

BUSINESS

# connections



## Hatchet Tap and Table

*From food to phones, it's all about buying local*



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## BUSINESS connections

What can Waitsfield and Champlain Valley Telecom (WCVT) bring to the table? We can bring a lot—a broad range of communications technology, business solutions customized to meet your specific needs, and responsive local service from people who know this community well.

Speaking of bringing things to the table, this issue of *Business Connections* serves up a **Business Spotlight on Hatchet Tap and Table** on page 3. Located in downtown Richmond, the restaurant offers unique home-cooked meals along with 24 tap lines of beer. We're pleased that owner/operator Gabriel Firman chose phone and Internet services from the WCVT menu.

On page 4, we share a **case study on Junction Auto Center**, a long-time WCVT customer. When this business needed a new phone system, we sat down at the table and discussed what the best upgrade strategy would be, finally deciding on our Hosted IP Phone Service.

Also in this issue, you'll find **6 Reasons to Have Us Manage Your Wi-Fi** on page 5 and tips on how to **Optimize Your Website for Mobile Devices** on page 6. Then be sure to check out **WCVT in the Community** on page 7 for a review of our 2015 activities.

Your WCVT team is ready to pull up a few chairs and bring our experience to the table for you. Contact us to get the conversation started.

Sincerely,

Gregg Haskin  
President & CEO

Waitsfield and Champlain Valley Telecom



 WAITSFIELD  
**TELECOM**  
CHAMPLAIN VALLEY



# Hatchet

## Tap and Table

*From food to phones, it's all about buying local*



Hatchet Tap and Table opened in July 2015, taking over the historic downtown Richmond building formally occupied by Bridge Street Café. More than 100 years old, the brick building underwent extensive renovation and redesign under the watchful eye of owner/operator Gabriel Firman, whose background includes the restaurant business and construction management.

"My first job as a teen was as a busboy in Evanston, a small town that borders Chicago to the north, where I grew up, and I held a variety of jobs at restaurants until my mid-twenties. Then I switched to construction. I started out as a carpenter and worked my way up into management," explains Firman.

How did Hatchet Tap and Table get its name? He answers, "Well, it was a bit like naming a child. We had a bunch of names under consideration during the design phase, which took about a year, and we finally decided that Hatchet Tap and Table just seemed to fit the place."

### Enjoying a Taste of Vermont

The restaurant's menu features popular home-cooked meals with unique twists, and is a showcase for sustainable and responsibly produced meats, cheeses, and vegetables sourced from local farms. Menu items include Beet Salad with local greens, Vegan Shephard's Pie, the Hatchet Burger, and Fish 'n Chips with day boat hake.

To complement your meal, Hatchet Tap and Table offers 24 tap lines of beer, wine, and hard cider along with a small eclectic collection of bottled beer. The beer list reflects the restaurant's support of the smaller, craft producers from Vermont and elsewhere.

### A Face Behind the Business

Firman notes, "My commitment to buying local goes beyond our food and beer suppliers. It also extends to our selection of a communications provider. Waitsfield and Champlain Valley Telecom has been my residential provider since I moved to Richmond 14 years ago, and they were the clear choice when I needed to get reliable phone and Internet services for Hatchet Tap and Table."

He adds, "I always prefer to go with a local company versus a large, national one. The quality of customer service you get from a local business is head and shoulders above those big, faceless entities. I can call Kris Merchant, the Sales Manager, whenever I have an issue or need something, and he'll take care of it quickly. With Waitsfield and Champlain Valley Telecom, there's a face behind the business."

If your business is looking for a place to hold a meeting, Firman has a suggestion: "We have a family table that seats up to 22 people, and it's great for business meetings as well as family gatherings. Just call Hatchet Tap and Table for a reservation."

