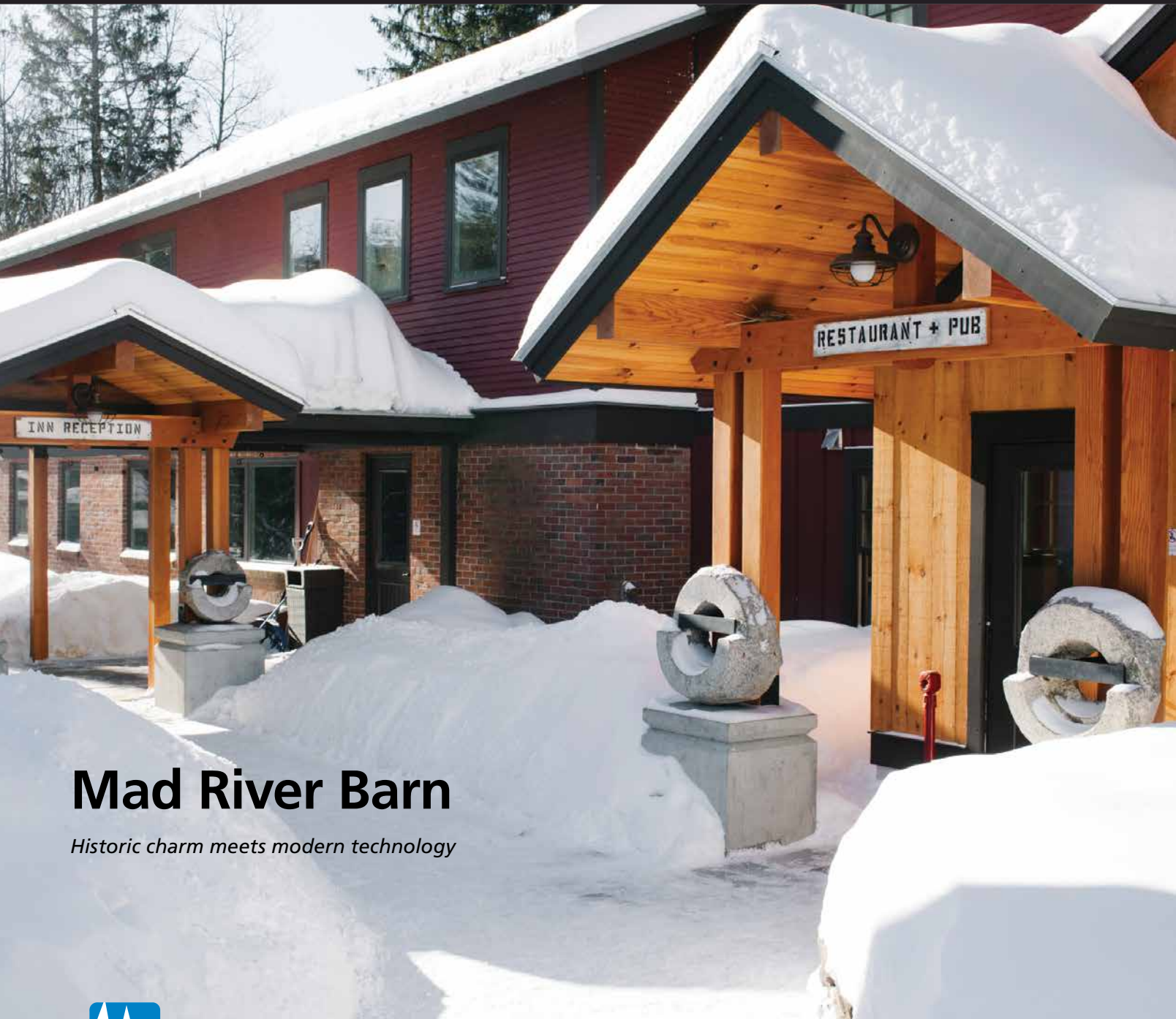


BUSINESS connections



Mad River Barn

Historic charm meets modern technology



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BUSINESS connections

Building renovations are filled with decisions about what to save and what to replace. Can we restore the wood floors? Do we need to tear out the plumbing? Whether at home or at work, most of us have gone through these types of projects.

In the world of communications services, a similar decision-making process often takes place. We explore this idea in the following pages of *Business Connections*, beginning with the **Business Spotlight on the Mad River Barn** on page 3. Owners Andrew and Heather Lynds know their way around renovations, and they're grateful for help from Waitsfield and Champlain Valley Telecom to equip the historic structures with today's technology.

Is it time for your business to renovate your Wi-Fi network or data backup strategy? You'll find valuable information about our **Managed Business-Class Wi-Fi** on pages 4 and 5, and discover how **MyBackup Keeps Your Files Safe and Secure** on page 6.

