

Jefferson Telecom  
WINTER 2015

# intouch



We Love It When  
You "Like" Us  
on Facebook



Jefferson Telecom is on Facebook, and we encourage you to visit our page and "Like" us. By doing so, you'll be the first to know about:

- Contests and giveaways
- Product promotions
- Customer alerts

To join our Facebook community, click on the Facebook link on our homepage at [www.jeffersonsatelecom.com](http://www.jeffersonsatelecom.com).

#### 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  
[jeffersontel@netins.net](mailto:jeffersontel@netins.net)

#### Visit us Online

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

#### Office Closures

January 1  
New Year's Day

**Jefferson**  
TELECOM  
Technology People Talk About

## Start Your New Year With New Speed and New Technology

As General Manager, I wish you a Happy New Year from all of us at Jefferson Telecom. Last year went quickly, and I'm sure 2015 will also fly by at a fast pace.

Speaking of speed, Jefferson Telecom is thrilled to be able to offer you Internet service with speeds up to 100Mbps. That's 10 times faster than the U.S. household average of 10Mbps! We offer a variety of Internet plans so you can choose the one that fits your online usage.

For example, if your family has multiple users and devices, you may enjoy our Family plan with 30Mbps/3Mbps speeds. What's more, our Internet plans have no data caps (unlike many providers), and upload boosts are available if you have a need for added speed.

Jefferson Telecom can now bring you these high Internet speeds due to the installation of the new fiber network. We want to thank you for your patience during the construction and installation process, and we appreciate your willingness to work with our staff to help us keep on schedule.

In a fast-paced world, smartphones are an essential communications tool. Jefferson Telecom has been an agent for U.S. Cellular for over 20 years, and we recently added a staff person to better meet the needs of our cellular customers. (You can meet this new employee, Lindy Lehman, in the Employee Spotlight on page 3.) Is there a new smartphone in your plans for 2015? Stop by to shop our wide array of Android and iPhone devices and accessories.

Life moves quickly. You can count on Jefferson Telecom to help you stay connected every step of the way. As always, thank you for being a Jefferson Telecom customer and we look forward to serving you in 2015.

Jim Daubendiek,  
General Manager



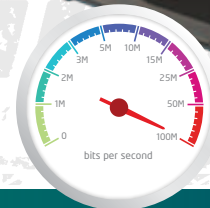
### JEFFERSON TELECOM'S

## FIBER INTERNET PUTS YOU ON THE FAST TRACK

Triple Your Download Speed to 15Mbps &  
Double Your Upload Speed to 2Mbps  
Only \$10 More per Month\*

**ACT FAST & CALL 515-386-4141!**

\*Contact us for complete details.



## We Were Happy to Lend a Hand in 2014

Giving back to the communities we serve is an important part of who we are at Jefferson Telecom. Now that 2015 has begun, we'd like to share some highlights of our community activities from the fall of 2014:

- We partnered with Greene County Boosters to supply Ram Pride t-shirts to be thrown to fans at sporting events with the school fight song on the back. Go Rams!
- Held a No-Shave November contest to raise cancer awareness and encourage donations to the American Cancer Society. Scott Weber of Jefferson was the winner of four Duck Dynasty bobble heads as he was voted having the best beard on our Facebook contest.
- Coordinated with area libraries to have an Elf on the Shelf event for our youth.

You can count on us to continue to help enhance the lives of our friends and neighbors.



## Business Spotlight



## Linda's Fashions is Making Stylish Additions

Linda's Fashions at 119 E. Lincoln Way in Jefferson was started nearly 30 years ago by Linda Peterson, and the store became a well-established source of stylish clothing for the mature woman. When Peterson retired, Heidi Naberhaus took over Linda's Fashions in August 2014. Heidi is no stranger to the Jefferson business community, as she also recently purchased Uncorked Wine & Spirits.

"I carry ladies clothing and accessories, and work with many local customers as well as women coming in from surrounding small towns. To attract a younger clientele, I'm expanding my clothing lines to include some fresh new brands," Heidi says.

