

Jefferson Telecom  
SPRING 2013

# intouch

## Internet Training Webinars

### Mark Your Calendar!

The third Tuesday of each month at 6:00 pm, we will be providing a virtual training experience on a variety of Internet topics. The Webinars are FREE, and space is limited. Register today by calling 386-4141.

### Upcoming Topics:

**April 16:** iTunes

**May 21:** Online Fraud

**June 18:** Getting Started on eBay

### Contact

Jefferson Telecom  
105 West Harrison Street  
PO Box 269  
Jefferson, IA 50129  
Phone: 515-386-4141  
Fax: 515-386-2600  
Office Hours: Mon-Fri 8:00 am  
to 5:30 pm; Sat: 9:00 am to noon

### Email

Jefferson Telecom  
jtcobob@netins.net

### Visit us Online

[www.jeffersontelecom.com](http://www.jeffersontelecom.com)



Find us on Facebook

### Office Closure

**Monday, May 27, 2013**

Memorial Day

**Jefferson**  
TELECOM  
Technology People Talk About

## SCORE THE WINNING PLAY: Avoid Price Increases With a Double Play or Triple Play Bundle



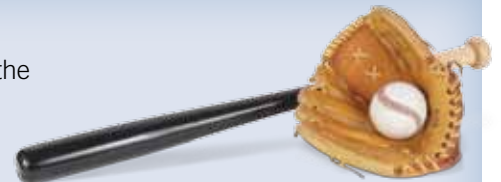
It's a whole new ball game now, due to new price mandates from the Federal Communications Commission and increases in TV programming costs from content providers. (Read more about this on page 3.)

**The good news is this:** You can avoid these price increases by signing up for one of our Jefferson Telecom bundles. They combine high speed Internet and/or cable TV with landline phone service and calling features. You'll hit a home run in savings compared to paying for each service separately from different providers. But that's not all. Bundles also provide greater convenience since you'll have just one trusted company—Jefferson Telecom—to call for assistance with all of your telecommunication needs.

### Save over \$300 per year!

Now's the time to step up to the plate and choose the money saving bundle option that fits your needs:

- **Double Play-TV:** (Phone + TV) = \$59.95/month
- **Double Play-Net:** (Phone + Net) = \$69.95/month
- **Triple Play:** (Phone + TV + Net) = \$99.95/month (Save over \$300 per year!)



### Call 386-4141 today.

Talk to a customer service representative on our "home team" to get your bundle questions answered and begin saving today!

## New Listings

Blasnitz, Nicole	386-3027
Burns, Amber	386-2714
Conroy, Jenell	386-2343
District Associate Judge	386-2083
Dudley, Erika	386-3410
Fields, Jerry & Mary Jane	386-2070
Finley, Kelly	386-3545
Franzen, Keith & Carol	386-2034
Gobble, Brandon	386-2418
Gorden, Amanda	386-3287
Gower, Tom	386-2373
Gregerson, John & Crystal	386-2713
Hardman, Arthur	386-3348
Jacobson, Rebecca	386-2230
Joy, Fred & Julie	386-2730
Ketchum, Patricia	386-3260
Magee, Sharon	386-3413
Martin, Lorrain	386-2521
McCormick, Don	386-2785
McCormick, Neil & Sylvia	386-3510
Muir, Tyler & Natasha	386-2285
Nance, Scott	386-3446
Pierson, Lynda	386-2718
Robbins, Lyle	386-2894
Russell, Kristin	386-2624
Savage, Jeff & Linda	386-3546
Smith, Kimberly	386-3501
Squires, Doris	386-3745
Thompson, Wanda	386-2984
Tucker, Merlyn	386-2631
Vanderlinden, Mark	386-2461
Walker, Laura	386-2968
White, Foster & Jenni	386-2476
Wilson, Brian & Catherine	386-2703
Wilson, Jennie	386-3297
Wuebker, Chad & Heather	386-2667

## Business Spotlight



Jean & Donald Feldmann, Printer's Box Co-Owners

## The Printer's Box Celebrates 25 Years of Celebrations

Celebrations are the heart of The Printer's Box, located at 107 E. Lincoln Way in Jefferson. The business is known for custom printing of baby announcements as well as invitations to showers, graduations, and birthday parties. It also carries gifts for every person and occasion plus floral designs, home décor, seasonal products, and garden art. Jean Feldmann, co-owner with husband Donald Feldmann, notes, "Since we have such a diverse inventory, our customer base ranges from young kids looking for a friend's birthday gift to grandparents looking for a baby gift."

