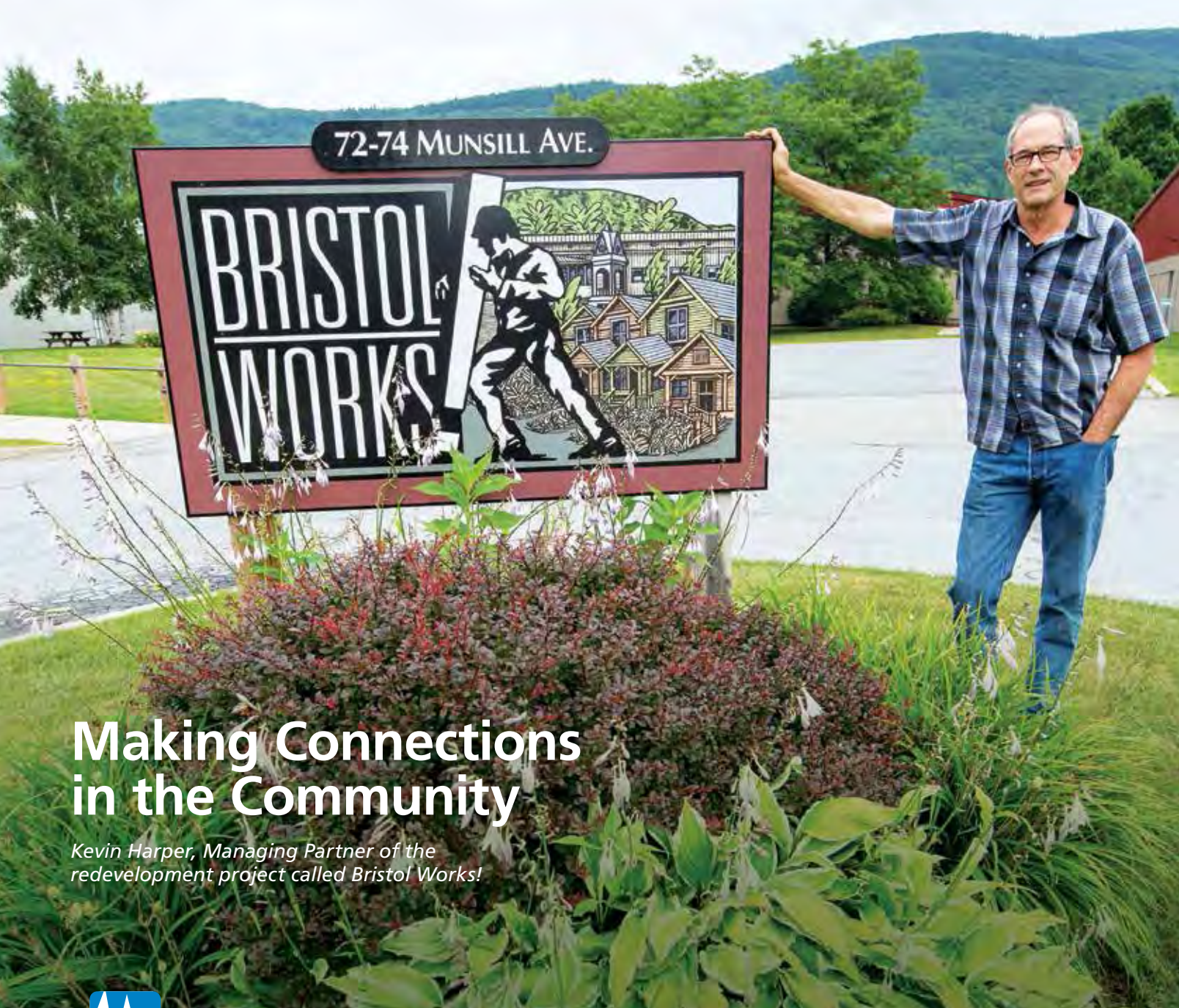


# BUSINESS connections



## Making Connections in the Community

*Kevin Harper, Managing Partner of the  
redevelopment project called Bristol Works!*

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## BUSINESS connections

You can build so much when you build communities.

You can expand your customer base, develop customer loyalty, and strengthen relationships with fellow businesses. Whether it happens online or in person, the time you spend building communities is always time well spent.