***My commitment to buying local goes beyond our food and beer suppliers. It also extends to our selection of a communications provider."***

— GABRIEL FIRMAN, OWNER/OPERATOR, HATCHET TAP AND TABLE

# Junction Auto Center

## *Gets an Upgrade with WCVT Fiber Optics and Hosted IP Phone Service*

### About Junction Auto

Junction Auto Center is located in New Haven and has been specializing in the repair and maintenance of Subaru vehicles for more than 30 years. Customers get “big shop” service for a “little shop” price, right here in Vermont. Junction Auto Center has a dedicated team of mechanics to help customers maintain their vehicles, and the business is focused on providing superior service to every customer, every time they visit. Along with Subaru sales and service, Junction Auto Center also offers flatbed towing, quality body work, flywheel resurfacing, domestic vehicle work, and more.

### The Challenge

As a long-time customer of WCVT, Junction Auto Center wanted to replace an aging, hardware-based phone system that had limited functionality. They were looking for a solution that would meet their current and future needs, but it also had to be competitively priced. Junction Auto Center was very committed to doing business locally and wanted to continue the great working relationship with WCVT—if we could meet their growing requirements.

### The Solution

Junction Auto Center worked directly with WCVT Sales Manager, Kris Merchant, to design a system that could satisfy their requests. WCVT was able to expand our fiber optic network to serve Junction Auto Center, providing them the higher Internet speeds they needed to run their business. Additionally, Junction Auto Center replaced its aging phone system with our Hosted IP Phone Service with very little upfront investment. Besides being cost effective, the new phone system provides Junction Auto Center with these features and benefits:

- **A secure and reliable solution** that automatically handles calls and messages during power outages
- **Increased flexibility** to easily grow as needed
- **Easy self-management** through an intuitive web portal
- **Mobility options** for remote workers
- **Maintenance provided by WCVT**, meaning no surprise maintenance, upgrade, or replacement costs

### Want to Learn More?

If you are a WCVT business customer and want to learn more about how our Hosted IP Phone Service can help your business, please contact Kris Merchant directly. He will gladly visit your business, discuss your current and future telecommunications needs, and explain the role a hosted solution from WCVT can play.

**Call Kris Merchant  
at 802-496-8554  
or send an email to  
[kmerchant@wcv.com](mailto:kmerchant@wcv.com).**



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New Haven, Vermont  
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[www.junctionautocenter.com](http://www.junctionautocenter.com)

## 6 Reasons to Have Us Manage Your Wi-Fi

With so many wireless devices used by employees and visitors, it's virtually a given that your business needs to have a Wi-Fi network. So the real question becomes this: Should you handle Wi-Fi as a do-it-yourself project or should you choose Managed Business Class Wi-Fi from Green Mountain Access?

We offer these reasons to choose our Managed Business-Class Wi-Fi:

- 1. Specifically designed for a business environment.** Green Mountain Access uses commercial-grade access points, which provide stronger and more secure signals than the consumer-grade variety. In addition, the access points in a managed system are linked, ensuring that you always have the best possible connection.
- 2. Offers low, predictable costs.** We maintain and enhance the service for you, so there are no surprise maintenance, upgrade, or replacement costs. Plus, you have the option to lease or buy the Wi-Fi equipment.
- 3. Eliminates the hassles of trying to do your own installation, maintenance, and troubleshooting.** As a business owner or manager, 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. When you choose Managed Business-Class Wi-Fi, you get 24x7 Technical Support from a local company you know and trust.
- 4. Easily accommodates 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. We can also add a guest network to keep your business and customer traffic separate and highly secure.
- 5. Features 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.
- 6. Gives you peace of mind.** You won't have to worry about security, knowing that your wireless connection is professionally installed with all appropriate security measures in place.

