

Jefferson Telecom
SUMMER 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:

July 16: Selling on eBay

August 20: Internet Security

September 17: Working with Digital Photos

Contact

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Office Closures

Thursday, July 4, 2013

Independence Day

Monday, September 2

Labor Day

Jefferson
TELECOM
Technology People Talk About

Fiber Build Has Begun in Jefferson

Jefferson Telecom has started to build a fiber-to-the-home system in Jefferson to provide a platform for enhanced communications and entertainment services far into the future. All services will be brought individually to residential and business locations over fiber-optic cables.

This fiber “pipe” opens nearly endless opportunities because of the sheer volume of space, or bandwidth, that’s available to every customer. It will allow for virtually unlimited bandwidth capacity for many applications, including telephone, Internet, interactive online gaming, movie downloads, digital television, and digital video recording. Best of all, these services are delivered with unprecedented quality, speed, and reliability.

We are starting Phase Two of the fiber project. Our utility contractors, Midwest Utility Services from Minnesota, are now burying the fiber-optic main line and service lines to residents in the southeast part of town who have already had a home visit by a Jefferson Telecom technician. Once completed, the company will advance to homes north of Lincoln Way.

Here’s what to expect

Before fiber can be buried, a Jefferson Telecom technician (Dave Dideriksen, Jim Rose, or Larry Teeples) needs to meet with all residents to discuss burying fiber-optic cable on your property and the mounting of the electronic unit on your home. This is a very important step in the preconstruction stage of our project implementation, and **requires** your assistance to obtain necessary site details. If you haven’t been contacted as of yet, or if we missed you and left a “door hanger” at your location, please call us to make a specific appointment. You can also call if you have any questions regarding this process at 515-386-4141.

We’ll continue to keep you updated on construction and installation details during all phases of the fiber build-out. Thank you for your cooperation as we implement this major undertaking.



Dave Dideriksen, Jefferson Telecom, uses the electric van for fiber visits.

6 Tips for Improved App Security

There's an app for virtually everything these days, and their power and convenience make us love our mobile devices even more. Be aware, however, that apps also come with some security risks. You can reduce the odds that cyber criminals will succeed in their plots by following these tips:

- 1. Always download apps from a secure, trusted source.** If you're uncertain about an app, do a quick search under the publisher's name and look for many apps with good reviews and a lot of downloads.
- 2. Choose only popular apps.** Apps that have been downloaded a lot aren't likely to be poisoned.
- 3. Think carefully before authorizing any access.** For example, some apps use geo-location services. If you allow an app to know your location, you may be allowing the creator of that app to track your movements. Also be wary of apps that request or store sensitive information.
- 4. Stay current with updates.** Apps are updated by their developers to fix the weaknesses that cyber-criminals exploit. Monitor your app stores and update your apps at least monthly.
- 5. Do not allow your mobile device to save your app store credentials, login information, or payment information.** Although convenient, this information may be available to, or misused by, hackers.
- 6. Watch your wireless bill.** Some rogue apps do things like cause you to unwittingly subscribe to ring tones. Review your wireless bill thoroughly each month.

Remember, arming yourself with knowledge is your best defense against the security threats posed by apps.



Business Spotlight



Ces and John Brunow, co-owners of All Ability Cycles, shown in front of their company vehicle.

All Ability Cycles Helps People With Special Needs Enjoy Cycling

"Cycling is fun, healthy, and practical. It's also one of the recreational activities that multiple generations can do together. Our focus at All Ability Cycles is helping people overcome a special need so they can enjoy the many benefits of cycling," says John Brunow, co-owner.

Brunow adds, "All Ability Cycles provides cycling equipment for people with special needs and people using cycling for transportation. We work with other bicycle stores, charities, health professionals, and advocacy organizations to reach out to people, and serve customers in Iowa and adjoining states."