This issue of *Business Connections* celebrates the power of communities. On page 3, you'll find a **Business Spotlight on Bristol Works!**, a redevelopment project with a vision to create opportunities for economic development and community building. Waitsfield and Champlain Valley Telecom (WCVT) provides fiber to the Bristol Works! site to keep its tenants connected with advanced communications services.

On pages 4 and 5, we tell the story of **Beefing Up Wi-Fi at Cornerstone Burger Co.** This restaurant worked collaboratively with VickeryHill and WCVT to enhance its Wi-Fi network and maximize its marketing potential with the community.

Facebook and other social media can help your business have a more active community presence. You'll find **7 Tips for Increasing Facebook Engagement** on page 6, followed on page 7 with highlights from recent local events in **WCVT in the Community**.

WCVT is honored to serve our communities in Vermont, and we look forward to helping your business achieve its goals. Let us know how we can be of assistance.

Sincerely,

Gregg Haskin  
President & CEO  
Waitsfield and Champlain Valley Telecom





# Bristol Works!

*This redevelopment project combines economic development with community building*

The village of Bristol, Vermont has long been known for its entrepreneurial and innovative spirit. Since the late 1800s, the 5.5-acre site at the corner of Munsill Avenue and Pine Street has been home to many different manufacturing enterprises, most recently the skin care company Autumn Harp Inc. In 2010, a small real estate partnership of local investors, led by Kevin Harper, purchased the site and Bristol Works! was born.

Today, Bristol Works! and its 55,000 square feet of commercial space is fully leased by tenants including Addison Northeast Supervisory Union (ANESU), The Bristol Bakery and Café, Aqua Vitea, Mountain Health, and Bristol Internal Medicine. These tenants reflect the goal of Bristol Works!, which is to attract sustainable businesses that pay livable wages and believe in being good neighbors.

The site also offers a variety of mixed-income, intergenerational housing units of compact size and scale. These affordable options are ideal for area employees, retirees, and anyone who wants to live in a mixed-age neighborhood within walking distance of the downtown, the recreation park, and the high school.

## Getting Fiber to the Site

Managing Partner Kevin Harper notes, “We knew it would be important to commercial tenants at Bristol Works! to have access to advanced communications services. Waitsfield and Champlain Valley Telecom came in very early during the planning process of Bristol Works! to talk about our needs. They already had

an initiative to get high-speed internet throughout Bristol via fiber optic cable. When we started talking about Bristol Works!, Waitsfield and Champlain Valley Telecom committed to bringing fiber to our campus.”

***When we started talking about Bristol Works!, Waitsfield and Champlain Valley Telecom committed to bringing fiber to our campus.”***

— KEVIN HARPER, MANAGING PARTNER, BRISTOL WORKS!

Harper continues, “Whenever we held discussions with prospective tenants and the architect, we’d go over fit-up costs. Waitsfield and Champlain Valley Telecom was there to do the service hook-ups for each new tenant. In most cases, these businesses would continue with WCVT for their internet and phone services.”

## Community Partnerships

As Bristol Works! moves forward, it will continue to search for ways to increase economic opportunity, support a great lifestyle, and foster the strong sense of community that characterizes small towns like Bristol.

“Part of our community spirit is working with local providers such as Waitsfield and Champlain Valley Telecom. They have it all — a responsive sales team, great tech support and customer service, plus competitive prices. It’s a pleasure to partner with them,” says Harper.



# Beefing Up Wi-Fi at Cornerstone Burger Co.

*VickeryHill teamed up with Waitsfield and Champlain Valley Telecom to help this restaurant make the most of technology*

A burger is better when it has the right combination of toppings. Likewise, the right combination of companies working together can take a strong concept and make it even stronger.

In 2015, Cornerstone Restaurant Group partner Keith Paxman sought the advice of VickeryHill, a company that builds solutions for businesses using internet technology. VickeryHill offers web development, web design, content management systems, 3rd party integrations, analytics, ecommerce, and web marketing. Cornerstone Restaurant Group was planning to open an additional restaurant in Northfield with a 'burger and a beer' concept, and Paxman asked if VickeryHill could help develop the branding, website, social platforms, etc.