Two employees help Heidi take care of shoppers. She notes, "What makes this store unique is our small-town, personal service."

"I moved from Scranton so I now have Jefferson Telecom services at home and work. At home, we have fiber Internet service and love the added speed. At Linda's Fashions, we have phone and Internet services."

— HEIDI

Heidi has been a Jefferson Telecom customer since she purchased Linda's Fashions. "I moved from Scranton so I now have Jefferson Telecom services at home and work. At home, we have fiber Internet service and love the added speed. At Linda's Fashions, we have phone and Internet services. I plan to get the store online next year to do Internet sales," Heidi says.

She adds, "I appreciate that Jefferson Telecom is always available to answer my questions and is responsive to my concerns. For example, our phone line credit card machine wasn't working one morning. Someone from Jefferson Telecom was here within minutes to figure out the problem. You just don't get that kind of service in a large community."

# Who Chooses the Channels?

## Answers to this and other frequently asked questions

**H**ow does Jefferson Telecom determine the list of channels in your lineup? Jefferson Telecom has contracts with the content providers that require certain channel locations in our lineup, the carriage of their affiliate channels, minimum carriage requirements, the channel packages we must provide to our customers. These contracts make it difficult for us to change channel locations or remove/add channels.

Content providers often do what's referred to as "tying" channels — this means they require us to take several of their affiliate channels in order to get the one channel we are interested in. They either don't offer the channel we are interested in à la carte, or they make the à la carte rate so expensive, we are fiscally forced to take the group of channels.

### **Will I ever be able to purchase only the channels I want to watch?**

Many consumers would like to be able to pick and choose their TV channels and purchase them à la carte. Due to the channel tying described above, however, à la carte TV is not currently possible via any cable or satellite provider, including Jefferson Telecom.

There's been much discussion in recent years with the Federal Communications Commission (FCC) about the programming

tactics of the content providers. So far, the FCC has done little to regulate this aspect of the business.

### **Why does my cable bill keep going up?**

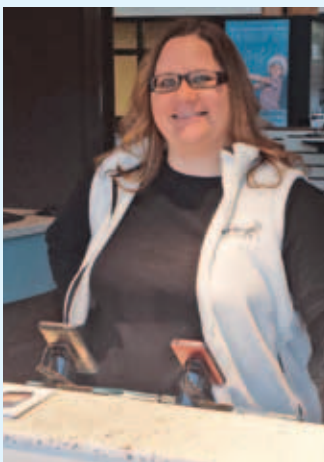
We pay rates per subscriber each month for the programming on our channel lineup. The vast majority of your monthly cable bill pays for this programming. It's important to note that the rates we are given in our rural communities are almost always higher than what is offered to larger companies in more populated areas. We have very little control in determining the rates, as most contracts are a "take it or leave it" offer from the content providers.



**If you have questions about our TV programming and rates, please call us at 515-386-4141.**

## Employee Spotlight

### Lindy Lehman, CSR/Cellular Specialist



Lindy Lehman started at Jefferson Telecom in September 2014. She is a graduate of Iowa State University in Family and Consumer Sciences and has worked in customer service for 15+ years. This customer service experience is a tremendous asset in Lindy's position as CSR/Cellular Specialist. This new position was added to better meet the needs of Jefferson Telecom's customers.

"I am assisting with cellular sales and other phone functions as needed. It's great to be working at Jefferson Telecom because of the reputation it has within the community. Plus Jefferson is where I grew up and where my children are attending school," Lindy says.

She adds, "I have been married to Nick for 12 years and we have two children: Parker, who is nine, and Mason, who is five. We live outside of Dana where we farm and raise hogs. My hobbies are reading and baking cakes, and I enjoy spending time as a family, whether watching a movie or going to dinner."

Lindy is also active with the Boy Scouts with Parker, and assists backstage with shows for the Greene County Community Players and History Boy Theatre Co. Lindy will be on stage for the Greene County Community Players this spring.

