



business connections

Get Ready for the New Year with New Internet Speed

As your business makes plans for 2017, be sure to include technology in your discussions. For example, assess whether your current Internet speeds are meeting the needs of your staff and online applications. If time is being wasted waiting for downloading files, your productivity could be suffering.

Call Jefferson Telecom today at 515-386-4141 and discuss an Internet upgrade. We offer speeds up to 100 Mbps.

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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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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



Home State Bank Cares About Customers, Community, and Coworkers

Home State Bank was organized in 1934 and is still owned by descendants of its founder, Warren Garst, in the holding company of Greene Investment. The bank currently has 35 employees and reaches customers in 45 different states.

From its inception, Home State Bank was known as an agricultural bank. Warren Garst had foresight and possessed a progressive, inquisitive, and imaginative mind and soon was recognized not only among the Iowa banks, but also by banks across the United States as “the” agricultural banker. Mr. Garst’s whole life was banking, coupled with a sincere desire to help people.

This emphasis on relationships with people continues today. Home State Bank’s President and CEO, Sid Jones, says, “Our purpose is to be Leaders in Building Lasting Relationships, treating people fairly and with integrity. Our partners in achieving success are our customers,

our community, and each other. We’re very philanthropic within our community; it’s a win-win endeavor. Home State Bank also maintains a culture of teamwork. We like to say, ‘Enjoy the Journey,’ which means we enjoy our jobs and who we do them with.”

The bank has grown in size and scope during its 82-year history, and moved to its present location at 115 W. State Street in Jefferson in 1962. Customers of Home State Bank have access to a variety of financial options including personal banking, business banking, loan services, trust services, and land management.

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Greene County Medical Center Uses On-Hold Messaging

We asked Carla Offenburger, Community Relations Director at Greene County Medical Center about using on-hold messaging from Jefferson Telecom.

Why did you decide to use on-hold messaging?

We wanted to take advantage of the short time our callers might be on hold to give them basic information about the medical center.

What kinds of messages might callers hear?

We have eight messages playing on rotation. Callers may hear about our outpatient services, our specialists, or our new ER. There's also messaging for UnityPoint Clinic as well as other general messages that direct callers to our website or emphasize our commitment to providing care close to home. Callers could potentially hear something different each time they're placed on hold.

In what ways has on-hold messaging benefitted the medical center?

We replaced a license that allowed us only to play music and required us to update it often in order to get a nice variety. This took quite a bit of staff time. The cost of on-hold messaging from Jefferson Telecom is nearly the same as the previous music-only service, but we're getting customized messages with music in the background that offer us marketing opportunities.

For details about on-hold messaging, call Jefferson Telecom at 515-386-4141.

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

Home State Bank

Beyond serving its customers, Home State Bank believes strongly in serving the community. Explains Jones, "Home State Bank invests in the community and the community invests in us. We support many different community organizations and programs — typically 70-90 per year. Our charitable foundation makes the larger financial donations, and we also provide a 200 percent charitable giving match for employees' personal donations."

Jefferson Telecom's services help Home State Bank communicate efficiently with its customers, community, and coworkers. The bank currently uses our 20 Mbps /2 Mbps Internet, hosted PBX phone system, music on hold, auto attendant, numerous T1 lines, and cable TV.

What does Home State Bank appreciate most about Jefferson Telecom? "For a small rural company, Jefferson Telecom has kept on the cutting edge of technology, including their Internet speeds, by deploying fiber. We also like the fact that Jefferson Telecom is locally owned. Both of our companies rely on each other. That's very important. Whenever we've had an issue with one of our services, Jefferson Telecom has been very responsive to solve our problems. They understand how important phone and Internet services are to Home State Bank," Jones notes.

This year, Home State Bank was recognized on both a state and national level. It was named one of the Top 150 Places to Work by the *Des Moines Register*, and received the 2016 Extraor-



Pictured (left to right): Sid Jones, Home State Bank President & CEO; Mary Wolterman, Home State Bank Executive Secretary; Duane Russell, Jefferson Telecom Chief Technical Officer

dinary Bank of the Year Award by the Institute for Extraordinary Banking.

Jefferson Telecom congratulates Home State Bank on this recognition, and is honored to work beside them as community partners.