**To find out how Managed Business-Class Wi-Fi could work in your business and arrange a free on-site assessment, contact:**



**Kris Merchant**

Sales Manager

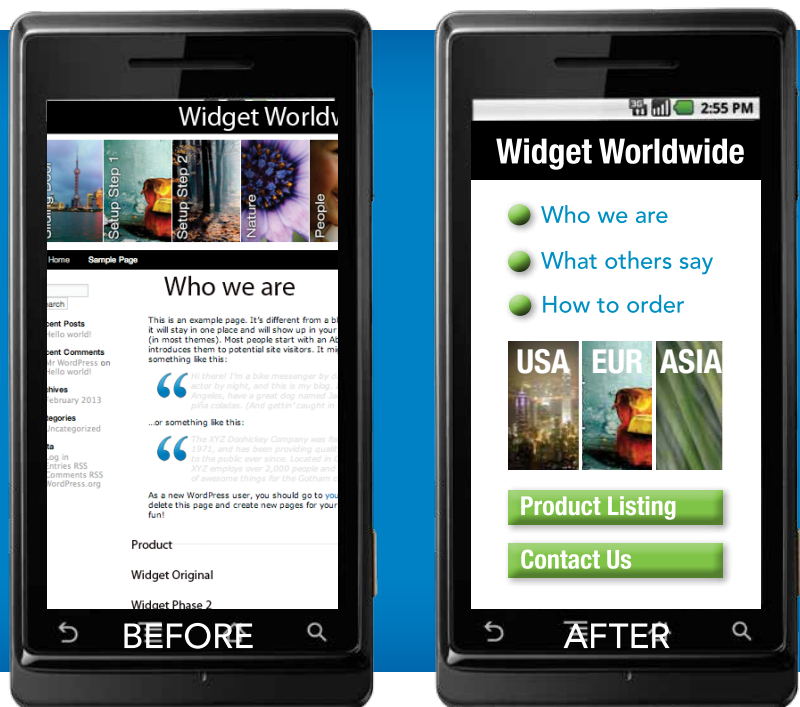
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# Optimize Your Website for Mobile Devices

A mobile-friendly website helps you connect with customers and increase sales



## TOP 3 FEATURES OF A MOBILE-FRIENDLY WEBSITE

What do customers want when they visit a website on a mobile device? According to Google Developers, it's primarily the following:

- 1. Fast loading.** Customers want to be on a website in 5 seconds or less.
- 2. Ease of use.** Customers prefer large buttons, easy search, clear and readable text, and limited scrolling and pinching.
- 3. Quick access to business information.** Within just a few taps, customers want to find directions, contact numbers, product information, and purchase instructions.

To see how your website looks on a smartphone, visit [www.google.com/webmasters/tools/mobile-friendly/](http://www.google.com/webmasters/tools/mobile-friendly/). Simply fill in your URL and this tool will show you what your customers see on the screen. It will also give feedback on any issues that are getting in the way of being a mobile-friendly website such as the size of text and width of content.

Starting April 21, 2015, Google Search expanded its use of mobile-friendliness as a ranking signal in order to provide users with relevant, high-quality search results optimized for their mobile devices. This change recognizes the importance of how websites look and function on these devices, since so many users now conduct online activities on a smartphone or tablet rather than on a laptop or PC.

A mobile-friendly website can be viewed easily on smaller screens and also displays important company information without complicated navigation. (See the sidebar for more details.) It's important for your business to have a mobile-friendly website, since it can pay off in three ways:

- Your search ranking can improve.
- Users are more likely to be active when visiting your website.
- Users are more likely to return to your website in the future

If your website performs well on a smartphone or tablet, your business can reap your share of the rewards of mobile search which include product and price research, phone calls, store visits, and purchases.

One of the top considerations when building a mobile-friendly website is making sure it's easy for customers to use. Figure out what your customers' most common tasks are, and support these tasks well. Also, consider working with responsive web design (RWD), which means the page uses the same URL and the same code whether the user is on a desktop computer, tablet, or mobile phone — only the display adjusts or “responds” according to the screen size.

*For guidance on creating a mobile-friendly website, consult with your developer or visit <https://developers.google.com/webmasters/mobile-sites/>.*

# 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 some past and upcoming activities.*

## A Look Back at How WCVT Gave Back in 2015

Giving back to the communities we serve has always been an important part of who we are at Waitsfield and Champlain Valley Telecom. We'd like to share some pictures of our community service involvement and charitable donations from last year.

