



# business connections

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- On-Hold Messaging
- Fiber Internet up to 100 Mbps
- Digital Cable TV
- U.S. Cellular Agent

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*Business Connections* is a publication of:

### Jefferson Telecom

105 West Harrison Street  
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### Business Solutions Team

For help with your communications challenges, call 515-386-4141 and ask to speak with a member of our Business Solutions Team.

### Contact Us

Phone: 515-386-4141  
Fax: 515-386-2600  
Email: info@jeffersontelecom.com  
Office Hours: Mon: 9:00 am to 5:30 pm;  
Tues-Fri: 8:00 am to 5:30 pm;  
Sat: 9:00 am to noon



## Business Spotlight on a Jefferson Telecom Customer



# Wild Rose Casino is Blooming in Jefferson

Hitting 777 is the iconic symbol of winning a slot machine jackpot, and it's been a lucky combination for Wild Rose Casino. Iowa's latest gaming, entertainment, and events venue opened in 2015 at 777 Wild Rose Drive in Jefferson. Since then, Wild Rose Casino has been visited by people from across the U.S. and warmly welcomed by Jefferson area residents.

Marketing Manager Aaron Harn says, "If you would have told the team at Wild Rose 10 years ago that they would open a casino in Jefferson, they would have looked at you with a collective raised eyebrow. It wasn't even on the radar screen until a local Jefferson businessman brought the idea to Gary Kirke, Chairman and Founder, and Tom Timmons, President and Chief Operating Officer. Even though the idea seemed far-fetched, it gathered steam among local citizens and leaders."

He continues, "Many of those early supporters were part of the 'next generation' in Jefferson. These young citizens did their homework on gaming and helped with the county-wide effort that transformed into regional support for bringing the \$40-million Wild Rose Casino and events center to Jefferson."

In nearly two years of operation, Wild Rose Casino has achieved its revenue projections and key benchmarks. Harn notes, "The true measure of success is seen in how the community has benefitted. Wild Rose Casino has welcomed a million visitors from 49 states to Greene County,

*(continued on page 2)*



# business connections



## Win Donuts Delivered by Us!

Jefferson Telecom has a sweet announcement to make. We're going to personally deliver donuts from Bunkers Dunkers Bakery to one local business that enters this delicious drawing! Call 515-386-3020 by May 31 to be eligible to win the donuts; leave a message with your company name, a contact name, and a phone number.

Why are we doing this? It's our way to thank you for choosing Jefferson Telecom as your communications provider. Plus, we know you work hard and could use something sweet to dunk in your coffee.

## Thank You for Buying Local

Each time you choose to make a purchase from a local business, it helps strengthen our local economy. According to the American Independent Business Alliance, every dollar spent at independent businesses returns three times more money to the community than a dollar spent at a chain (and almost 50 times more than a dollar spent at an online mega-retailer).

Jefferson Telecom appreciates your support and encourages you to buy local whenever possible.

Business Spotlight on a Jefferson Telecom Customer *(continued from page 1)*

## Wild Rose Casino

and by our second anniversary, we will have hosted at least 35 shows and concerts, drawing more than 50,000 fans and guests. One third of our guests come to Greene County from 100 miles away or farther. Most of these are people who never would have made the trip to Jefferson before the casino and events center and have now been here multiple times.”

In addition, Wild Rose Casino’s gaming revenues fueled \$2.4 million in charitable and civic contributions administered by Grow Greene County Gaming Development Corp. Recipients included local governments, charities, schools and public safety departments in Greene County and the six surrounding counties.

**Wild Rose’s commitment to the community and buying local extends to its selection of a local communications provider. Jefferson Telecom provides:**

- 100 Mbps Business Internet plan
- Hosted PBX system
- Long distance service
- Expanded Basic cable TV with HD boxes

Harn says, “Jefferson Telecom focuses its resources on the local community. When you do business in Greene County, you can count on Jefferson Telecom for essential communication services whether that’s wireless, phone, data, or cable TV. We have enjoyed our partnership, and we respect the role that Jefferson Telecom has played in the growth and success of the region. In this day and age, business is global, but service is local. The folks at Jefferson Telecom understand that, and they work to help businesses including Wild Rose reach our customers and stay connected with them.”

Visit [www.WildRoseResorts.com](http://www.WildRoseResorts.com) to learn more.



*Pictured L to R: Kelly Murphy, Jefferson Telecom Communications Technician; Jerry Davis, Wild Rose Casino IT Manager & Events Coordinator; Duane Russell, Jefferson Telecom CTO*

## Look Over the Social Media Menu

Get a taste of what  
these platforms can  
do for your business



Hungry to grow your sales? Building a social media presence is a cost-efficient way to communicate directly with current or potential customers. The benefits include:

- **Enhanced customer satisfaction** – By monitoring online comments made by your customers about your business, you can respond more quickly and effectively to customer service issues. This can lead to better products and happier customers.
- **Targeted promotional opportunities** – Your followers on Twitter, for example, are a self-selected group of people that are interested in what you sell. Use your tweets to give them an incentive, such as a coupon or special deal, to make a purchase from your business now.
- **More website traffic** – Each online application can serve as a “gateway” to your company’s website and its various sales messages.
- **Expert status** – The more people associate your name with valuable online content, the more you’ll be viewed as an expert in your field. Social media gives you the platform to instruct, educate, and inform your customers.

You don’t have to do it all for social media to be effective. Focus on the platforms you enjoy and that appeal to your target audience. Here are some popular ones to consider:



**Facebook** – Use it to post photos of your products, share news about your business, ask questions of your customers, and much more.



**Twitter** – These short-and-sweet tweets might contain things such as exclusive deals for your Twitter followers or last-minute changes to store hours.



**LinkedIn** – Creating a strong LinkedIn profile for yourself and your company can generate sales leads and help with employee recruitment.



**YouTube** – Through videos, you can take customers on a tour of your business, show how to use your products, or introduce employees.



**Pinterest** – If what you sell is highly visual (and your audience is mainly women), Pinterest may be a good choice for your business.



**Instagram** – According to Social Media Today, Instagram is growing five times faster than any other social network in the U.S. If you have a service business, consider using Instagram to upload photos or short videos that showcase the process behind your service.

Regardless of what you pick on this menu, the most important ingredient for social media success is valuable content. Make sure your content is interesting, valuable, and engaging.

**To stay current on what's happening with Jefferson Telecom, visit us at [www.facebook.com/jeffersontelecom](http://www.facebook.com/jeffersontelecom) and click on the “Like” and “Follow” buttons.**



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Technology People Talk About

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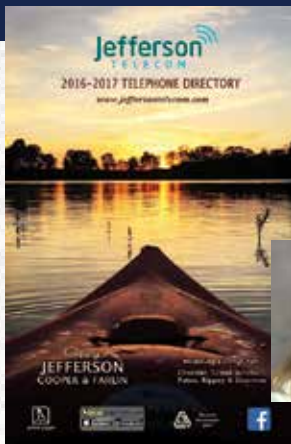
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