutions your company needs to succeed.

Your peers recognize the importance of our long-term stability and many have converted to MACC to meet their billing system needs. From recent months, here is a partial list of the companies that have made the switch to MACC:

- Leonore Mutual Telephone Company
- Cumby Telephone Cooperative
- Cozad Telephone Company
- Nucla-Naturita Telephone Company
- Southwest Oklahoma Internet
- Southwest Texas Communications
- Lipan Telephone Company

Whether you lead one of these new clients, or you have been with MACC for decades, we appreciate your business and look forward to an even brighter future together. As always, be well and if you'd like to visit, you can reach me at **402-426-6222** or **caman@maccnet.com**.

- Craig

Featured Web Training

Auto-Reconnect for Non-pay Disconnects

This session offers participants an easy and efficient way to handle reconnections of accounts that have been disconnected for non-pay. A one-time setup allows users to run this tool and reconnect accounts without having to perform manual service orders.

Year-End Processing

If you've never been through Accounting Master year-end processing, or if you simply want a review of the year-end processes, you'll want to join us for this session. We'll discuss closing out of your year, making adjusting entries, and reporting. We'll also review with you any setup that should be done before you begin the next fiscal year.

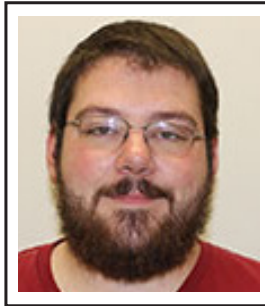
Industry Calendar

The MACC Team is joining the rest of the telecom industry and "attending" online events.

- **Mapcom M4 Users Conference**
- **TSTCI Annual Member Meeting**
- **WSTA Fall Conference**
- **TELSE Annual Convention**
- **Calix Connexions 2020**
- **NTA ProMarks**

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CALIX CONNEXIONS
2020

FEATURED MACC EMPLOYEE



TRAVIS BURNS

While MACC's billing process is highly automated, there is an experienced team of associates who keep the entire operation running smoothly. One of those associates is Travis Burns, who is this month's featured employee. As a production operator, he is among the MACC employees who ensure your statements and inserts are printed on time, the right stuffers are inserted into the appropriate envelopes, and generally everything is running smoothly when it comes to your company's physical bills.

Q. When did you start at MACC?

A. I started working at MACC a little over five years ago in June.

Q. What's your favorite part of your job?

A. I would have to say my favorite part of the job would be right after our heavy billing period. It feels really good to have been working very hard for several days and to be able to see it paying off knowing the hardest part of the month is almost over.

Q. Can you please tell us about your family?

A. My dad works at the post office here in Blair. I have an older brother and a younger sister who both live near where I used to live so we are quite close. My sister has a daughter who is just a little over a year old, and she is my only niece.

Q. What do you do for fun in your free time?

A. Lately in my free time I have been forging knives. My dad, brother, and I got into it after watching Forged in Fire on TV and have been hooked ever since. It makes for an excellent stress reliever and creative outlet, as well as fun family bonding.

Q. If you could travel anywhere to spend a week on vacation, where would it be?

A. I have always wanted to go back to Hawaii. I was born there, but we moved away before I was a year old so I only have pictures to remember it by.

Q. The one person I've always wanted to meet?

A. I have always wanted to meet Ozzy Osbourne. I grew up listening to his music and he is the first singer I remember liking when I was younger.

Q. If you could add any food to the MACC vending machines, what would it be?

A. Lemon bars

PRODUCT SPOTLIGHT

WITH MACC, YOU'RE READY FOR THE TV VIEWER PROTECTION ACT



MACC continues to strive to meet your telecommunication billing needs and provide seamless implementation of new FCC guidelines and regulations. On December 20th, 2019, the Television Viewer Protection Act of 2019 became law. The act imposes several restrictions on the way video and broadband providers advertise and bill for their services. These changes were scheduled to become effective on June 20th, 2020, but due to the national pandemic, the deadline was delayed six months. The law will now become effective on any bills generated on or after December 20th, 2020.