- Three Day Stampede in Bristol
- Bristol 4th of July Parade
- Bristol's Movies in the Park
- Children's Bristol Halloween Party
- Cancer Survivor Wellness Programs
- Eunice B. Farr Incentive Award Scholarships
- Fill a Backpack Program
- Giving Tree
- Hunter Safety Courses
- Local Schools, Chambers, Civic Organizations
- Mad River Path Association
- Mad River Valley Community Easter Egg Hunt
- Mad River Valley Little League
- Our Community Cares Camp
- Red Cross Blood Drives
- Relay for Life
- Richmond Area Little League
- Vermont Festival of the Arts
- Vermont Food Bank and 14 Food Shelves in Service Area
- Vermont Special Olympics
- Vermont Youth Conservation Corps ... and many MORE!



## Mad River Valley Easter Egg Hunt on March 19

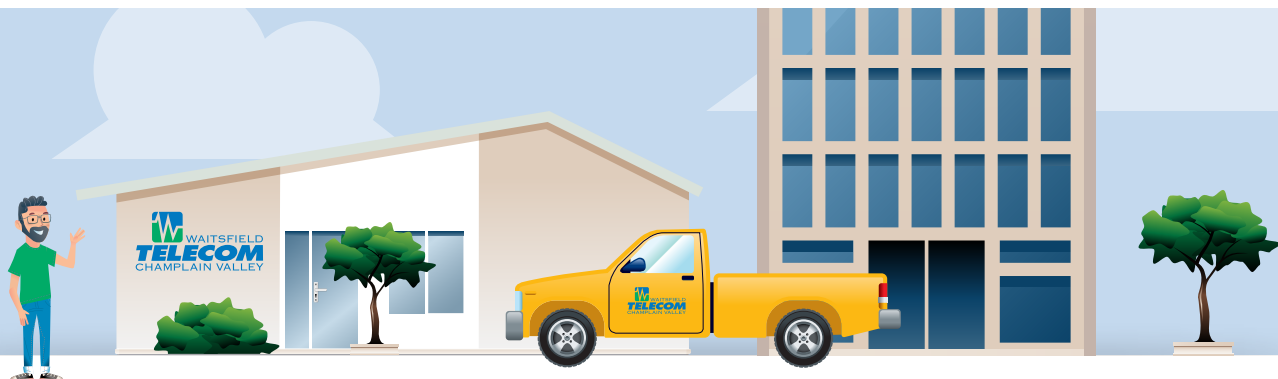
Mark your calendars for Saturday, March 19. Regardless of weather, it's the day of the annual Mad River Valley Easter Egg Hunt. This free event begins at 10:00 a.m. at the WCVT business office on Route 100 and is open to children of all ages. For details, contact Lorraine Keener at [lkeener@wcv.com](mailto:lkeener@wcv.com) or 802-496-3391.



## Eric Haskin Awarded Lifetime Achievement Award

A big shout out to our very own Eric Haskin (V.P. Network) for winning a Lifetime Achievement Award. The award was presented by Lt. Governor Phil Scott and honors Eric for his continuous dedication to his community in the areas of public service and safety. Congratulations, Eric! Your WCVT family is proud of you.

*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](mailto:ajones@wcv.com) to discuss the possibility of WCVT participation.*



# BIGGER ISN'T ALWAYS BETTER

## Ask Goliath. Or the Titanic. Or the Roman Empire.

Sometimes bigger isn't always better. When you're the biggest, it's hard to keep an eye on the little things. That's true for companies, too—when you're a big, national company, it's easy to forget about the people in the communities you serve.

Sometimes, smaller is better. Waitfield and Champlain Valley Telecom is directly involved with the community—from volunteering, supporting local events, serving our neighbors, and great customer service from people you know. All that, and we still provide the world-class technology you expect from the big guys. WCVT has been committed to the people of Vermont since 1904.

**Give us a call or stop by today to start the conversation.**

**800.496.3391**



**[www.wcvt.com](http://www.wcvt.com)**