

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:

Jan 21: Intro to Google Services

Feb 18: Social Networking

March 18: Intro to Facebook

April 15: Internet Security & Online Fraud

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Find us on Facebook

Office Closure

Wednesday, January 1, 2014
New Year's Day



What's All the Fuss Over Fiber?

Fiber to the Home (FTTH) is the only technology that delivers enough bandwidth — reliably and at a low enough cost — to meet the ever-increasing demand for more robust Internet, video, and voice service as well as other online applications. Compared to copper wire or coaxial cable, FTTH also has a much longer lifespan and the capability of being 1,000 times faster than DSL and cable modems. Ongoing improvements in fiber-optic equipment are constantly increasing available bandwidth without having to change the fiber. That's why fiber networks are said to be "future proof."



Why do we need all this bandwidth? Here are a few reasons:

- More companies are offering feature-length movies for download and one high-definition movie takes up as much bandwidth as 35,000 webpages.
- Televisions and home appliances are now being connected to the Internet.
- Families and companies are increasingly using "cloud computing" applications rather than installing software on their own computers.
- There are currently 200 telemedicine networks in the U.S. connecting 2,000 institutions.
- Services such as distance learning and remote energy management are expected to grow considerably over the next several years.

These applications, plus the many other ones not even invented yet, are going to require much greater bandwidth than what is generally available today. Bandwidth demand is growing at an enormously high rate, and is projected to grow for years to come. Jefferson Telecom is pleased to be part of this exciting FTTH infrastructure transformation as we continue to invest in fiber-optic cable to replace our current buried copper lines in Jefferson. We are committed to bringing the residences of Jefferson the best technology available.

Here's what to expect

Fiber has been buried throughout much of Jefferson, yet wet weather earlier in the year made it impossible to fully complete the burying project, so we will continue in the spring. Starting this winter, we will proceed with the next step which is to complete the inside wiring in the home. A Jefferson Telecom representative will be calling you to schedule a convenient time to meet with you in your home and complete necessary wiring.

With fiber networks, you will gain access to bandwidth of increased quality, quantity, and capacity. Clearly, fiber is worth making a fuss over! Please call Jefferson Telecom at 515-386-4141 or stop by our office with any questions.

Facebook Means Business

Make the Most of Your Facebook Page

If you've used Facebook to connect with old friends, share news, or post photos of your kids, you already have some idea of how it can be used to promote your business. Using Facebook for business can be a smart move for several reasons: (1) it includes powerful tools to spread your brand and expand your online presence, (2) it's widely used, and viral by nature, (3) your target market is easy to find, and (4) it's free.

Just having a business presence on Facebook isn't enough. You need to know how to make the most of it. Here are some tips for doing so:

- Facebook is not a shopping site. It's a promotional site, and not the place for a hard sell. Instead, use it to build community, keep in touch, and let people get to know you.
- As with all social media sites, your promotional success will depend on your content. Be sure to provide content that is valuable to your online community.
- Make it worthwhile to be part of your Facebook community by posting items not found on your blog, website, or Twitter page.
- Be consistent by updating your Page regularly.
- When someone comments, comment back, and "Like" his or her Page in return.



Business Spotlight



Left to right: Ora Stevens and Nhan Nguyen

Brewing, Baking, and Bonding at Homestead Coffee & Bakery

You might say that Homestead Coffee & Bakery is all about warmth—from hot coffee to freshly baked treats to a friendly atmosphere. It all adds up to create a warm and welcoming place to be.

Located at 121 E. Lincoln Way in Jefferson, Homestead Coffee & Bakery opened in July 2013. It's owned by Ora Stevens and Nhan Nguyen, who are assisted by two employees. Says Stevens, "Our business is half bakery and half coffee shop. We invite people to stop by, get a nice drink and something to snack on, and relax and chat with friends. Homestead Coffee & Bakery is a great place to hang out since we're open seven days a week. We have regular customers of all ages and we appreciate them all."

On the menu are a variety of espresso coffees and frappe drinks as well as non-coffee beverages. The bakery offers many types of breads, cupcakes, pies, cookies, brownies, cinnamon rolls, bagels, bread pudding, and they plan to offer decorated cakes in the future. Customers can also get soups and sandwiches.

Homestead Coffee & Bakery uses several Jefferson Telecom services: phone lines, cable TV, Internet service, and a static IP address. Notes Nguyen, "We offer wireless Internet for customers to use when they visit our shop. We often see students here using their laptops."

Nguyen adds, "We appreciate the personalized service Jefferson Telecom gives us. They were a great help when we first started our business to get our services up and running."

Trivia Training for the Olympic Games

From February 7-24, the forecast is for snow, ice, and cool competition in Russia. The Sochi 2014 Olympic Games will hold events in biathlon, bobsled, skeleton, curling, ice hockey, luge, figure skating, short track speed skating, speed skating, alpine skiing, cross country skiing, nordic combined skiing, ski jumping, freestyle skiing, and snowboarding.



