

Roger's TWO WAY RADIO

Your Wireless Solution

The Communicator

It's Remote Starter Season...



Wintry weather again. Time to brave the cold and go start the car, but wait! Roger's Two Way Radio can get your vehicle started remotely with an AstroStart remote starter system.

We sell and install only the best remote control starter systems available. With range of up to 3500 ft. you won't EVER have to worry about scraping windows or getting into a cold vehicle. AstroStart systems provide remote control of your vehicle's door locks, trunk, heater controls, they can start your car—either gas or diesel—through walls and a sea of cars in the parking lot. There is a "keep running" feature that allows you keep the vehicle running on that quick stop to the Post Office or convenience store without leaving the keys in the car. Some models will not only start your car or truck, but they offer feedback from the vehicle to let you know it has started. The remote will vibrate, light an indicator

and give you a beep sound when the car starts so you know you are in range and things are operating properly. If you are not in range (it doesn't happen very often), there is a sound that lets you know.

Roger's Two Way Radio has technicians that have been installing remote starters for over 10 years. We take pride in our work and stand by our work for as long as you own your vehicle. We take the time to double check all installed features and give you a class on how to operate the system so you are not left out in the dark. We offer telephone help with questions or you can stop by for an in-person consultation. Should you trade your vehicle, we can remove your AstroStart system and get it reinstalled in your new vehicle.

The newest model this year offers feedback features as well as up to 3500 ft range.

AstroStart remote starter systems work great for fleet vehicles that have to sit outside. The keep running

feature is important for those employees at jobsites that need to load or unload their vehicle and leave it unattended. AstroStarts make wonderful gifts too!



Call or stop by Roger's Two Way Radio today to set up an appointment for an AstroStart system. **You won't be sorry you went for the best from the best.**

Doug Sherf

General Manager/Sales

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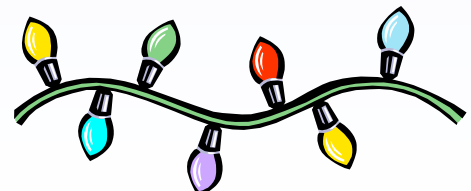
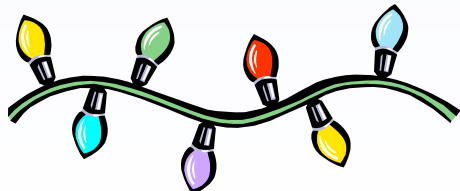
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Publisher/Editor:
Heidi Amsden



Looking for holiday gift ideas? AstroStart remote starters are the perfect gift for Anyone!



Please Join Us...



Join Roger's Two Way Radio in welcoming the winter season!!

After experiencing a beautiful summer and fall we can't complain about

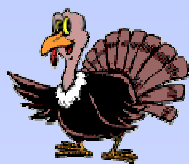
the upcoming winter season. In fact, the employees of Roger's Two Way Radio have decided to welcome winter by joining in the festivities of the Bemidji First City of Lights Holiday Parade. Be sure to join in the fun on Friday, November 25th; come and see our Christmas float. We guarantee that

we will help get you in the Christmas spirit!!!

Debbie Carter

Sales/Accounting

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Happy Holiday's From Roger's Two Way!

From the Desk of Roger Paskvan



The National Oceanic and Atmospheric Administration (NOAA) has presented the Mark Trail NOAA Weather Radio Award to Bemidji's Roger Paskvan.

Paskvan received the award at a May 26 ceremony in the Speaker's Caucus Room of the Cannon House Office Building in Washington, D.C. NOAA is an agency of the U.S. Department of Commerce.

Now in its ninth year, the Mark Trail Award program honors individuals that have provided significant contributions to the NOAA Weather Radio system to save lives and protect property.

"Roger Paskvan has made a valuable contribution to the safety of residents of north-central Minnesota in times of severe weather," said retired Navy Vice Adm. Conrad C. Lautenbacher, Ph.D., undersecretary of commerce for oceans and atmosphere and NOAA administrator. "NOAA Weather Radio All Hazards can provide the public with those extra minutes of warning in situations where minutes can save lives."

Paskvan was honored for "his ceaseless advocacy and support of NOAA Weather Radio system among the residents of Northern Minnesota." Mr. Paskvan is a professor at Bemidji State University and incorporates the NOAA Emergency System into

his classroom lectures at the University. His educational teachings have provided public awareness and student involvement in this valuable public warning system.

According to Gregory J. Gust, warning coordination meteorologist at the NOAA Weather Service forecast office in Grand Forks, Paskvan has helped educate residents of the effectiveness of NOAA Weather Radio and has provided tower space and transmitters to the program. "In the 1990s, Roger pioneered NOAA Weather Radio in north-central Minnesota by providing tower space and a 100-watt transmitter that served the Bemidji area," Gust said. "Through the turn of the century, Roger was the integral leader of the team that crafted, designed and built a statewide NOAA Weather Radio expansion plan. He upgraded service to Bemidji with a new 400 foot tower and a 1000 watt transmitter in 2000. Then in 2004, he provided space on a third tower near Park Rapids, Minn., which completed the statewide expansion project and ensured NOAA Weather Radio coverage across Minnesota's famed Lake Country." Paskvan indicated that none of this would have been possible without the continuous cooperation of the County Emergency Director, Beryl Wernberg and the Bemidji City council.

The Mark Trail award is named for the nationally syndicated comic strip character, which serves as the campaign symbol for the NOAA Weather Radio.

