



QUADRO

COMMUNICATIONS

JOINING THE BOARD OF DIRECTORS

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ARE YOU INTERESTED IN
BECOMING A DIRECTOR?

DO YOU HAVE QUESTIONS ON WHAT
WOULD BE EXPECTED FROM YOU OR
WHAT YOU CAN EXPECT?

THIS BROCHURE PROVIDES INFORMATION
ABOUT QUADRO AND WHAT IS EXPECTED
FROM ITS DIRECTORS.

BACKGROUND - QUADRO COMMUNICATIONS

Quadro Communications Co-operative Inc. is one of thirty-nine independent telephone systems in Canada. It serves a rural area of approximately eight hundred kilometers in Southwestern Ontario, providing a variety of telecommunications services to three and a half thousand customers in the four exchanges of Kirkton, Granton, Sebringville and Uniondale. A very distinct feature of Quadro's structure is that it is a co-operative - the customers own the corporation and elect a governing board of directors also composed of customers.

The history of Quadro Communications, formerly Blanshard Municipal Telephone System goes back to the turn of the last century, as doctors and business people were establishing small telephone systems. The Sebringville Telephone Co. started in 1898 with five local phones while the Lang and Lang system was started in Granton in 1902. The St. Marys, Kirkton and Exeter Telephone Co. Ltd. was established in 1904 when a telephone line was built to St. Marys from the Kirkton area. In 1907, the St. Marys-Medina Telephone Co. Ltd. was formed to serve the Uniondale area.



By 1926, the Granton and Medina companies were amalgamated into the St. Marys, Medina and Kirkton Telephone Co. Ltd. In 1923 the company suffered a crippling loss due to an ice storm, and the Blanshard Municipal Telephone System was established to obtain financing and take it over. The Sebringville Telephone Company was purchased in 1928, bringing together the four exchanges that exist today.

The Blanshard Municipal Telephone System became Quadro Communication Co-operative Inc. in 1995. The name Quadro signifies our four exchanges operating in four counties (Huron, Middlesex, Oxford & Perth). Today, Quadro Communications provides telephone service (local & long distance), highspeed internet service, cellular service and HD digital TV services.

During 2004, the Board of Directors adopted the following statements:

VISION:

QUADRO WILL CONTINUE TO GROW AND INNOVATE, FULFILLING THE
EVOLVING NEEDS OF OUR CUSTOMERS.

MISSION:

QUADRO WILL ENRICH OUR CUSTOMER'S EXPERIENCE WITH PERSONAL SERVICE AND INNOVATIVE PRODUCTS.

VALUES STATEMENT:

QUADRO WILL CONTINUE TO HONOUR OUR LEGACY BY EXHIBITING INTEGRITY & TRANSPARENCY IN
EVERYTHING WE DO. OUR SERVICES WILL BE RELIABLE AND INNOVATIVELY DELIVERED
THROUGH OUR SKILLED AND DEDICATED WORK FORCE.

BACKGROUND - QUADRO COMMUNICATIONS

The Board of Directors meets at least twelve times each year. Simply put, the Board of Directors is positioned between the members and the management of the Co-operative. In this role, the Board listens, informs and advises. Its mandate includes the overall responsibility and authority for the operation of the co-operative including:

TRUSTEESHIP

By accepting election to the Quadro Board, directors are entrusted with the overall management of the company. It is the duty of the board to see that the affairs of Quadro are reasonably conducted so that the company remains in operation beyond the tenures of the directors. The Board is responsible for fostering and maintaining the trust of the Co-operative, member-owners, member-consumers, employees, and the community at large for the overall well being of everyone.

LEGAL STANDARDS

The Board will become familiar with the legal environment in which Quadro operates. Legal obligations and liabilities are imposed through federal and provincial legislation as well as through CRTC regulation and the articles and by-laws of the co-operative.

PROVIDE FOR COMPANY MANAGEMENT

The Board of Directors must establish and maintain a close working relationship with the General Manager. The General Manager is the only employee hired by the Board and becomes the Board's partner in determining the successful operation of Quadro.

DETERMINE COMPANY OBJECTIVES

The Board and the Management Team are responsible to identify the objectives and direction of the company through development, implementation and review of Quadro's strategic plan.

MONITOR COMPANY BUSINESS

The Board will receive information from the management that assists them to monitor Quadro's performance in meeting its obligations and objectives.

EDUCATION & TRAINING OF BOARD OF DIRECTORS

Quadro is a member of the Ontario Telecommunications Association (OTA) and the National Telecommunications Cooperative Association (NTCA). As a director, you will be encouraged to attend educational events organized by these associations. The events are aimed at increasing your knowledge of the industry to assist you in fulfilling your role as a director.

OTA: Annual attendance at the Summer convention (early June)

NTCA: Bi-Annual attendance at either the Fall Conference (September) or the Annual Meeting & Expo (February)

WHEN DO THE BOARD OF DIRECTORS MEET?

MONTHLY MEETINGS (MID-MONTH)

The primary purpose of these half-day meetings is to approve changes in the membership and to receive the General Manager's Report (industry & regulatory issues, operational activities, capital budget review, strategic plan implementation, and joint venture reports). During these meetings, the Board also receives quarterly financial statements and annually selects recipients of Quadro scholarships and sponsorships.

ADDITIONAL MEETINGS:

A special meeting is held early in December each year in which the Board: determines the annual patronage dividends, approves changes to employee wages & benefits, reviews the General Manager's performance, reviews existing Board policies and procedures, and reviews Quadro's by-laws.

Periodically, the Board meets to set and review Quadro's strategic plan.

WOULD YOU MAKE A GOOD DIRECTOR?

A GOOD DIRECTOR SHOULD BE ABLE TO:

- Make good decisions
- Think independently
- Place Quadro's interests first
- Strengthen member support
- Enhance and promote Quadro's image
- Ensure Quadro serves the members
- Show leadership

A POTENTIAL DIRECTOR...

- Uses Quadro services fully
- Is interested in Quadro's performance
- Embraces the Co-operative philosophy
- Is able to work as part of a team
- Is known for community involvement

A GOOD DIRECTOR HAS TIME FOR:

- Communicating
- Keeping Informed
- Meetings
- Representing Quadro