

BUSINESS

connections



A Second Location Means a Bigger Piece of the Pizza Pie

The Blue Stone's Waitsfield location is off to a successful start.



OFFICE LOCATIONS:

Waitsfield Business Office
3898 Main Street, Waitsfield

Hinesburg Branch Office
14 Thornbush Rd, Hinesburg

BUSINESS HOURS:

Monday-Friday, 8:00 a.m. - 5:00 p.m.

BUSINESS TEAM:

Kris Merchant, Sales Manager
802-496-8554, kmerchant@wcvt.com

Alan Jones, Advertising Sales Manager
802-496-8328, ajones@wcvt.com

Don Niznik, Directory Sales
802-496-8362, dniznik@wcvt.com

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Editorial and Circulation Contact:
Kurt Gruendling, Vice President of Marketing and Business Development, Waitsfield and Champlain Valley Telecom, PO Box 9, Waitsfield, VT 05673, 802-496-8305, kgruendling@wcvt.com.

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Postmaster send changes to:
Kurt Gruendling
Waitsfield and Champlain Valley Telecom
PO Box 9
Waitsfield, VT 05673

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Virtually everything you need is in your own backyard. Our Communities have so much to offer which is why this issue of *Business Connections* highlights the “Buy Local” message.

The Buy Local Loop on page 6 explains why “what goes around comes around” applies to many things, including the local economy. It’s a win-win proposition to buy from local businesses and one that Waitsfield and Champlain Valley Telecom (WCVT) heartily endorses.

On page 3, you’ll find a **Business Spotlight on The Blue Stone**. This pizza shop and tavern started in Waterbury and opened a second location in Waitsfield in January of this year. The community of Waitsfield enthusiastically welcomed The Blue Stone — not surprising, since it’s a delicious place to buy local. WCVT is happy to provide the new location with fast and reliable Internet via fiber plus phone and cable TV services.

You’ll learn How to **Have a Reliable and Secure Wi-Fi Network** on pages 4 and 5. It’s an easy process when you sign up for our Managed Business-Class Wi-Fi, since you’ll get 24x7 Technical Support from a local company you know and trust.

Also in this issue, we **Welcome New Businesses** on page 5 and tell you about upcoming community events in **WCVT in the Community** on page 7. As your neighbors, all of us at WCVT will continue to work hard to help your business be successful. Just let us know how we can help.

Sincerely,

Gregg Haskin
President & CEO

Waitsfield and Champlain Valley Telecom



The Blue Stone

This rustic pizza shop and tavern found a second home in Waitsfield



In 2012, co-owners Chris Fish and Vinny Petrarca opened The Blue Stone in Waterbury, creating a place to enjoy exceptional pizza, rustic, simple food, and great beer. Due to its success, Fish and Petrarca decided to open a second location in Waitsfield and began a renovation far more extensive than anticipated.

Petrarca explains, “Have you ever seen the movie, *The Money Pit*? Well, the renovation of our Waitsfield location was not exactly like that movie but pretty close. We basically had to gut the place, leaving only the foundation and some walls. We gained access to the building in September 2015 and crammed all of the renovation work into a four-month window, allowing us to open in January 2016.”

If you’re curious why The Blue Stone name was chosen, there’s a simple answer. It comes from a namesake rock resurrected from a circa-1770s Vermont farmhouse and now used as the community bar table inside the Waterbury location.

A Warm Mad River Valley Welcome

He adds, “Waitsfield is a great, tight-knit community which is one reason we chose it for our second location. We’ve been really lucky. The Blue Stone has received lots of support from Waitsfield residents, and we’re grateful for how warmly we’ve been welcomed. People stopped by during the renovation period to see how things were going, and we’ve been busy ever since. We’re proud to be part of the Mad River Valley community and glad we made it our second home.”

The popularity of The Blue Stone should come as no surprise given its amazing menu. They begin with fresh dough, bread,

and sauces made by hand everyday, and then top their pizzas with unique combinations of natural ingredients, often locally sourced. Also on the menu are fresh salads, made-to-order wraps, burgers, and traditional pub fare. To wash it all down, customers can choose from a large draft list featuring many local pours.

Fiber Keeps Pace With Busy Place

The Blue Stone location in Waitsfield gets its Internet, phone, and cable TV services from Waitsfield and Champlain Valley Telecom.

“It was a great surprise to learn that Waitsfield and Champlain Valley Telecom offered fiber and the advanced Internet service that goes with it. Our POS (point of sale) system needs fast and reliable Internet, and so does the cloud storage we use. Fiber really speeds things up. The best thing I can say about the service we get from Waitsfield and Champlain Valley Telecom is that we haven’t had to call them. We’ve had no issues,” notes Petrarca.

It was a great surprise to learn that Waitsfield and Champlain Valley Telecom offered fiber and the advanced Internet service that goes with it.”

— VINNY PETRARCA, CO-OWNER, THE BLUE STONE

How to Have a Reliable and Secure Wi-Fi Network

*Managed Business-Class
Wi-Fi from Green Mountain
Access is the answer*



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 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.

Keep Your Focus on Your Business

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.

Get a Complete Wi-Fi Solution

You get it all with Managed Business-Class Wi-Fi including predictable Wi-Fi performance, extended range and coverage, ease of deployment with scalability, business-grade equipment, and local service and support.

Key benefits of Managed Business-Class Wi-Fi include:

- **Secure and Cost-Effective Solution** – Managed Business-Class Wi-Fi is specifically designed for a business environment.
- **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.

Check Out Customer Response

Since its introduction in late 2015, Managed Business-Class Wi-Fi has generated lots of interest in the business community. One such customer is Valley.Works, a coworking office and tech center located on the 2nd floor of the Fuller House at 4477 Main Street in Waitsfield.