## Customers are Hungry for Connections

Co-founder of VickeryHill, Steve Butcher, notes, "We visited the location for Cornerstone Burger Co. in the middle of the renovation, and the first thing I noticed after walking through the front door was how the cell phone signal went from weak to non-existent. Keith and I discussed the design, the relationship to their existing Cornerstone Pub & Kitchen restaurant,

and how he wanted to be able to connect to more people to drive traffic. We also talked about the sound system and using Drop-cams for security and time-lapse videos for marketing. Lastly, we identified the challenge that as the Cornerstone Burger Co. was currently equipped, their customers would not be able to get their internet 'fix' while inside the restaurant."

Butcher continues, "Cornerstone Restaurant Group already had a modest broadcast email list from their other two locations, but this was an opportunity to make some lemonade out of lemons. I explained to Keith Paxman how he should setup Wi-Fi access for customers and require people to give their email addresses for access. I demonstrated how we could use Waitsfield and Champlain Valley Telecom's Managed Business-Class Wi-Fi to cover the restaurant, bar, and kitchen areas with reliable wireless internet access and automatically send the email addresses to his existing MailChimp broadcast email list. These email addresses

would be for happy customers and ideal for use to send out emails of future specials and events.”

### Burgers and Birthdays

Paxman took this idea a step further with the suggestion that Cornerstone Burger Co. ask customers for their birthdays as well. He explains, “I wanted to make it worthwhile for customers to join our email list. So I came up with the strategy of offering a birthday present in the form of an email offering a percentage discount equal to their age off their meal when they visited during their birthday week. For example, if an email subscriber was a man turning 76, he would get 76 percent off the price of his meal (excluding alcohol, tax, and tip). If his wife turned 59 a few months later, she would get 59 percent off her meal during her birthday week.”

VickeryHill loved the birthday idea and knew just how to successfully implement it. Waitsfield and Champlain Valley Telecom set up the Ruckus Wireless access point in the restaurant and created the captive portal page that every user would be required to see and submit. VickeryHill hooked it up to MailChimp’s API (application program interface) to automatically add the user’s email and birth date to the Cornerstone Newsletter list as they requested internet access. They then created the automation within MailChimp to automatically check each morning at 9:45am for anyone with a birthday seven days out and send that subscriber the birthday present.

It’s been six months since this technology was put in place for Cornerstone Burger Co. and the restaurant is hitting its stride. Notes Paxman, “The weekend traffic is great, and weekdays are steady and growing. Every week we get visits from birthday customers who almost always bring in family or friends to share in the celebration. They’re happy to get the birthday discount, and we’re happy to give the discount on one person’s meal to drive off-peak traffic into the restaurant.”

In addition to being pleased with the birthday program, the customers of Cornerstone Burger Co. appreciate the connectivity of the restaurant’s Wi-Fi network. Butcher says, “The email subscriber list is growing at an average of 33 subscribers a month. With their expansion into catering, off-site events, and management of a golf course pub, Cornerstone Burger Co. now has another valuable tool in its toolbox to drive more interest and traffic.”



### LOOKING FOR BETTER WI-FI? GIVE US A CALL!

Given the growing use of wireless devices by your employees and customers, it’s time to take advantage of the benefits of Managed Business-Class Wi-Fi from Waitsfield and Champlain Valley Telecom:

- **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 for you.
- **Accommodates Visitors** – Easily add a guest network to keep your business and customer traffic separate and secure.
- **Technical Support** – You get help when you need it from a local company you know and trust.

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



# 7 Tips for Increasing Facebook Engagement

*Simple strategies to encourage likes, comments, and shares*



Facebook remains a powerful way to keep fans informed of new products, give them a convenient way to contact you, increase loyalty, and provide an easy format for fans to share information about you with friends.

The key to Facebook success for companies has always been engagement — attracting fans and providing ways for them to interact with your page, your company, and your brand. Some companies do this better than others, and the competition has become even more fierce since Facebook changed its algorithm in ways that mean a declining number of fans even see company posts.

The companies that get the most engagement are those which actively make a point of fostering it, and those who know how to work effectively with the new algorithm. Here are some strategies you can use to increase engagement on your company's Facebook Page:

## 1. Post information related to your brand.

Consider the example of a bookstore. It will be more likely to get a response when it posts items related to books (such as authors' birthdays, book quotes, or publication news) than when it posts generic comments such as, "TGIF."

## 2. Post questions and invite followers to respond.

The bookstore could post something like, "What's your favorite book to cool off with?" on a hot summer day.

