



# business connections

## Phone Service Customized For You

Manage your calls more efficiently and better serve your customers by adding calling features to your phone service. Jefferson Telecom offers a wide selection including Voice Mail to Email to record messages when you're away from work or on another call, and Caller ID to show who's calling before you answer. Other popular calling features are Call Forwarding, and On-Hold Messaging.

**For details on customizing your phone service with calling features, call 515-386-4141.**

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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**  
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Tues-Fri: 8:00 am to 5:30 pm;  
Sat: 9:00 am to noon



## Business Spotlight on a Jefferson Telecom Customer



# Hamilton Redi-Mix is a Concrete Example of What Hard Work Can Do

Hamilton Redi-Mix was founded in 1976 when Johnny (Sr.) and Alice Hamilton erected their first concrete plant in Jefferson. The business was founded on one simple philosophy: Work hard and know your trade.

Over forty years later, the business has grown to include two additional concrete plants in Boone and Fort Dodge, a sand and gravel operation called HRM Aggregates, and a fleet of late-model mixer trucks, dump trucks, and heavy equipment. Customers of Hamilton Redi-Mix range from homeowners to large nationwide contractors.

The next generation of the family now owns and operates Hamilton Redi-Mix. Bob Hamilton is the President and General Manager, and Johnny (Jr.) Hamilton is the Vice-President and Operations Manager.

Bob Hamilton says, "Hamilton Redi-Mix has a good reputation because we have a great group of employees that work hard to get the customers what they want, when they want it. In fact, when our company first started, my dad would deliver concrete at any time on any day. While we don't do that as often any more, we still work a lot of long days and many weekends to get our customers what they need."

"Since we added concrete plants, we can cover a broader geographic area and do bigger jobs," he adds. "When we only had the Jefferson plant, we couldn't justify having 15 concrete trucks. But now that we have three plants, we keep several trucks at each location and can use all of them for one job when needed. No job is too big for us in our market."

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

## Hamilton Redi-Mix

To help keep Hamilton Redi-Mix connected, Jefferson Telecom provides a Hosted PBX phone system serving all three plants. This system has features including Auto Attendant and On-Hold Messaging. Hamilton Redi-Mix also uses a 20 Mbps Business Internet plan, an 800 number, and directory advertising.

“Before getting fiber service from Jefferson Telecom, we were limited in what we could do with our phone system. But now with fiber, we have features such as Auto Attendant and On-Hold Messaging. Jefferson Telecom helped us set up all of this and got the recordings made. Pretty much anything we want to do with our phone system we’re now able to do,” notes Hamilton.

Through the Internet-based Hosted PBX phone system, Hamilton Redi-Mix runs a central dispatch out of the main office in Jefferson

to dispatch trucks out of all plant locations. Hamilton says, “We’re very dependent on the Internet, and our Jefferson Telecom internet service works well. When we call Jefferson Telecom for tech support, they send help promptly to take care of the issue.”

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



L to R: Wendy Kozal, Martin Egemo, Bob Hamilton, Hamilton Redi-Mix; Kelly Murphy, Jefferson Telecom

## 7 Common Types of Cyberattacks

Hackers use a variety of techniques to try and steal and exploit sensitive data—such as credit card information and passwords—and these techniques continue to evolve. As a business owner or manager, you need to be aware of the most frequently used types of cyberattacks.

- 1. APT:** Advanced persistent threats, or APTs, are long-term targeted attacks that break into a network in multiple phases to avoid detection.
- 2. DDoS:** An acronym for distributed denial of service, DDoS attacks occur when a server is intentionally overloaded with requests to attempt to shut down the target business’s website or network system.
- 3. Inside attack:** This refers to a situation where a person with administrative privileges, usually from within the business, purposely misuses his or her credentials to gain access to confidential company information. Former employees, in particular, present a threat if they left on bad terms.
- 4. Malware:** This term is short for malicious software and covers a range of programs introduced into a computer with the goal of causing damage or gaining unauthorized access.
- 5. Password attacks:** There are three main types of password attacks: a brute-force attack, which involves guessing at passwords until the hacker gets in; a dictionary attack, which uses a program to try different combinations of dictionary words; and keylogging, which tracks all of a user’s keystrokes, including login IDs and passwords.