Samantha Sheehan, Valley.Works

Executive Director Samantha Sheehan notes, “At Valley.Works, we host full-time members as well as day users, so having two networks with the same high-speed access gives the full-time members and me better security and peace of mind. Each user is getting the necessary bandwidth for their devices and their work in real time. I know all of my users are consistently getting great Wi-Fi service, and I don’t even have to think about it. I really can’t imagine running this space without Managed Business Class Wi-Fi.”

Get Started on Your Wi-Fi Network

The first step is for us to conduct a site survey of your business space and discuss your usage in order to determine your Wi-Fi coverage needs. Next, we’ll provide you with detailed recommendations regarding the number of access points required and where they should be located.

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
802-496-8554
kmerchant@wcvt.com



WELCOME NEW BUSINESSES

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

Bridge Street Trading Co
Waitsfield - 583-1943

DB Construction
New Haven - 453-7818

Easterly Capital
Waitsfield - 496-9081

Fit To Be Thai'd
Warren - 496-3008

Four-Hill Farms
Bristol - 453-2928

Green Mountain Party
Waitsfield - 496-4470

New England Office Solutions
Addison - 759-3035

Root Landscaping
Weybridge - 545-2555

Smith & McClain
Bristol - 453-3001

The Blue Stone
Waitsfield - 496-3499

Ultimus Inc
Waitsfield - 496-9364

Valley.Works
Waitsfield - 496-9757

The BUY LOCAL Loop

Why it pays to think twice
before shopping online

The phrase “what goes around comes around” applies to many things, including your local economy. When your company and other businesses keep your dollars local, you benefit the community, local nonprofit agencies, friends and neighbors, and, ultimately, your own business. Here’s how it works:

1. You Buy Local. Sure, the convenience of online shopping is compelling, and sometimes it even costs less. But consider seeking out the same products and services close to home. You get to bring needed items back to the office the same day, skip the shipping costs, and get an opportunity to know other business owners and employees in your community who often provide better personal service and advice.

2. More business creates more jobs. When you support those local businesses, you’re also supporting neighbors, friends, and relatives who can find jobs within them. Small businesses provide over half of all jobs in the U.S., but they can only do it if they keep their doors open. By spending locally, your business does its part to make sure that happens.

3. More jobs create more spending power. With more jobs come more residents who can stay in the local area, ensuring vitality and diversity. These citizens can also afford to spend money locally, supporting the economy, enlarging the tax base, and creating a better community with enhanced schools, roads, and parks.



4. Successful businesses mean support for nonprofits. Nonprofit organizations receive twice as much support from small businesses as from larger ones. So, when you support the local economy, you’re also supporting needed services for groups like children, veterans, and the elderly.

5. Local individuals and businesses support you back. With a “buy local” mentality in your community, you’ll get the benefit, too. If your business provides products or services to consumers, more of them will have the spending power to purchase them. If your company is business-to-business, other companies that need your products or services will seek them out.

6. You see the benefit and continue to buy local. As your business benefits from the positive “buy local loop,” you have all the more reason to start the cycle again.

In addition to these benefits, shopping locally reduces environmental impact, ensures a wider variety of shops and products, and contributes to community health and diversity. If you’re not already in the buy local habit, consider making your next purchase from a vendor close to home.

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.

Easter Egg Hunt Was a Sweet Success

The more than 300 Valley residents who came to our annual community Easter Egg Hunt on March 19 enjoyed the fun activities and beautiful spring day. Children of all ages hunted for Easter eggs, got their pictures taken with the Easter Bunny, and filled their baskets with sweet goodies. Thanks to the WCVT employees who hopped into action and volunteered.



WCVT at Vermont Business and Industry Expo

Thanks to everyone who stopped by our booth at the Vermont Business EXPO on May 26 at the Sheraton Hotel and Conference Center in Burlington. The EXPO is northern New England's largest business-to-business trade show, attracting over 3,000 business leaders and hosting nearly 200 exhibitors. It's always great to network with our local businesses and fellow exhibitors.



Addison County Farm and Field Days, August 9 through 13, in New Haven

WCVT will again be exhibiting at the Addison County Farm and Field Days, so make sure to stop by our booth in the Lucien Paquette Building to say hello and pick up some of our famous hats and gliders. The Addison County Farm and Field Days is located off of Route 17 in New Haven and is Vermont's largest agricultural fair. For details and a list of events, visit www.addisoncountyfielddays.com.



WCVT Joins Community Efforts to Get Aiden His Angel

A story in Mad River Valley's local newspaper, the *Valley Reporter*, about eight-year-old Aiden saving his pennies for a service dog has called the community into action. After being diagnosed with diabetes at age four, Aiden started saving every cent to make a deposit on a diabetic alert dog. This type of service dog costs about \$15,000.

Waitsfield and Champlain Valley Telecom joined numerous organizations and businesses to help Aiden achieve his goal. For one week in April, WCVT employees conducted a penny war to help Aiden get his dog, raising \$2,500. Our company matched their efforts and on April 4, WCVT presented Aiden and his mother with a check for \$5,000.



Given the overwhelming support of so many people, total fundraising exceeded the \$15,000 amount. Aiden's dog, Angel, has been selected and training has begun. Angel will be about one and a half years old when Aiden

gets her. The Diabetic Alert Dogs of America will train Angel for obedience and use Aiden's saliva samples to also train Angel to know when Aiden's blood sugar levels are low or high. Angel will alert for low sugar by pawing family and for high sugar by rubbing with her nose. Rather amazing!

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@wcvt.com to discuss the possibility of WCVT participation.

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