When you have a good thing going, sometimes it's best to just continue the tradition and not make changes. On page 7, we tell you about some of the annual community activities at which our employees volunteer.

Give us a call at Waitsfield and Champlain Valley Telecom when you're ready to dust off your current communications services and open the door to new possibilities.

Sincerely,

Gregg Haskin
President & CEO
Waitsfield and Champlain Valley Telecom



MAD RIVER BARN

Inn, Restaurant & Pub



When Andrew and Heather Lynds bought the Mad River Barn in 2012, it had plenty of historic charm. The building began life in the 1930s as a bunkhouse for the Civilian Conservation Corps and was converted to an inn in the late 1940s or early 1950s. Those decades had taken their toll, however, and the Barn and nearby Farmhouse were sorely in need of renovations.

The couple conducted the work with extreme care to maintain the character of the buildings. Today, guests of the Inn at Mad River Barn can choose between 18 beautiful rooms of different sizes and configurations. There's also a full-time restaurant, pub, and game room.

Favorites and Challenges

What's the best thing about owning the Mad River Barn? Heather Lynds replies, "There are three things. Number one would be the people we've met, both our guests and employees. Number two is the community of Mad River Valley; we actually picked the community first, before we chose the buildings. And number three is the physical beauty that surrounds us."

She adds, "Conversely, the most challenging thing we face is definitely staffing. We have a wonderful core group of year-round employees that we love, but during peak seasons, there aren't enough people to fill the part-time seasonal jobs. We're still figuring out how to make it all work."

Faster Than Expected Growth

The former owner of the Mad River Barn kept the inn open only during the winter months, but Andrew and Heather Lynds turned it into a year-round operation and added the restaurant. "Business in 2015 has been great. In fact, we grew faster than we expected. We're grateful to the residents of this community for embracing us. They've had such a welcoming spirit," Lynds says.

The relationship between the Mad River Barn and the Mad River Valley community is a mutually supportive one. Explains Lynds, "We've done fundraisers for the schools and the Waitsfield Children's Center. It gives us satisfaction to be able to give back to the community."

Appreciation for Customer Service

Waitsfield and Champlain Valley Telecom (WCVT) provides phone and Internet service to the Mad River Barn, and Lynds was pleasantly surprised. She explains, "The customer service from WCVT is phenomenal—so much better than the service we received from the national communications providers we dealt with in other states. For example, when we were doing the renovations, sometimes we'd encounter an unexpected issue. Antique buildings have a way of doing that to you! When we needed something from WCVT, we'd just call and they were happy to make last-minute changes in the schedule and respond quickly."

The customer service from WCVT is phenomenal—so much better than the service we received from the national communications providers we dealt with in other states."

— HEATHER LYNDS, OWNER, MAD RIVER BARN

What's ahead in 2016? She answers, "Our goal is to stabilize a bit and define our processes, so we can offer consistently high quality service to our guests."

Managed Business-Class Wi-Fi

Let Green Mountain Access set up a reliable and secure Wi-Fi network



Historically, businesses relied on wired connections to do the heavy lifting for Internet usage. But in today's business environment filled with wireless devices, you also need a carefully planned and installed Wi-Fi solution that functions as an extension of your business network.

Wi-Fi is no longer an optional "extra" for most businesses; it's become a critical component of a total network strategy. Just think about the total number of wireless devices being used by your employees and visitors including laptops, tablets, and smartphones. You need a wireless connection that's reliable and secure, and consumer-grade Wi-Fi access points are no longer adequate to meet the needs of most business environments.

Though you need to have Wi-Fi, you don't need the hassles of handling the installation and maintenance. You have enough on your plate. Your time is much better spent focusing on your core business activities rather than trying to be your own "tech support" whenever someone has a Wi-Fi issue.

Managed Business-Class Wi-Fi from Green Mountain Access is your local answer to the challenges of wireless connections in office buildings, retail stores, restaurants, manufacturing facilities, and more. You'll gain peace of mind knowing that your wireless connection is professionally installed with all appropriate security measures in place. You'll also appreciate the speed and dependability.

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- **Affordable** – There's no huge upfront investment in Wi-Fi equipment. You also have the option to lease or buy.
- **Low, Predictable Costs** – We maintain and enhance the service for you, so there are no surprise maintenance, upgrade, or replacement costs.

- **Flexibility to Meet Your Growing Needs** – The flexible infrastructure can grow as your business grows. Need additional coverage? No problem! We can easily add additional access points for a low monthly fee.
- **Cloud-Based Management** – We manage everything via our cloud-based ZoneDirector. The ZoneDirector provides simplified configuration, ongoing control, and automatic coordination of our Ruckus ZoneFlex multimedia access points. The Ruckus ZoneFlex system marries the best of the centralized controller model with state-of-the-art advances in radio frequency (RF) engineering such as beam steering, RF management, and interference avoidance delivered via "Smart Wi-Fi" antenna technology.
- **Accommodates Visitors** – Easily add a guest network to keep your business and customer traffic separate and highly secure.
- **24x7 Technical Support** – You get help when you need it from a local company you know and trust.