In order to comply with this act, we are making modifications to Customer Master versions 20.1.5 and 20.2.2 (late releases). In these releases, we will provide the ability to print the contract and promotion ending dates on the bills. New "Print in Information Section" indicators will be added to the USP codes, Bundles, and Contracts maintenance editors. This enhancement will allow for the ending dates to be printed on the bills. The new Information section will print on any tier on which the contract or promotion resides. For example, contracts will be displayed at the account level and USP, OCC, and Bundle charges will print on the appropriate account, customer, and network levels of the bills. Customer Master will provide these additional data elements each month in the transmit files for Bill Master.

Other portions of the act can be accommodated by Customer Master's existing functionality:

- Bundle display options printed on the bill
- Individual OCCs for billing equipment fees
- Breakouts of the taxes, surcharges, and fees on the bills
- Generation of an estimated bill for the end-user once you have completed and applied the service order and the contract is entered into and made effective

The act stipulates the eBill presentment and electronic bill formats must include itemization of the service charges. Since MACC's eBills are PDF copies of the actual paper bills that would be generated, the needed details are already provided to meet this requirement.

Since we have a short timeframe to upgrade companies by the transmit dates for the January 1st billing, please make yourself familiar with these changes and be prepared for the necessary upgrades to be scheduled in a timely fashion to meet the guidelines. Potentially, you may have some data cleanup to complete at this time in order to provide the ending-date of the contacts and promotions. If you have any questions, please contact your MACC Client Relations Manager or Account Manager to discuss these new truth-in-billing presentation requirements for video and broadband services.

ROCKIN' REPORTS NEW SURCHARGE REPORT PROVIDES PEACE OF MIND



As you look through your monthly reports (billing CD or on paper), you may notice a NEW report. It is the BLSUR Report, which gives you a view of the surcharges MACC’s Data Management Team maintains for your company. This report follows the surcharge sheet you filled out and returned to MACC for proper application of surcharge revenues.

The BLSUR Report displays the surcharge number, the surcharge rate, surcharge description, GL account number the charges are applied to, the USP Code associated to the surcharge, how you want taxes applied to the surcharge, applicable toll charges, carrier tax, a non-basic only indicator, and print if zero. So, check it out and look at your BLSUR report if MACC is maintaining your surcharges for you. It provides peace of mind of knowing how surcharges are set up for your company.

BLSUR Example

FORM-BLSUR 470		SURCHARGE SETUP DETAIL										PAGE 1	
09/01/2020 SUCCESS TELEPHONE COMPANY												TIME 13:21:52	
PRG: BQBMF97 CYCLE 01												TOLL FLAG VALUES: N=N/A Y=TELEPHONE	
TAX AREA: 9999												W=WIRELESS B=BOTH	
LAST UPDATE: 06/18/2020													
SURCHARGE NUMBER	RATE	SURCHARGE DESCRIPTION	GL ACCOUNT	USP CODE	TAX INDICATORS	TOLL INTER	TOLL INTRA	CARR TAX	ADD TO SUR	NBAS	PRINT	IF	0
01	00.26500	FED UNIVERSAL SERVICE FUND	5081.000	FUSF	N N N N N N N N	N	N	N	NNNNNNNNNN	N	N		
02	00.06950	NE UNIVERSAL SERVICE FUND	4010.100	NEUSF	N N N N N N N N	N	N	N	NNNNNNNNNN	N	N		
** END OF REPORT **													

FEATURED RECIPE ITALIAN STYLE CHILI

Ingredients

- 1 pound lean ground beef
- 1 cup chopped onion
- 1 (26 ounce) jar three cheese spaghetti sauce
- 1½ cups water
- 1 teaspoon sugar
- 1 (14.5 ounce) can diced tomatoes
- 1 (4 ounce) can sliced mushrooms
- 2 ounces sliced pepperoni
- 1 tablespoon beef bouillon
- 1 tablespoon chili powder
- 1 (14.5 ounce) can kidney beans, drained and rinsed
- 1 cup shredded sharp cheddar cheese, for garnish

1. Cook ground beef using a large stock pot over medium-high heat. Add onions, and cook, stirring, until beef is browned. Drain grease, if necessary.
2. Pour in the spaghetti sauce, water, sugar, tomatoes, mushrooms, pepperoni, bouillon, chili powder and kidney beans. Bring to a boil.
3. Reduce heat, and simmer uncovered for 30 minutes, stirring occasionally, to blend flavors.3

Have a recipe you'd like to share? Send it to Ryan at rthompson@macnet.com.

