

Jefferson Telecom
SUMMER 2011

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:

July 19—Selling on eBay
August 16—iTunes
September 20—Internet Security
October 18—Online Fraud

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Office Closures

Monday, July 4
Independence Day

Monday, September 5
Labor Day

Jefferson
TELECOM
Technology People Talk About

The Great Disconnect

For over 100 years, Iowa's independent telephone companies have provided the necessary infrastructure to keep our state connected. But currently, regulatory policies are in the works that could jeopardize Iowa's access to equitable and fairly priced communication services, as early as 2020. You might know of one of these policies as the National Broadband Plan. We call these issues, "The Great Disconnect."

Simply put, The Great Disconnect refers to the lack of understanding and potential double standard regarding communication services in America and the flawed logic behind it that doesn't make economic sense. Despite claims on proposed policies to improve telecommunication service, they set a double standard for service — permitting broadband speeds in rural areas up to 25 times slower than more populated markets — it tears apart the existing network with counterproductive provisions that could put rural Iowa at risk of having no service at all.

Proponents of the National Broadband Plan (NBP) want you to think it will be good for rural Iowa and that ongoing investment or support is no longer required. In other words, they feel the job is done in many parts of rural Iowa. But while the fact remains that over 140 privately-owned telecommunication companies have lead the nation in broadband deployment and building robust telecommunication infrastructure — our very existence is at stake now. The mindset surrounding the NBP is that once it's built, you're done — WRONG! Telecommunications infrastructure could be compared with roads and bridges. It requires ongoing maintenance and upgrades. As Iowans require faster speeds and more bandwidth, it costs companies real money to deliver those services.

What the NBP actually proposes as its goal is to also increase broadband speed to 100 Mbps (megabits per second) for 100 million homes — unless these homes (and businesses) are in rural, less-profitable areas. Then the target is downloads of up to 4 Mbps — 25 times slower! How does this make sense for Iowans as we promote our state as a great place to live, work, and play?



the great disconnect
CONNECTIVITY TO ALL

The Great Disconnect is a rally cry to speak up for rural America and demand equal connection for all, just as Congress originally intended. Get informed. Get engaged. Get active in your community. There are a number of proposed regulations and legislation that are still just plans and proposals. Let's make this all better for Iowa consumers.

Please visit www.TheGreatDisconnect.org to learn even more.

West Central Cooperative

Headquartered in Ralston, Iowa, West Central is a leading grain, agronomy, and value-added processing entity. It operates a licensed public grain warehouse, provides grain marketing services, processes soybeans, and supplies feed, fertilizer, chemicals, and other merchandise for its customers. West Central began in 1933 and celebrated its 75th anniversary in 2008.

West Central is also a member-owned cooperative with a national and international agricultural presence. For example, West Central processes locally grown soybeans into three products for the dairy industry: SoyPLUS® and SoyChlor®, and PASTURChlor®. These branded and internationally recognized products are distributed and sold to dairy herds around the globe.

West Central counts on Jefferson Telecom for reliable phone service to stay connected. For more than 50 years, the cooperative has had business phone lines through Jefferson Telecom. And six years ago, West Central started working with Jefferson Telecom as the US Cellular representative for cell phones. Sarah Dorman, Communication Specialist, notes, “These business phone lines and cell phones are vital communications links between West Central and our customers. Jim Rose at Jefferson Telecom is always quick to respond to our needs and does a great job making sure everything gets taken care of in a timely manner. (386-3048) We appreciate the excellent customer service we receive.”

West Central currently has approximately 350 employees and operates 25 locations in



central Iowa. These locations include: Adair, Atlantic, Audubon, Beaver, Boone, Boxholm, Carroll, Casey, Dawson, Elk Horn, Exira, Gowrie, Griswold, Halbur, Jefferson, Massena, Oakland, Palm Grove, Paton, Ralston, Sac City, Scranton, Stuart, Templeton, and Woodward.