Visit www.hsbankiowa.com to learn more.

"For a small rural company, Jefferson Telecom has kept on the cutting edge of technology, including their Internet speeds, by deploying fiber."

— SID JONES, PRESIDENT AND CEO, HOME STATE BANK



TV as a Work Tool

Patients, customers, and employees all appreciate TV service

Have your patients run out of patience? Has your lobby's waiting room turned into a "bored" room? Or are your employees hungry for entertainment while they eat their lunch? Jefferson Telecom cable TV could be just the solution. Jefferson Telecom TV brings you the best in digital television with over 220 channels of digital quality picture and sound including local channels, premium channels, and digital music. By adding Jefferson Telecom TV to your workplace, you can watch your business benefit in several ways.

Prevent patient impatience

Busy people see their time as valuable and want to make the most of it. If patients need to wait for medical appointments, for instance, they will appreciate being able to use that time to watch the news. By supplying the option of digital television in your waiting room, it demonstrates your medical office's thoughtful concern for patients and their families. Some dentists even take this idea a step further by offering TV viewing during treatment to help distract and relax patients.

Make waits more enjoyable

Jefferson Telecom TV service can also be an effective way to keep customers occupied and happy while waiting for service to be completed at a vehicle repair shop or similar facility. If your business has a waiting room, consider using digital television to enhance your level of customer service.

Keep employees informed

Of course, your employees will enjoy being able to relax with a favorite show during their lunch break. But the benefits go beyond just improving employee morale. Jefferson Telecom TV can also serve as an important information resource for employees to keep up-to-date on current happenings. With TVs in the lobby and break room, everyone in your building will have access to current information about breaking news or extreme weather.

Interested in providing Jefferson Telecom cable TV at your business? To find out more, call Jefferson Telecom at 515-386-4141.



Target Your Customers With Affordable TV Ads

Jefferson Telecom's local channel (ch. 9) offers your business a cost-efficient way to target customers in the Jefferson and Grand Junction community. You'll get a full-screen ad that rotates on a loop, airing for 18-20 seconds each time. You'll reach 1,800 Jefferson Telecom cable TV subscribers for these affordable rates:

- \$10/day
- 7 days for \$50

Another cost-efficient option is a scroll line for just \$25/week. Choose the option that works best for your local business and advertise specials, help wanted, hours, or general brand awareness.

Call Deb at *The Bee & Herald* for advertising assistance at 515-386-4161.



Cut Costs by Shutting Down Computers

Is it worth it to shut down your company's computers when they're not in use? It may be. By shutting off just one computer each night, you could save big on electricity costs; estimates range from \$30 to \$100 per year.

Energysavers.gov recommends turning off your monitor if you won't be using your PC for more than 20 minutes, and both the CPU and monitor if the PC will be out of use for more than two hours. They also suggest using a power strip/surge protector. When computers and accessories are not in use, turn off the power strip/surge protector to prevent them from continuing to draw power. Another energy-saving option is to do what the technology company did: put your computer in "hibernate" or "sleep" mode.



Technology People Talk About

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Wireless Phones and Plans for Every Business

Jefferson Telecom offers a range of options for businesses, all powered by U.S. Cellular. They include shared plans with multiple lines as well as the latest iPhone models, Android smartphones and tablets. **Stop by our office and mention code FallB2B to receive a FREE rate plan analysis.**

Time Management Tip: Are You Checking Your Email Too Often?

During a typical workday, how many times do you check your email? You may think checking your inbox frequently throughout the day and sending replies within minutes makes you highly productive. Actually, the opposite is probably true; you're slowing yourself down and preventing the kind of focus required for optimal productivity.

Successful inbox management starts with these helpful tips:

- 1) Disable your email notifications so you're not hearing alerts or seeing pop-ups throughout the day. They're constant distractions and can make you feel like you need to stop what you're doing and see what just came in. Instead, schedule blocks of time to manage your email effectively.
- 2) Unsubscribe from email lists that no longer meet your needs. At the bottom of almost every distribution email is an option to "unsubscribe."

By looking at email from a new perspective, you can increase your productivity and efficiency while decreasing your stress. Is it time for you to make a change?