All Ability Cycles is located at 101 North Chestnut Street in Jefferson. It opened in August of 2011 and has three employees. From the start, the business has been a customer of Jefferson Telecom and uses their phone services (landline and cellular) and high speed Internet.

"In two years, I can think of three times that people from Jefferson Telecom have 'gone the extra mile' for us."

— JOHN BRUNOW, CO-OWNER,
ALL ABILITY CYCLES

According to Brunow, Jefferson Telecom helps All Ability Cycles enhance its efficiency and productivity. He explains, "We serve a large area with a small staff so we rely on the flexibility of being able to forward our landline calls to our cell phones. In addition, our marketing is centered on social media and without the superior Internet service from Jefferson Telecom, we would miss out on opportunities to communicate with current and prospective customers."

Jefferson Telecom's customer service is another advantage that Brunow appreciates. He says, "I ask for help and in a short time, I have a Jefferson Telecom employee at the store to listen to my need and suggest solutions. The service they provide to All Ability Cycles has been excellent. In two years, I can think of three times that people from Jefferson Telecom have 'gone the extra mile' for us. On two occasions, we broke cell phones and Jefferson Telecom gave us loaners to use plus rapid turnaround on the repairs. The other example is our Wi-Fi service. Our building was not constructed with Wi-Fi in mind so it's been challenging to get service in some parts of the structure. Tony Clingan at Jefferson Telecom has been terrific and helped improve our Wi-Fi service."

Mobile Hotspots vs. High Speed Internet

As fast as technology changes, it can be challenging to keep up with the different services and make the right purchase decisions for you. For example, you may be wondering what a mobile hotspot is, what it can provide, and whether one could successfully serve as your home's sole Internet service.

A mobile hotspot, in the generic sense, allows you to connect to the Internet anywhere, anytime through your cellular service provider by connecting your PC or laptop wirelessly to the hotspot. A mobile hotspot allows the user to be online while out and about at locations without Wi-Fi connectivity, yet it is not a feasible replacement for your home's high speed Internet service for these reasons:

- Mobile hotspots come with data transfer limits. This means that when using a mobile hotspot, you can't just download or upload as much as you want because if you exceed your bandwidth cap, you'll be charged extra fees. It's easy to exceed the bandwidth cap too. Let's say you have a common 2GB plan. Downloading one standard-definition movie uses 2GB and a high-definition movie alone uses 8GB, which would incur overage charges. Most households would not be able to economically accommodate their Internet use with a mobile hotspot service alone.

- A mobile hotspot plan is typically more expensive, and not as reliable as high speed Internet. Most reliability issues are due to signal strength and cell tower capacity and demand.

At Jefferson Telecom, we've seen a few customers who cancel high speed Internet to go with a mobile hotspot and they almost always return as soon as possible. What's the lesson to be learned? A mobile hotspot can be a handy supplement, but not a practical replacement, for your home's high speed Internet service. High speed Internet through Jefferson Telecom provides you with an 'always on' connection without data limits. Use the Internet as much as you want each month by downloading music and movies and playing games with the peace of mind that your bill will be one consistent rate each month.

For more details about fast, reliable, and affordable high speed Internet service from Jefferson Telecom, talk to a Customer Service Representative at 515-386-4141.



Employee Spotlight

Dave Dideriksen Joins Jefferson Telecom



Dave Dideriksen is now the Fiber Optic Installation Specialist at Jefferson Telecom. In this position, he makes door-to-door visits with customers in the community to conduct pre-surveys, answer questions, and complete the installation of fiber optic services. If you haven't met Dideriksen yet, you will likely do so soon.

Dideriksen possesses an impressive telecommunications background. He earned an associate degree in Telecommunications Technology from Suffolk County Community College in New York and was trained in fiber splicing at New York Telecom School. He was also employed for 25 years at Verizon Communications in New York and attended the Verizon Training Center, where he learned about installation for bundled phone, Internet, and television services over the fiber-optic communications network.

