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ATMC Names Allen Russ New General Manager

The Board of Directors of ATMC (Atlantic Telephone Membership Corporation) has announced that Allen Russ, Chief Operating Officer, has been named the new General Manager/CEO of the cooperative.

Mr. Russ, a Brunswick County native, began his career in the telecommunications industry in 1966 with Southern Bell. He held various management positions in Wilmington and Charlotte before being promoted to BellSouth's corporate headquarters in Atlanta in 1995. In Atlanta, he managed BellSouth's Claims Operation for Georgia and the Carolinas with responsibility for risk management as well as all civil and liability matters.



After retiring from BellSouth with 33 years of service, Mr. Russ joined the ATMC team as a Purchasing Agent in 1999. In his first year as Purchasing Manager, Mr. Russ saved the company more than \$1 million in expenses. He was promoted to Executive Officer, Plant Operations, in 2001 and while in that role, he shortened ATMC's installation interval (wait time for getting service installed) from 7-10 days to just 4 days. He was named Chief Operating Officer/Assistant General Manager in 2002 and shortly after being promoted to that position, Mr. Russ made changes in Customer Service which allowed ATMC to answer the growing number of customer calls. He also recommended ATMC perform its own design engineering while contracting with a new engineering consulting firm. These changes resulted in annual savings of more than \$250,000.

He was also responsible for the upgrade of ATMC's 300 Mhz cable television system, which serves the more rural areas of Brunswick County, to an all digital system. In addition, Mr. Russ was responsible for overseeing the construction of the cooperative's new \$4.5 million corporate headquarters. His proactive

approach and vision led to the recommendation to ATMC's Board of Directors that the company begin deploying fiber-to-the-home technology in new developments, allowing ATMC to provide voice, video and data over one network. He and his wife, Sheila Sellers Russ, live in Supply and have 3 children and 4 grandchildren.

Quality customer service, continued growth of the cooperative and providing products and services that offer value to the customer are priorities for Mr. Russ in his new position. He commented, "I am honored to have the opportunity to lead ATMC as we continue to build upon the successes we have achieved in recent years. I am particularly fortunate to be working with a senior management team which has an average of over 20 years of experience in our industry. Our members can be assured of a seamless transition and a continuation of the values that allow us to serve our growing community."

Lyle Ray King, ATMC Board President, added, "For the past four years, Allen Russ has served as Chief Operating Officer and our Board has full confidence in his ability to lead ATMC in the coming years."

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