NOAA's National Weather Service is the primary source of weather data, forecasts and warnings for the United States and its territories. The National Weather Service operates the most advanced weather and flood warning and forecast system in the world, helping to protect lives and property and enhance the national economy.

NOAA weather radios are small inexpensive receivers that become silent sentry in your home or place of business. These radios operate on 162.425 MHZ. An alert tone will wake up your family, set off by the Weather service, notifying you of the emergency. By pressing a button, continuous accurate forecast are available, updated every hour.

Paskvan's goal is to have a NOAA weather radio in every home, office, school, business and institution. This NOAA weather service not only provides a very accurate forecast but also will alert the population of any type of severe weather potentially saving lives. NOAA weather radio is a very valuable service in our area.

Congratulations Roger!



Meet Our New Employees



Hi, my name is Cindy Keller and I work from my home near Park Rapids. I attended Mankato State University to achieve a Masters in Business Administration and have over 20 years of sales, management and customer service experience, mainly in the

telecommunications industry.

I started work at Roger's Two Way in September and am really enjoying the opportunity to work with our customers and staff. My main focus is to provide outstanding customer service. I will meet with you at your business location and at your convenience to serve your communications needs. If you have any questions or need help

with anything, please call me.. I look forward to meeting with all of you.

Cindy Keller.

Customer Service Representative

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My name is Chris Nelson. I've lived in Bemidji for most of my life, graduated from BHS in '02 and attended the Northwest Technical College. I have a background in commercial electronics, networking and professional web site building, and custom mobile

electronics installation. I've also done a lot of work over the past 5 years with special needs children.

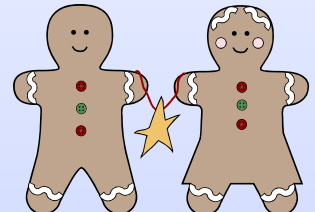
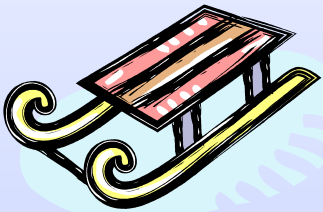
I was hired as a part-time installer at Roger's to fill in during the busy summer months and was recently offered a full time position! It is a lot of fun working here and I plan to stick around! In my spare time I enjoy working on my own cars, I am an avid shuffleboard player, I love to go on road

trips, and in the winter, I spend a lot of time snowboarding.

Chris Nelson

Installation Technician

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We Know Mobile Radio Installations!



When it comes to two way radios many variables play a role in the proper installation and setup to ensure a productive and long life for your radio. Having the right tools makes a difference when taking a vehicle apart so trim panels are removed properly and no damages occur to the vehicle during the installation. New radios have higher power ratings and require more current to operate, therefore taxing the electrical system becomes an issue. There are many places that equipment can be attached to but there are also guidelines for making these connections so your vehicle can oper-

ate problem free and your equipment will last for a long time as well. Another thing that makes us unique is that we tailor our installs to your liking with custom brackets and thoughtful placement. When a customer drops off their vehicle to have a radio or other item installed we like to take the time to visit with them to find out their needs and likes; making it truly a custom installation.

Another serious risk to consider is the airbag deployment path. Air bags can be life savers when used properly. However, when it comes to installation of radio's and other electronic devices into vehicles it's important to know the air bag deployment path. When an airbag deploys it has so much

force that anything in its path can become a lethal projectile. That is something we consider and a primary reason to call on us for your radio installs.

As you can see there are a lot of issues that make having a two way radio installation either a pleasant experience or a problematic one. We like to concentrate on making it a pleasant experience for all of our customers. Stop by and see what we can do for you.

Matt Ogren

Install/Service Technician

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What is Customer Service?



Providing excellent customer service requires honesty, sincerity, perseverance and consistent follow-up. Customer Service means:

- Returning all phone calls within 24 hours
- If I promise to do something for you, it will get done just as quickly as possible
- Going above and beyond the call of duty
- Giving you, the customer, more than you would expect

- Being considerate of your wishes
- Scheduling my time with you at your convenience
- Listening to you so we can suggest communications solutions that will save you time and money
- Providing thorough training on our products and services so you can realize all of the benefits
- Dealing with problems immediately
- Being prompt for appointments, realizing that your time is valuable

I work for Roger's Two Way, but I realize that my real boss is you, the customer. Without you, our company would not exist. It is my goal to provide you with excellent customer service for all of your communications needs. Thank you for being our customer and I look forward to serving you.

Cindy Keller

Customer Service Representative

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Can Wireless Data Improve Your Business?



There are many ways to communicate with people these days. From email to cellular phones and two-way radios to pagers, there is a convenient communication device for almost everyone. Since these devices are usually carried on a person, they are naturally wireless. There is also another similarity: they all transmit data of some sort. Email is data sent over the internet, or possibly wirelessly, cellular phones are almost exclusively digital today (you don't still have a bag phone?). Pagers

have been digital for many years, and digital two-way radios are now available.

The future of communication will certainly be digital. Before too long, every communication device will be digital. Some would even go so far as to say that the wireless devices will all be compatible with each other, but you know better than that. The real reason that wireless data is so powerful is that it is mobile and can overcome the limitations of wired communications.

At Roger's Two Way Radio, we have the solution to your wireless

data needs. Phone lines can be replaced by the internet. People and vehicles can be located during emergencies. Anything you can do from your computer could be done over a wireless network to a remote area, in any underserved location. So stop into Roger's Two Way Radio for all of your wireless needs.

Jeremy Vogel

Radio and Technical Sales

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