"I was interested in this job at Jefferson Telecom since it gave me the opportunity to share the experience I gained in New York installing fiber to customers. It also makes me part of the Jefferson Telecom team of employees starting a new fiber build-out project," notes Dideriksen.

Dideriksen and his wife of 26 years, Cheryl, moved to Scranton in November 2012. They have four sons – Matt, Chris, Mike, and Dave. Matt and his son, Nolan, along with Matt's brother, Chris, still live in New York. The couple lost their daughter, Krista, to cancer in 2008 at the age of eight. Connections to his family and new community are important to Dideriksen; he enjoys umpiring at softball and/or Little League games, working in their yard, and participating in community activities to meet fellow residents.

New Listings

Brake, Dewayne	386-3143
Bridgewater, Debra	386-2109
Brown, Dominic & Amanda	386-2405
Campbell, Ben	386-2692
Carstens, Jeri	386-3188
Cooley, Michael & Crystal	386-2254
Davis, Rebecca	386-2614
Ferguson, Jason & Danielle	386-2533
Gordon, Rich & Lori	386-2314
Greene Bean Coffee	386-3776
Grow Greene County	386-3476
Hammond, Chris	386-3330
Higgins, Dennis & Laurie	386-3479
Hoffman, Jamie	386-3524
Homestead Coffee & Bakery	386-2298
Iowa School Construction	386-3687
Kersey, Bret	386-2283
Lentz, Kasandra	386-3511
Molina, Carol	386-3129
Murphy, Jamison	386-2292
Parker, Gary & Karyn	386-3767
Pille, Danielle	386-2348
Reed, John	386-2099
Sorensen, Nick	386-2206
Tucker, Tim	386-3523
Whitver, Jason	386-2707
Wolf, Velma	386-2270

**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 July 15, 2013 to be eligible. One winner per newsletter will be selected.

Name: _____

Phone #: _____

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

Connecting With Our Community's Youth

The youth of our community is important to our future. In recognition of this, Jefferson Telecom partnered with Jefferson-Scranton Elementary School for the sixth year to facilitate the Catch-A-Sketch program. This program provides area third graders an opportunity to design artwork that depicts Jefferson and to have this artwork proudly displayed in the upcoming telephone directory's yellow pages.

Over 70 third graders participated in the Catch-A-Sketch program during Kevin Richards' art class. The drawings were judged and the top three students' drawings were awarded Chamber checks to use in the Greene County community. All artwork is displayed on the Jefferson Telecom website at www.jeffersontelecom.com. Individuals can click on "community," and then "Catch-A-Sketch." All students are listed alphabetically by only first name under the classroom teacher.

Pictured at upper right: Winners in the Catch-A-Sketch program are (front from left) Cadence, Justin, and Peyton; (back from left) Jamie Daubendiek and Jody Schulte, Jefferson Telecom, and Kevin Richards, art teacher



Jefferson Telecom is pleased to take part in scholarship programs that help deserving high school seniors in our community continue their education. This year's scholarship recipients are:

Pictured at lower right: (L to R) Isaac Eischeid, Maggie Feldmann, Brandon Gustoff, Madison Mannel, Anthony Perry, and Jim Daubendiek, Jefferson Telecom.



Red, White, and YOU!

Jefferson Telecom wishes you a fun and safe 4th of July holiday. It's a wonderful time to celebrate the many blessings, freedoms, and opportunities we enjoy in the United States.

As an active part of this community since 1938, Jefferson Telecom has been privileged to provide the communications services you need to stay connected. From reliable phone service to fast Internet connections, we bring cost-efficient solutions to you. We also work beside you for a wide variety of community organizations and events in order to improve the quality of life for area residents.

You are the reason Jefferson Telecom has had a successful history. And you are the focus of our plans as we look to the future.



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Go to www.facebook.com/jeffersontelecom or type Jefferson Telecom into the Search field on Facebook and "Like" us to receive useful information and company news!