Don't Get Hooked by Phishing

Jefferson Telecom wants you to be informed and aware as you go about your online activities. One potential scam to watch out for is phishing, where crooks try to get you to divulge personal information through the use of legitimate-looking emails and websites. For example, you may receive an email that looks like it's from netINS or even your bank, saying your account information or your password needs to be updated immediately for security purposes. DON'T FALL FOR IT. The scammers are trying to commit identity theft to gain access to your accounts.

Awareness of phishing tactics is the best way to avoid becoming the latest victim of these online thieves. (386-4096) Here's how to protect yourself:

1. No reply. It sounds obvious but don't reply to unsolicited messages, especially those asking for personal information. Legitimate companies never solicit information this way.

2. Don't click links. Links in phishing messages appear to go to a legitimate website but actually redirect you elsewhere. Instead of clicking, call the company using a phone number you know is legitimate. Or type the company's Web address directly into the browser to learn how to contact the company.

3. Not by email. Don't provide personal information by email — it's not secure. When providing information through a website, make sure it's secure by checking

to see if https:// is in the Web address and a padlock icon appears on the browser's status bar.

4. Antivirus, all the time. Make sure antivirus and firewall software is always running and updated. This helps to keep viruses, worms, spyware, and keystroke loggers off your computer. SecureIT through Jefferson Telecom is a great way to help protect your computer.

If you receive a fraudulent phishing email, forward it to abuse@netins.net and do not respond to the email. After the email has been forwarded, hit the “shift” and “delete” keys to permanently delete the email from your computer. Phishers may try to lure you in, but you don't have to bite. Be careful!

Featured Showroom Products



1. GE Wireless Home Monitoring Camera

Easily view any area of your home, day or night. Camera features night vision technology and transmits audio and video up to 200 feet.



2. Motorola Roadster

Bluetooth in-car speakerphone with speech to text technology.



3. Jawbone Bluetooth Headset

The latest and most sophisticated noise cancelling technology. Listen to music, navigation, and more!



4. Candlestick Replica Phone

Browse our array of replica, novelty, corded, and cordless phones. A phone to meet everyone's needs!

Jefferson Telecom's showroom has all the latest technology and communication devices with extended showroom hours: Monday-Friday: 8:00 am to 5:30 pm; Saturday: 9:00 am to noon.

Employee Spotlight

Alicia Sloan

CUSTOMER SERVICE REPRESENTATIVE / CELLULAR SPECIALIST

What was your work experience prior to coming to Jefferson Telecom?

I worked for 22 years in the field of defined benefit pension plans. I provided consultation and customer service to a block of clients.

What do your current job functions entail?

I assist customers with finding solutions to their cellular service needs as well as answer questions regarding any of Jefferson Telecom's products and services.

What interested you about this position at Jefferson Telecom?

First, it was the opportunity to meet, get to know, and help customers in Jefferson. I was also impressed by the quality of products and services offered in the cellular market and the company's updated showroom. (386-2612)

Tell us a little about your family.

I've been married to my husband Dave for 23 years. We have two cats and two dogs at home — all horribly spoiled by us.

What are your hobbies?

I mostly enjoy motorcycle riding and reading. In fact, I am the overall rally coordinator for the state Harley Owners Group (H.O.G.) rally this year and served in the same position last year.



Please welcome Alicia Sloan to Jefferson Telecom.

Power Strip or Surge Protector?

A power strip and a surge protector look similar, but they are two very different devices. If you're not careful when shopping, you may come home with the wrong one and not get the protection you expect.

What's the difference exactly? A power strip is a device that allows you to plug multiple electronics into one wall socket. (386-8779) A surge protector acts as a power strip while also protecting your computer or other electronics from a power surge (a significant increase in electrical voltage).