Begun in the spring of 1988, The Printer's Box is enjoying its own celebration — a 25th anniversary. It's been a busy 25 years. In addition to the products already mentioned, The Printer's Box also designs and prints business cards, envelopes, business forms and receipts, notepads, and large banners and posters. Four or five employees, depending on the season, assist the Feldmanns.

According to Jean, excellent customer service is key to their success. She says, "Most of our customers are also friends, neighbors, and relatives. Our way of thanking them is through free services such as unique gift wrapping, delivery, and treats for the kids. We keep in touch with our customers through email, Facebook, and texting. Sometimes we don't even see them face-to-face; we send photos of items, they choose one, and we wrap and deliver the gift!"

The Printer's Box has always relied on Jefferson Telecom services to stay connected to customers and currently has a multi-line phone, high-speed business Internet, and smartphones. "We use the Internet all day long for UPS shipping, downloading catalogs, placing orders for inventory, checking order shipments, and emailing printing proofs to customers," Jean says.

She appreciates the prompt and courteous customer service provided by Jefferson Telecom and shares this example, "I just began using my smartphone and have needed help. I'm pretty sure I've asked everyone at their office questions about how to work the phone and they always respond with a smile and teach me. In the end, I learn something new which helps me maintain better contact with our customers."

The Printer's Box has always relied on Jefferson Telecom services to stay connected to customers and currently has a multi-line phone, high-speed business Internet, and smartphones.





## What's Causing Price Increases in Telephone and TV Services?

Our goal at Jefferson Telecom is always to bring you the best telecommunications services at the best prices. We are, however, facing these challenges:

### FCC issues mandate on price of local telephone service

Congress has recognized it is much more difficult and expensive to bring telephone service to rural communities and small towns than it is to connect urban cities. Since Jefferson Telecom began, a national policy known as "universal service" has enabled our telephone company to offer services in accordance with federal law that says all Americans should have access to "comparable telephone service at reasonably affordable rates" no matter where they live. In 2011, the federal stated goal was to make broadband technology and services available as fast as possible, thus making the shift in funding concentrated on broadband and the cost burden of other services passed on to the local companies and their customers. Jefferson Telecom has received a mandate from the Federal Communications Commission that all local telephone customers pay a minimum of \$14 before taxes and fees for local telephone service.

### Content providers increase cable TV programming costs

In spite of our efforts to keep costs down, sharp increases in programming rates for cable TV continue to occur. Jefferson Telecom buys our programming from content providers and pays for every household who receives that package, regardless of whether anyone in that household even watches the channel. An important note is that the programming rates charged in rural communities are generally higher than those offered to larger companies in more populated areas. We are left with two options – pay the exorbitant rate or lose the network. We have no choice but to pass on part of these rate increases to our cable TV customers.

**All other Jefferson Telecom services, such as high speed Internet and add-on options, will remain at the current price. To eliminate the price increases for local telephone and cable TV services, we encourage you to sign up for a bundle, if you have not yet done so. Call 386-4141 today for more details.**



## Don't Let These Phone Failures Happen to You

There are times when being able to make a call goes beyond convenience to become a safety issue. If you rely solely on a cell phone and don't have a landline in your home, you run the risk of experiencing phone failures like these:

**Emergency 911 dispatchers can't locate you.** Calls from cell phones are not part of the 911 database and can't always be pinpointed by dispatchers. If a child doesn't know the address, or an adult is unable to speak, emergency help may not know where to go.

**You can't find your cell phone.** The time it takes to find a cell phone can feel like an eternity when time is critical.