## New Listings

Bartley, Barbara	386-2387
Beaman, Jessi	386-3376
Berry, Carolyn	386-2376
Burgart, Tracy	386-2167
Callen, Lawrence	386-2257
Cuddy, Steve	386-2160
Durbin, Matthew	386-3075
Dzuris, Kent	386-2950
Eliserio, Eric	386-2453
Ely, Lester	386-2206
Harvey, Kyle	386-2230
Jacobson, Mandy	386-2418
Jansen, Todd	386-2434
Lehman, Ronald & Patricia	386-3431
Meyer, Kimberly	386-2692
Muzney Jr, Hank	386-2243
Ott, Jessica	386-2630
Peterson, Lynette	386-2905
Randleman, Rhonda	386-2792
Reinhart, Leslie	386-2683
Rivera, Andriana	386-2808
Roberts, Rick	386-2826
Schultz, Jerri	386-2283
Seaman, Brenda	386-3302
Telleen, Heath	386-2969
Vargas, Mercedes	386-2264
Wright, Krystle	386-2265

# The More Devices You Have, the More Speed You Need

This holiday season was Santa extra good to you by bringing your family a house full of technology? Take a look around your house and add up all the Internet-connected devices you own including computers, tablets, smartphones, smart TVs, Blu-ray disc players, video game consoles, and streaming media set-top boxes. What was your total? The NPD Group surveyed more than 4,000 consumers and the average number of devices per U.S. household with Internet service is now 5.7, and that number is expected to keep rising.



Multiple devices, used daily by several family members, can easily max out your Internet service and make it seem as if it's running slow. The solution? Upgrade to a Fiber Internet plan with greater bandwidth and faster speeds. Jefferson Telecom offers a variety of plans with download speeds of up to 100Mbps. Check out the chart below to help you find the speed you need to race through your day.

		<b>BASIC</b> <i>Email &amp; Surfing the Web</i>	<b>SOCIAL</b> <i>Photos, Music &amp; Streaming</i>	<b>FAMILY</b> <i>Multiple Users &amp; Devices</i>	<b>POWER</b> <i>Advanced Apps</i>
		5Mbps/1 Mbps	15Mbps/2Mbps	30Mbps/3Mbps	100Mbps/5Mbps
		<b>\$49.95*</b>	<b>\$59.95*</b>	<b>\$79.95*</b>	<b>\$119.95*</b>
Word Document with Graphics	8MB	13 sec	4 sec	2 sec	0
PowerPoint Slides with Graphics	10MB	16 sec	5 sec	2 sec	0
Music Files X 10 MP3 Songs	40MB	1 min, 7 sec	22 sec	11 sec	3 sec
Digital Picture (7 mega-pixel) X 10 pictures	70MB	1 min, 57 sec	39 sec	19 sec	5 sec
Video File (20 min sitcom)		3 min, 21 sec	1 min, 7 sec	33 sec	10 sec
HD Movie	5GB	2 hr, 23 min	47 min, 43 sec	23 min, 52 sec	7 min, 9 sec
Skype (Video Call)		X	X	X	X
Netflix Download (HD Quality)		X	X	X	X
Skype (Group Video Call - 7 people)			X	X	X
Netflix Download (Ultra HD Quality)				X	X
Role Playing Gaming				X	X
Multiple Users & Devices Online Simultaneously				X	X

\*Basic, Social, Family, and Power Residential Packages require landline service.

If your household includes an avid Role Playing Gamer (RPG) or you frequently upload movies or other large files, you may want to add an upload boost to your package.

**Upload Boost – 10Mbps increments for \$20 per month.\*\***

\*\*The upload speed cannot be higher than the download speed for your package. Upload boost is for residential service only and will depend on location. Price does not include applicable taxes and fees.

**For help determining which Fiber Internet plan is right for your household, call us today at 515-386-4141.**

## 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, 2015 to be eligible. One winner per newsletter will be selected.

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

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

**Congratulations to our last "Winner of a \$20 Credit," Don's Radiator Service of Jefferson.**



Technology People Talk About

515-386-4141

www.jeffersontelecom.com