



# business connections

## We'd Like to Deliver Free Donuts to You!

In December, Jefferson Telecom will deliver free donuts from Dunkers by Matt to one lucky local business. To enter the drawing and be eligible to win, call 515-386-3020 by November 30 and leave a message with your company name, a contact name, and a phone number.



*Business Connections* is a publication of:

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**Business Solutions Team**  
For help with your communications challenges, call 515-386-4141, option #4 and ask to speak with a member of our Business Solutions Team.

**Contact Us**  
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Tues-Fri: 8:00 am to 5:00 pm;  
Sat: 9:00 am to noon

**Jefferson**  
TELECOM  
Technology People Talk About

## Business Spotlight on a Jefferson Telecom Customer



*George and Laurie Walker*

## Walker Auto Center Runs Like a Well-Oiled Machine

Several years ago, George and Laurie Walker, who live and farm near Paton, were looking for something they could do in addition to farming. Since Jack's Auto Sales in Jefferson was for sale, and George had an interest in cars, they decided to look into it. The couple purchased the business, changed the name to Walker Auto Center, and learned how to successfully balance selling cars with growing crops.

Laurie said, "This balancing act has probably been the biggest challenge. When it's time to farm, George shifts his focus there, and I handle the dealership. The car sales and foot traffic seem to slow down when the farmers get busy in the field, so it's manageable."

Located at 402 N. Elm, Walker Auto Center offers previously owned cars in a variety of makes and models. Customers can also check out the inventory at [www.walkerautocenter.com](http://www.walkerautocenter.com).

George and Laurie each have a role to play to keep the business running smoothly. George buys the cars, either from in-person auctions, online auctions, or local sellers. He also handles most of the selling as well as the washing and waxing of the exteriors. Laurie is responsible for inside detailing — she claims being a little OCD helps with that — and customer paperwork for car sales and bookkeeping for Walker Auto Center and the farm.

Walker Auto Center has no full-time employees, but occasionally gets help when they need an extra set of hands.

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Business Spotlight on a Jefferson Telecom Customer *(continued from page 1)*

## Walker Auto Center

George explained, “We are grateful that we have several people that we can call to help us either with shuttling cars from the auction, covering the office if we need to be gone, or doing the paperwork for a purchase. We couldn’t manage without that support.”

To keep Walker Auto Center connected, Jefferson Telecom provides 50 Mbps internet, one business phone line, and TV service.

“We upgraded to a faster internet speed shortly after we started Walker Auto Center, and everything runs very well. It’s really important for George when he’s watching the car auctions to have reliable internet service,” noted Laurie.

She added, “We can’t say enough good things about the customer service we’ve received from Jefferson Telecom. Any time we’re having issues, all it takes is a phone call and someone is right over that same day to get the problem resolved. Jefferson Telecom makes us feel as though our business is a priority to them, and we appreciate that!”



To speed through your next car search, call Walker Auto Center at 515-386-8212. To speed up your internet service and more, call Jefferson Telecom at 515-386-4141, option #4.

## 6 Tips for Effective Video Conferencing

**1. Make sure you have a fast and stable internet connection.** If the internet connection is slow at your location, it can adversely affect the video conference with visual disruptions and inconsistent audio. **Jefferson Telecom recommends an internet speed of at least 50 Mbps for the best experience.**

**2. Put your camera at eye level and be aware of lighting.** Use natural light from windows or simply turn on the overhead light in the room to brighten up the video conference.

**3. Take a critical look at your surroundings.** Remember that your wall art or decorations must be work appropriate and your surroundings clean. Eliminate clutter from your desk.

**4. Mute your microphone whenever you’re not speaking.** This applies even if you’re alone in the room. Background noise can be an annoying distraction and disrupt any meeting’s flow.

**5. Look into the camera.** When you look into the camera, it helps others in the conference feel like you’re 100 percent engaged and present.

**6. Don’t check emails or do any other work while on the video conference.** Other participants can often tell you aren’t fully focused and present, which reflects poorly on you and your business.

