

BEULAH

Rural connection

Phone company marks 60 years

BY DENNIS DARROW
THE PUEBLO CHIEFTAIN

Dick Sellers expects to see mostly familiar faces at his company's 60th anniversary party today.

Starting in 1956, his family's Pine Drive Telephone Co. has been the landline telephone company for the Beulah area.

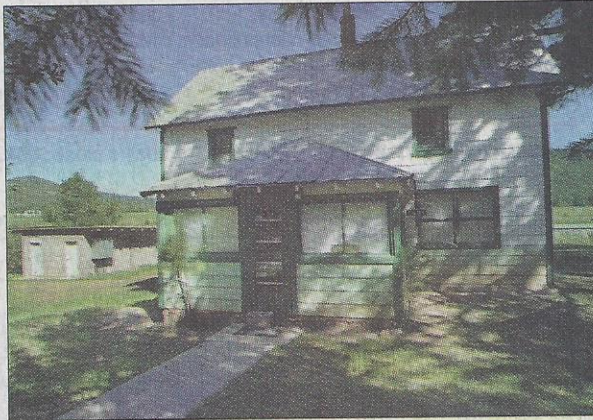
The nine-person company serves about 750 customers, most of whom have been in the area for 20 years or more and several of whom have been around for all 60 years.

"There's still over 1,000 independent telephone companies in the United States. There's 26 companies in the state of Colorado," says Sellers, the chief executive.

"It's still very common ... because we serve areas that big companies don't want to service. The economies of scale aren't there. The companies started because no one else would serve them."

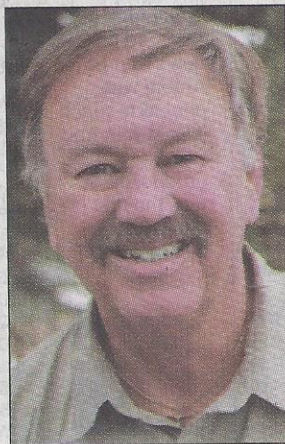
The milestone is worthy of a big celebration for the small company, Sellers says.

"We like being small, being very personal and knowing everybody. And the customer is able to call and talk to a real person, somebody they prob-



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A 2007 photo shows Pine Drive Telephone Co.'s switching center to the left of the Sellers family's former home in Beulah, where it began in 1956.



ably already know," Sellers says.

His is one of the last three family owned companies in the state. It was started by his parents Joe and Edith Sellers who took the switchboard from the old Pine Drive Store and set up shop in their home. Today, it is a state-of-the-art sys-

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DICK SELLERS
PINE DRIVE
TELEPHONE CO.

tem with high-speed DSL service.

This afternoon's celebration for staff and customers will take place at the Goodpasture Barn on the outskirts of Beulah with live music, food and refreshments.

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