SOFTWARE UPDATE

WE'RE READY TO HELP YOU WITH TAX FORM PROCESSING



With another tax season quickly approaching, the Accounting Master Software Support Team is preparing to support your tax processing needs. A form on the Client Pages is now available to notify us of your 2020 tax form processing plans. **Whether you need anything from us or not, we would still like to hear from you**, just to ensure we have the means available to promptly assist you with your tax form processing needs.

Available Tax Processing Options

The options below are available thanks to the integration with Aatrix and Accounting Master. This integration provides three processing options for your W-2s, W-3s, and 1099s.

- **Complete Service (*Best Option*)** – The Complete Service allows you to easily print, mail, and filing your forms using Aatrix. You simply submit your data through the step-by-step wizard within Accounting Master. Once complete, Aatrix takes care of the rest. The postage is even included in the price!
- **Self-printing and filing** – This is the same process as the Complete Service, but you control the printing and mailing in your office. If printing and filing your own forms, the 2020 tax form ordering deadline is October 30th 2020.
- **MACC Complete Service** – If you'd prefer, you can sign up for the MACC Complete Service, where we'll submit your information to Aatrix on your behalf, through your Accounting Master database.

Don't forget to use the Year-End Suite!

Use the Year-End Suite as a one-stop location for year-end processing functions. The Suite contains the maintenance screens and processes needed to prepare Accounting Master for the upcoming year. Screens such as the Fiscal Year Setup, Labor Year, and others allow for efficient management of year-end processes for each company in your database.

When these independent processes are accessed from the Year-End Suite, you can also create comments for your company-specific process notes. Additionally, a Year-End Checklist is available to help keep you organized.

We're here to help

If you have any questions about this information, please give us a call. To help you with your year-end tax processing needs, we will offer the following hours in December and January:

- **December:** Monday-Friday – 7:00 a.m. – 5:30 p.m. (Central)
- **January:** Monday-Thursday – 7:00 a.m. – 6:00 p.m. and Friday – 7:00 a.m. – 5:30 p.m. (Central)

We can be reached at **402-533-5335** or **MACCaccountingreps@maccnet.com**.

CREATIVE SOLUTIONS

AN IOWA TELECOM FINDS SEARCH ENGINE SUCCESS



Just Google it! Ensuring your company's website is search engine friendly is likely the best advertising investment you can make. 46 percent of all Google searches are looking for local information and 88% percent of searches for local businesses on a mobile device result in a call or visit within 24 hours*.

This consumer behavior can be taken advantage of by your company. Making a website search engine friendly is accomplished through search engine optimization (SEO) and its importance can't be overstated. A great example of SEO at work is found at Titonka-Burt Communications. The Iowa-based company had MACC's Creative Services Team create a new website earlier in 2020. Search engine optimization best practices were applied to the site and positive results soon followed.

Titonka-Burt Communications' General Manager Aaron McCartan said, "With the search engine optimization our new website enjoys, we find our listings toward, if not at, the top, of search results. Previously our website would be much lower in the search results with national providers or competitors appearing first. In some cases, the other listings didn't even have a service footprint in our markets!"

In the past, he said the company leveraged social media, radio, and print advertisements to market its services. They were pleasantly surprised at the difference a new site made.

"This has been tremendous for our visibility to current and potential customers," Aaron said. "We have seen an increase in new subscribers since launching the site."

A full discussion of search engine optimization is beyond the scope of a newsletter article, but at its heart, good SEO is focused on having website content for which customers are searching. Google also likes sites which are fully mobile friendly as in some markets, more searching occurs on phones than computers. It's also important to manage your Google My Business page.

If you'd like more tips or tricks on search engine optimization, feel free to reach out at macccreativeservices@maccnet.com. We look forward to hearing from you.

WHAT'S NEW ON MACC'S WEBSITE?

MACC's Training Team again added new MACC Minutes training videos and continues to offer Jump Start Customer Master Training classes remotely. You can learn so many skills from the comfort of your home or office!

MACC Minutes – Importer Tool

MACC Minutes – LIDB/CNAM

MACC Minutes – Payment Arrangements

MACC Minutes – Plant Editor

MACC Minutes – Serial Number Import

Remote Customer Master Jump Start classes

Client Page credentials are required to view this content. Need help remembering your username and password? Let us know as we're happy to help.