EASY TO INSTALL, CONFIGURE, AND MAINTAIN

Q. Is this equipment easy to install, configure, and maintain?

A. Yes. All we need is an Ethernet cable from your Internet router to the best suitable location for the access points and an available electrical outlet for a Power-Over-Ethernet Injector (POE) near your router. There are several convenient options for mounting the Wi-Fi access points that make installation easy. For your convenience, we can do all other configuration, management, and software upgrades remotely.

To find out how Managed Business-Class Wi-Fi could improve your wireless network and bottom line, contact:



Kris Merchant

Sales Manager
802-496-8554
kmerchant@wcv.com

MyBackup

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WELCOME NEW BUSINESSES

When you buy local, everyone benefits. Please support the community by doing business with these new neighbors.

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Dee Physical Therapy

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Hatchet Tap & Table

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Hinesburg - 482-2887

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Bristol - 453-2476

Lotus Lodge Inn

Bolton - 434-6500

Wordens Autobody

Bolton - 434-4726

What is your small business doing to protect your valuable data? Given the importance of your business files, an outsourced program for online data backup could be one of the most important investments you make.

Some of the most common reasons for data loss are hardware failure, human error, hardware corruption, theft, and viruses. On top of these risks, businesses must also factor in the potential for natural disasters such as floods and fires.

According to a recent study by IDC, an independent researcher in the areas of information technology, businesses that didn't outsource data backup lost an average of over three times as much money as a result of a disaster incident. The study also found that it typically takes one-third the time for a business to get up and running again after a disaster if backups are done online versus in-house.

MyBackup, offered by Green Mountain Access, is the ultimate backup solution for small business users. It will safely and automatically back up your files and store them securely at an offsite location. You gain peace of mind knowing your files are safe and readily accessible to you from anywhere via the Internet.

Your MyBackup subscription provides:

- **Secure encryption** – Your data is protected using top-rate 256-bit encryption.
- **Ease of use** – Simply select which folders and files to back up and MyBackup does the rest.
- **Backup of any file** – Online backup of any file you want—no exceptions.
- **Automatic backup** – Automatic backup of all selected files and folders every day.



To get started with MyBackup at your business, call 888-321-0815

WCVT in the Community

Being a local business means that our customers are also our neighbors and friends. Waitsfield and Champlain Valley Telecom feels strongly that community involvement isn't just a nice thing to do; it's the right thing to do. Here are some highlights of 2015 activities and upcoming events:

Employees Fight Hunger in Vermont

A group of WCVT employees volunteered at Boyer's Orchard in Monkton in September and picked apples to fight hunger in Vermont. During this past harvest season, companies throughout Vermont picked or bought apples at local orchards to donate to the VT Foodbank as part of their Pick for Your Neighbor program. The WCVT crew picked over 1,200 pounds of apples and plums to donate to the cause. The program is a win-win for everyone. Fresh, local fruit is distributed to needy families throughout Vermont, local orchards benefit with increased sales and exposure, and companies experience a day of teamwork and fun. Great job VT Foodbank, Boyer's Orchard, and Team WCVT!



Goblins Have Gobs of Fun at Halloween Party

Waitsfield and Champlain Valley Telecom hosted our 10th annual children's Halloween Party on October 30 at Holley Hall in conjunction with the Bristol Recreation Department. Attendees enjoyed face painting by Face Mania, entertainment by Dux the Balloon Guy, and frightfully delicious local eats. Many thanks to the WCVT employees who volunteered their time to assist with this event.

Annual Giving Tree Helps Hundreds of Children

Each year, Waitsfield and Champlain Valley Telecom spreads holiday cheer across our service area through the Company's Annual Giving Tree. Tammy Field, Administrative Supervisor, single-handedly coordinates this program. Tammy works directly with schools and organizations to fulfill the wishes and needs of approximately 400-500 children each holiday season. Gifts are donated by employees, customers, and the Company's Contribution Committee. Our thanks to Tammy and to everyone who participated!



Employee Sara Van Schaick is a Lifesaver

We want to give a big shout out to WCVT employee Sara Van Schaick for passing her exam to become a member of the National Registry of Advanced EMTs. This is a long and difficult process. Sara has been a member of the Mad River Valley Ambulance Service for 21 years and currently serves as their President. Way to go, Sara!



WCVT provides each employee with sixteen hours of community service time yearly to be used on local community service projects. If your organization has a project in the making and is looking for help, contact Alan Jones at 496-8328 or ajones@wcv.com to discuss the possibility of WCVT participation.

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