## 3. Use media beyond just text.

Photos, videos, and links, in that order, get the most responses.

## 4. Post exclusive content.

Make your page worth visiting by posting information fans won't find anywhere else. This could include advance notice about sales, special discounts, or contests that give away prizes.

## 5. Post regularly.

Once or twice a day was a good posting schedule before the new algorithm kicked in. Now, it might make sense to post more frequently.

## 6. Take advantage of personal accounts.

Facebook's new algorithm favors personal account posts over business page posts. Fortunately, your company is made up of people with personal accounts! Ask them to post your company's content to get it exposed to as many people as possible.

## 7. Post more frequently during heavy Facebook usage times.

People tend to use Facebook more on weekends and toward the beginning and end of the week, as well as between 6:00 to 8:00 pm.



*Our companies want to socialize with yours! We invite you to "Like" the Facebook pages of Waitsfield and Champlain Valley Telecom and Green Mountain Access to stay updated on our company news, community activities, outages, and more.*

## 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 our recent activities.*

### WCVT Supported Many Local Events This Summer

Year after year and season after season, Waitsfield and Champlain Valley Telecom demonstrates our commitment to the communities we serve through our community relations programs and our support of local events. We were proud to sponsor the following events during the summer of 2016:

- Addison County Fair & Field Days
- Mad Marathon
- Mad River Music Festival - Waitsfield
- Movies in the Park - Bristol
- Summer Concerts in the Park - Hinesburg
- Vermont Festival of the Arts



*Bristol's Movies in the Park provides out-of-this-world fun for Star Wars fans.*

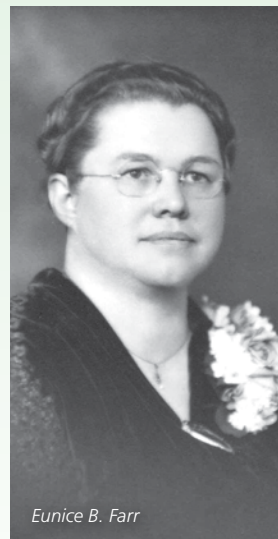
### Scholarships Awarded to Area High School Students

Each year, Waitsfield and Champlain Valley Telecom grants six scholarships, one to each of the public high schools that students from our service area attend. These scholarships are donated in memory of the late Eunice B. Farr, former owner and operator of the Waitsfield-Fayston Telephone Company and grandmother of Gregg Haskin, WCVT's President & CEO. The scholarship program is designed to benefit hard-working graduates, planning to continue their educations, whose instructors have seen demonstrate a sincere effort to improve grades/results.

This year's recipients were as follows:

- Champlain Valley Union High School – Cooper Bolduc – Shelburne
- Harwood Union High School – Madison D'Amico – Waterbury
- Mount Abraham Union High School – Kylie Brown – Bristol
- Mount Mansfield Union High School – Sierra Gempka – Jericho
- Middlebury Union High School – Kylie Scheck – E. Middlebury
- Vergennes High School – Nikkilette Salley – Ferrisburgh

Congratulations to these motivated students! We wish them the best of luck in their future endeavors.



*Eunice B. Farr*



### WELCOME NEW BUSINESSES

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

#### **Canteen Creemee Company**

Waitsfield - 496-6003

#### **Captstone Community Action**

Waitsfield - 496-6900

#### **Del Enterprise**

Lincoln - 453-5340

#### **Everything**

#### **Automotive and Tires**

Huntington - 434-8666

#### **Little Tots Academy on the Commons**

Richmond - 434-3891

#### **Mad River Maker Space**

Waitsfield - 583-4564

#### **Main Street**

#### **Vintage and Thrift**

Bristol - 453-3167

#### **Pease Mountain Law**

Charlotte - 425-4884

#### **St. Onge Contractors**

Waitsfield - 496-4348

#### **The Reks**

Warren - 583-3232

#### **Twice Is Nice**

Hinesburg - 482-3500

#### **Vermont Tree Goods**

Bristol - 453-4544

#### **Wells Farm**

Lincoln - 453-2155

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\*Service availability and Internet speed will depend on location. Contact us for details.

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INTERNET FREE FOR 60 DAYS!**

[www.greenmountainaccess.net](http://www.greenmountainaccess.net)