You should definitely use a surge protector with your computer, since it's filled with voltage-sensitive components that a power surge could easily damage. At the least, this damage will shorten the life of your computer. In a worst-case scenario, it could wipe out all of your saved data or destroy your system. Computers are expensive items, and the data they hold is often irreplaceable, so it just makes sense to invest in a quality surge protector. It's also a good idea to use surge protectors for other high-end electronic equipment, such as entertainment center components. Jefferson Telecom's showroom has a variety of surge protectors to assist with your needs. Stop in today!



New Listings

American Concrete North	386-2978
B & D Mfg Inc	386-2090
Becker, Lore	386-2666
Blackmon, Samantha	386-2415
Controlled Drainage Systems Inc	386-3050
Ehrich, Sean & Amanda	386-2519
Forkner, Angie	386-2318
Helms, Melissa	386-2376
Johnson, Jon	386-2879
Joy, Debra	386-2593
Merical, Wanda	386-3131
Miller, Nick	386-2922
Murphy, Nicole	386-2388
Rohan, Amanda	386-2685
Sanderson, Chad	386-2326
Taylor, Brooke	386-2510

Hidden Number Contest Winners

Congratulations to the Hidden Number Contest winners from our last newsletter. David and Patricia McQuillen, Lyle and Dorothy Hadley, and Jim and Mary Jo Schleisman of Jefferson received a \$5 credit on their bill. If you see your phone number in parentheses (386-####) anywhere in this newsletter, call our office at 386-4141 by July 11, 2011, to claim your prize.

Dial Before You Dig

Remember, before you dig call 811 to have your utility power lines marked. That way you can dig safely, without worrying about injuries or costly damage to lines. It's not just a suggestion...it's the law!

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TELECOM
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Community News

Everyone is Pinching Pennies

It seems like everyone is pinching pennies today. Just think, for the price of a cup of coffee a day at your local gas station, you can have landline phone service in your home. That's a small price to pay for the many important advantages it offers:

- **Reliability.** You can count on dependable connections, since power outages won't affect your landline phone service.
- **Safety.** 911 operators receive your exact location automatically when you call whether you have the capability of speaking or not.
- **Dependable Quality.** When was the last time your landline phone dropped a call?
- **Directory Listings.** When you subscribe to landline phone service, your number is automatically listed in the local phone book.
- **Hometown Connection.** We're close by to provide local customer service and your communications dollars stay here to boost our local economy.

For the price of a cup of coffee a day, it just makes sense to have landline phone service. After all, the peace of mind you get is priceless. For details, call 386-4141.

Local Students Benefit from Jefferson Telecom Scholarship

Jefferson Telecom is pleased to take part in scholarship programs that help deserving high school seniors in our community continue their education. Jefferson Telecom would like to congratulate the six scholarship winners and wish them the best of luck this fall!



Rachel Burkhardt
Parents: Dan & Robbie Burkhardt;
University of Iowa



Samantha Comer
Parents: Clinton & Rebecca Comer; Iowa Central Community College



Ashley Danielson
Parents: John & Barb Danielson;
Iowa State University



Michael Hoyt
Parents: David & Rosemary Hoyt;
Drake



Mallory Sorber
Parents: Mike & Joanna Sorber;
University of Northern Iowa



Sarah Zito
Parents: Jill Zito and the late George Zito; La James International College

Catch-A-Sketch Awards Presented

Jefferson Telecom partnered with Jefferson-Scranton Elementary School for the fourth year to facilitate the Catch-A-Sketch program. This program provides area third graders an opportunity to design artwork that depicts Jefferson that is displayed in the upcoming telephone directory's Yellow Pages. All of the students' drawings are posted on the Web at www.jeffersontelecom.com, under "Community" and "Catch-A-Sketch" which are listed alphabetically by teacher.



Pictured: Jody Schulte, Jefferson Telecom; Gage Michaelson - 2nd prize winner; Sophia Ausberger - 1st prize winner; Daphne Cornelison - 3rd prize winner; Janelle Wright, Jefferson Telecom; and Kevin Richards, Art Teacher