**6. Phishing:** Perhaps the most commonly deployed form of cybertheft, phishing involves collecting sensitive information like login credentials and credit card information through a legitimate-looking (but ultimately fraudulent) website, often sent to unsuspecting individuals in an email.

**7. Ransomware:** This type of malware will either lock you out of your computer and demand money in return for access or threaten to publish private information if you don’t pay a specified amount in ransom. Ransomware is one of today’s fastest growing types of cyberattacks.

**Jefferson Telecom offers a variety of business solutions for data and network security. To learn more, call 515-386-4141 to protect your business today.**



# Telework Offers Many Benefits

While telework (or telecommuting) has been popular for years, escalated growth of this trend is being attributed to advances in communications technology that make such work arrangements more feasible.

Can telework be successfully implemented at your business? Jobs that can be done independently from others, or that require only email and phone communication, are typically best suited for telework. While some managers may balk at the seeming loss of control, businesses with teleworkers have found that both the organization and its employees benefit.

Increased productivity is a common result of telework. These employees re-allocate time previously devoted to commuting and spend it checking emails, beginning their day's work, or preparing for the next day. They also do not have distractions from colleagues stopping by to chat and can more successfully focus on tasks. Companies often report that their teleworkers overcompensate; they value the work-at-home arrangement so highly that they work even harder.

Employees tend to be happier when they have flexible schedules that improve their work-life balance, and this enhanced job satisfaction helps to reduce turnover rates. By lowering recruitment and training costs for business owners, telework can positively impact the bottom line.

Since full-time teleworkers do not require space in office buildings, companies are increasingly able to pare down the size of their locations and decrease overhead costs. As a business grows, staff increases can be more easily accommodated. Less commuting by employees also reduces energy consumption, which is better for the environment.

Clearly, telework can be a versatile and powerful tool for many businesses, and Jefferson Telecom offers the reliable landline service and fast Internet speeds required for teleworkers to succeed.



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## LOCAL TELEWORKER PROFILE: Kristen Laurent, Registered Nurse

### What is your teleworker position?

I've worked from my home office for four years. Two of those years were with Anthem, splitting my time between the Des Moines office and my home. I've also been a case manager for workers' compensation and am currently working for The Alaris Group. To see and talk to my coworkers, I take part in GoToMeeting™ teleconferences.

### Why is high speed internet important for your job?

I have a 100 Mbps internet connection from Jefferson Telecom. Internet speed is important not only for downloads but for uploads as well, since I often have to review and transmit large files of medical records. I couldn't do my job if I had to compromise and deal with slow speeds and downtime. The Alaris Group does internet audits, and they've been very pleased with the fast internet speed I receive from Jefferson Telecom.

### What do you like about living in Jefferson?

My parents grew up in Jefferson, moved away, and then came back to the area to retire. I moved to Jefferson 24 years ago to raise my family in this wonderful community.

### What would you say to a business thinking about having teleworkers?

I would encourage any business to consider teleworkers if it wants to reduce overhead expenses or expand its workforce without adding office space. Jefferson is a terrific place to live, and since the telecommunication services from Jefferson Telecom are comparable to those available in larger cities, employees can work from home here and be highly productive.



## 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 November 15 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. **Congratulations to the staff at Jefferson City Hall, the donut winners of our last drawing!**



Technology People Talk About

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## Cellular Business Plans

Jefferson Telecom's cellular plans through U.S. Cellular provide the phones and service to keep your business running efficiently. For example, Shared Connect Stretch Data Plans offer more high-speed data to share, stream, and search. Stop by or call 386-4141 for a FREE rate plan analysis.

## *Make Sure You Have the Speed You Need*



No matter what type of business you run, you need an Internet plan that works as hard as you and your employees do. It must keep pace with the growing demands of large files, cloud services, and other business applications. Otherwise, you're waiting rather than working.

Jefferson Telecom offers business Internet plans with speeds up to 100 Mbps or more if needed, along with local support and expertise to guide your technology planning.

**Call 515-386-4141 to get down to business. We'll review your current Internet plan and recommend what will work better.**