**The power goes out and so does your cell phone.** When severe weather causes a power outage, the electricity required to charge your cell phone's battery will be gone as well.



**By contrast, a landline phone connection provides address information during 911 calls and remains ready to use at all times. To learn more, call Jefferson Telecom at 386-4141.**



## Quieter Commercials

If for years you've been thinking that commercials were louder than TV programs, you weren't imagining things. COMMERCIALS OFTEN WERE LOUDER. In fact, enough people complained about this annoying practice that action was taken.

Federal Communications Commission (FCC) rules now require commercials to have the same average volume as the programs they accompany. In the Commercial Advertisement Loudness Mitigation (CALM) Act, Congress directed the FCC to establish these rules, and they went into effect on December 13, 2012. Hopefully, this means you won't have to grab the remote to lower the volume every time a commercial comes on.

**But if you continue to hear commercials that seem overly loud, you can file a complaint with the FCC's Consumer Call Center at 1-888-CALL-FCC (1-888-225-5322).**

Win a \$20  
Credit on  
Your Jefferson  
Telecom Bill

\$20

Fill out this form, clip it, and return it with your next bill (or drop off at the showroom) for a chance to win a \$20 credit to your account. Return it by April 15, 2013 to be eligible. One winner per newsletter will be selected.

Name: \_\_\_\_\_

Phone #: \_\_\_\_\_

**Congratulations to our last "Winner of a \$20 Credit," Gary Harbaugh of Jefferson.**

## Jefferson Telecom Supports Relay for Life

Jefferson Telecom's Relay for Life team organized three events to support the local charity. A bake sale was held February 14 and 15 with over \$500 raised through free will donations to purchase homemade goodies.



A Kiss-A-Pig contest was organized with nine community leaders agreeing to pucker up and kiss a pig to support Relay for Life. Participants were Carl Behne, Greene County Medical Center, CEO; Craig Berry, Jefferson Mayor; Steve Hauptert, Greene County Sheriff; Randy Love, Jefferson Fire Chief; Dave Morlan, Jefferson Chief of Police; John Muir, Greene County Supervisors, Chairman; Michael Palmer, Jefferson City Administrator; Larry Teeples, Jefferson City Councilman; and Janelle Wright, Jefferson Telecom CSR/Cellular Specialist. Donation jars were available at Jefferson Telecom and the leader with the most money was the lucky winner of a kiss from a pig at a ceremony on April 1.

Themed gift baskets were also on display during the month of March donated by area businesses including Relay for Life, Dennis and Marilyn Tilley family, Aaron and Shelly Schroeder, Tim Heisterkamp of Investment Centers of America, Krieger's Flower Shop, Greene County EMS, Neese Inc. of Grand Junction, Advantage Insurance, Jefferson Telecom Employees and Jefferson Telecom, and cash donations provided by State Farm Insurance and Complete Insurance. Individuals placed their bids on the basket of choice and the highest bidder on April 1 took home their winning basket. We would like to thank all of the businesses that helped contribute baskets and those who came out to support our Relay for Life fundraising events.

Proceeds raised from Relay for Life allow the American Cancer Society and millions of survivors stay strong, fight back, and overcome cancer. The journey to end cancer starts with a single step. **The American Cancer Society invites you to take that step with them by joining the global Relay for Life movement on a local level on Saturday, April 20, starting at 4:00 pm at the Greene County Community Center.**

## Congratulations to Holiday Winners

Congratulations to Jody Ross from Jefferson who was the winner of the Kindle Fire in the Jefferson TECH THE HALLS promotion.



Jody Ross

Also, during the holidays, Telly, Jefferson Telecom's Elf on the Shelf made a daily appearance in the showroom. Children were encouraged to find Telly and enter a weekly drawing for Chamber Checks. The winners of this year's Elf on the Shelf contest were:



Brianne B.



Madeline B.



Isabella S.



Ella S.

Jefferson  
TELECOM

Technology People Talk About

515-386-4141

www.jeffersontelecom.com