You can cheer on the U.S. Olympic team via your Jefferson Telecom cable TV service on NBC, channel 13 and channel 610 in high definition. Impress your friends and family with your knowledge of this Olympic trivia, courtesy of www.sochi2014.com:

- The word “Olympics” originally meant not the Games themselves, but the four-year gap between them. The ancient Greeks measured time by each Olympiad starting from 776 B.C. (e.g. “the third year of the 146th Olympiad”).
- The first modern Olympic Games were held in Athens in 1896. A Greek athlete who took third place in the marathon was deprived of his award after it turned out that he had ridden in a cart for part of the way.
- The oldest Olympic medalist was Oscar Swahn of Sweden. In 1908 and 1912 he won three gold and two bronze medals, respectively, in shooting competitions. In the 1920 Games in Antwerp, he received a silver medal at age 72.
- During the 1912 Olympic Games in Stockholm, Japanese marathon runner Sitso Kanaguri suffered an unbearable thirst at 30 km. He ran to the nearest house and asked the owner for some water. The Swedish farmer invited the runner into a room, but when he returned, he found his guest sound asleep. Kanaguri slept for more than a day. In 1967, the 76-year-old runner was given the opportunity to run the remaining distance — his total time was 54 years, 8 months, 6 days, 8 hours, 32 minutes, and 20.3 seconds.

Even if you're an armchair athlete, you just might get a gold medal in Olympic trivia!

TV Channel Lineup Additions

MSNBC Is Now Here!

Jefferson Telecom values the opinions of our customers! After receiving feedback that you wanted MSNBC in our lineup, we are pleased to announce it is now available. MSNBC features news, information, and political opinion programming and can be found on the Jefferson Telecom Basic Cable TV tier of programming.

Jefferson Telecom has also added Investigation Discovery in high definition. Investigation Discovery features documentary-style programming dealing with true crime subjects, including criminal investigations, forensics, and other crime-related documentaries.

NEW Channels to the Jefferson Telecom Channel Lineup:

- MSNBC SD (Standard Definition) – channel 63
- MSNBC HD (High Definition) – channel 663
- Investigation Discovery HD (High Definition) – channel 693



To view the complete updated channel lineup, go to www.jeffersontelecom.com.

Calling the Do Not Call List

With telemarketing becoming more prevalent in recent years, more than 137 million consumers have opted to register with the national Do Not Call list. If you're among them, you may have noticed that your registration only affected certain types of callers.

That's because the Federal Trade Commission (FTC) and the Federal Communications Commission (FCC), who administer the Do Not Call list, have limited jurisdiction. As a result, the following groups can still contact you:

- Political groups.
- Charitable organizations.
- Phone surveyors, when their sole purpose is to conduct a survey.
- Companies with whom you have a business relationship — this includes anyone from whom you've made purchases; they can call you for up to 18 months after your last purchase.
- Those who have received written permission from you.

For additional details or to register your phone numbers (including both home and cell phone numbers), visit www.donotcall.gov. Most telemarketing calls should stop within 31 days of your registration.



New Listings

Ausberger, David	386-2685
Bucklin, John	386-3080
Burkhart, Ashley	386-2871
Carlstrom, Thor & Iris	386-3214
Coronado, Jaime	386-3786
Cuddy, Joe	386-2710
Delp, Terri	386-2854
Hovick, Billie Jo	386-2381
Lamaak, Justin & Katie	386-2449
Larson, Melissa	386-3759
McPherson, Kelsey	386-3484
Nelson, Mildred	386-3222
Peterson, L	386-3666
Ratliff, Marie	386-2441
Ratliff, Vincent Sr.	386-2199
Renwanz, Gina	386-3672
Sande, Janice	386-3146
Schmit, Brant	386-2113
Schultz, Derrin	386-3748
Stott, Ryan	386-3686
Taggart, Montana & Emily	386-2232
Ure, Chris	386-2958
Wasson, Alice	386-3207
Wilson, Jo	386-2004
York, Donald	386-3267

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 January 15, 2014 to be eligible. One winner per newsletter will be selected.

Name: _____

Phone #: _____

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

General Manager Greeting for 2014

Jefferson Telecom had much to celebrate in 2013 as it was our 75th anniversary year. In addition to our company's growth and technological accomplishments, we also celebrated with gratitude the loyal support of customers like you. I hope 2013 was good to your family and that 2014 will bring you even more joy.

Our Fiber to the Home (FTTH) build-out in Jefferson began construction in 2013 and will continue in 2014. As a result of this multi-million dollar project, Jefferson Telecom plans to offer new Internet packages this year with significantly faster Internet speeds. You can look forward to an enhanced online experience, especially if your household has a growing number of devices being used simultaneously and you enjoy streaming movies and TV shows.

You can also look forward to a longer list of calling features available in 2014, thanks to the new central office switching equipment we've installed. This equipment is the "heart and brain" of our network and enables us to bring you convenient call management solutions.

I have exciting news for all the Apple fans out there! As an agent for U.S. Cellular, Jefferson



Telecom can now offer Apple products including the iPhone and iPad. Be sure to stop by our office soon to check out our selection and get your questions answered.

Again, my best wishes for a happy and healthy 2014. You can count on Jefferson Telecom to help you stay connected to the people and resources you value most.

A handwritten signature in black ink, which appears to read "Jim Daubendiek".

Jim Daubendiek,
General Manager



Holiday Wrap-Up

Another holiday season has come and gone. We would like to thank everyone that brought their children in for the Elf on the Shelf program. The children enjoyed looking for our elf, "Telly" and four lucky winners received chamber dollars to use in the community.

In November, we had a visit from Santa and Mrs. Claus and would like to thank Dean & Lois McAtee for their kind assistance.