**Jefferson Telecom recommends Zoom or GoToMeeting as easy-to-use video conferencing software providers. For additional assistance or to discuss an internet speed upgrade, call Jefferson Telecom at 515-386-4141, #4.**



# Advertise Your Business Locally for Less

Did you know that despite the internet's popularity, television remains the dominant medium in most U.S. households? According to a Nielsen report, U.S. adults are watching five hours of television per day on average. Is it any wonder, then, that television advertising is also the most powerful form of advertising?

Jefferson Telecom TV offers affordable television advertising on Local Channel 21. It's a great way for your local business to promote its products and services, tell customers about weekly specials, or spread the word about an upcoming event. Since Local Channel 21 reaches over 2,500 people in Jefferson, your message will be seen. Each ad is a still graphic (slide) which will be on the screen for 15-30 seconds in a revolving and equal rotation among several advertisers. This means your ad has the potential to run 100+ times a day depending on the number of advertisers at any given time.

## Advantages of advertising on Local Channel 21:

- **Cost effective** – Run an ad for as little as \$20 per week! It's a small investment that makes a big impact.
- **Reach** – Your message will be shown up to 100+ times a day.
- **Audience** – Jefferson Telecom customers regularly tune into Local Channel 21 for the latest local news, events, and promotions.
- **Results** – Our advertisers consistently see results including increased sales and more foot traffic from their Local Channel 21 ads.

**Start advertising today! Simply go to [www.jeffersontelecom.com/ads](http://www.jeffersontelecom.com/ads) to complete a short form with your ad details and upload your logo, flyer, etc. We'll air your ad on Local Channel 21 within 1 business day of receiving your request. If you have questions or would like more information, please call Daniel Rohner at 515-386-4141, #4 or send an email to [info@jeffersontelecom.com](mailto:info@jeffersontelecom.com).**



Daniel Rohner



## Local Channel 21 Advertising Helps Construction Company Build Clientele

James Hagar, owner of TMC Plumbing & Construction in Jefferson, moved back from Arizona in May to continue his residential construction company. Hagar has been in business for 28 years and specializes in home remodels, particularly kitchens and bathrooms. However, he's willing to tackle about any job and views himself as a one-stop shop for anyone with construction needs.

Hagar has witnessed the value of advertising on Local Channel 21. He noted, "Calls continue to come in, and new customers tell me they saw my ad on TV. In a small town such as Jefferson, my clientele are avid watchers of Jefferson Telecom TV's local channel to get their local news. I've found for the small investment, it's extremely beneficial for TMC Plumbing & Construction to advertise on Local Channel 21. I give it two thumbs up."



## BUSINESSES RUN ON STRONG COFFEE AND STRONG WI-FI


Whether you just need a strong and secure Wi-Fi network for employees or a reliable hot spot for customers and guests, our Managed Wi-Fi solution makes it easy. We take care of everything for you, from the selection and installation of the right Wi-Fi equipment for your space to technical support.

**If do-it-yourself Wi-Fi management isn't your cup of tea (or coffee), contact us to discuss the perks of Managed Wi-Fi. Call 515-386-4141, #4.**



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## A Rate Plan Analysis Can Help You Save on Cellular

Stop by Jefferson Telecom soon to get a Rate Plan Analysis completed. It will guide you to the most cost-efficient U.S. Cellular plans and phones to meet the needs of your business today and tomorrow.

## Essential Cybersecurity Tips

Jefferson Telecom wants to help you boost your cybersecurity by sharing these tips:

- **Enable multi-factor authentication** to ensure you're the only person who has access to your account.
- **Customize your password for different sites**, which can prevent cybercriminals from gaining access to these accounts.
- **Update to the latest security software, web browser, and operating systems** for all your devices. It's the best defense against viruses and malware.
- **Do not respond and do not click on any links or attachments** from questionable emails from unknown senders.
- **Keep Social Security numbers, account numbers, and passwords private**, as well as personal information such as vacation plans. Disable location services that allow anyone to see where you are at any given time.
- **Be careful when using public Wi-Fi.** Avoiding sensitive activities such as online banking and shopping that require passwords or credit cards. Your personal hotspot is often a safe alternative to free Wi-Fi.

