

BUSINESS connections



Addison Four Corners Store is a Favorite

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Do what you love, and you'll never work another day in your life. This advice is often given to new graduates, and it speaks to the importance of choosing work that's consistent with your interests and values. We see people doing what they love all the time, both at the workplaces of our business customers and here at Waitsfield and Champlain Valley Telecom.

Page 3 of this *Business Connections* issue features a **Business Spotlight on Addison Four Corners Store** in Vergennes. Owners Herbie and Terry Glidden are doing what they love, including smoking meats and baking pies, for customers who are also neighbors and friends. Stop by and you're likely to see our technicians—perhaps to provide telephone or internet assistance, but more likely, just to grab a bite to eat.

On pages 4 and 5, we share tips on **How to Optimize Your Wi-Fi Network**. However, if you don't particularly love dealing with technology, **You Can Have Us Manage Your Wi-Fi**. Speaking of technology, the article on page 6 asks, **Is Your Website Mobile Friendly?** It's important to address this issue, since so many people view your business website on smartphones.

One of the things our company loves to do is lend a hand to those in need around us. Page 7's **WCVT in the Community** takes a look at a couple of recent volunteer activities.

On behalf of all of us at WCVT, I wish you a happy holiday season. We look forward to helping you do the work you love more efficiently and effectively in 2017.

Sincerely,

Gregg Haskin
President & CEO
Waitsfield and Champlain Valley Telecom



Addison Four Corners Store

Fill your empty stomach, and your vehicle's empty tank, at one charming place



Housed in a building approximately 200 years old, Addison Four Corners Store in Addison delights its customers with the kind of general store assortment and personal service you'd expect from a bygone era. The store was purchased by Herbie and Terry Glidden in 2001.

A Bit of Everything

Terry Glidden says, "We bought Addison Four Corners Store while simultaneously selling a dairy business. Quite a change! You could describe it as sort of a mini mall with a bit of everything. Our deli offers signature sandwiches, pizza, assorted homemade pastries, cider donuts, and about 18 varieties of handmade chocolates. We also sell ladies clothing, jewelry, groceries, Mary Meyers stuffed toys, wines from near and far, domestic and craft beers, Vermont crafted cheeses, and handmade products from Vermont, Ecuador, and Nepal. In addition, we offer diesel fuel and gasoline."

Owner and pitmaster Herbie Glidden smokes meats for the sandwiches as well as to sell by the pound. He says, "We're happy to provide samples of our smoked brisket, pulled pork, pork loin, and baby back ribs—all rubbed with my blend of spices and smoked until it melts in your mouth!"

He adds, "We also smoke pepperoni, sausage, pub burgers, chicken breasts, sirloin tip roasts, and Cabot wheel cheddar. On special occasions, you may find smoked wings as well, which are Terry's favorite. We recently got a new smoker, twice the size of our last one and with a rotisserie added. Getting it off the truck was tricky, but our neighbors were quick to help."

Friendly Service Given and Appreciated

That neighborly atmosphere is what the couple enjoys most about running Addison Four Corners Store. Says Terry, "The best part is how many friends we see every day. This is an awesome community that feels like an extended family. Our neighbors are always ready to lend a helping hand to each other and to strangers in need. It's heartwarming."

Addison Four Corners Store has been a telephone and internet customer of Waitsfield and Champlain Valley Telecom (WCVT) for many years. "We sincerely appreciate the friendly service WCVT gives us, especially since this kind of service is so lacking from many business partners these days. They're happy to assist us personally when we need help, and when it comes to computers and IT, we really do! Our experience with them has always been positive," Terry notes.

Kris Merchant, Sales Manager of Waitsfield and Champlain Valley Telecom, is a big fan of Addison Four Corners Store. He explains, "Herbie and Terry are kind and humble, and they treat everyone like family. Plus, you get great homemade products at fair prices. It's no surprise that all our technicians like to go there for breakfast and lunch."

We sincerely appreciate the friendly service WCVT gives us, especially since this kind of service is so lacking from many business partners these days."

— TERRY GLIDDEN, OWNER, ADDISON FOUR CORNERS STORE



How to Optimize Your Wi-Fi Network

7 tips to help boost its internet speed

There are a variety of factors that can affect the performance of the Wi-Fi network at your business. For example, if your Wi-Fi router is out of date or not set up correctly, it could be slowing down your internet speed.

As a first step, review these tips and implement those that pertain to your business location. If you still experience Wi-Fi issues, contact Waitsfield and Champlain Valley Telecom to explore the advantages of our Managed Business-Class Wi-Fi. (See the sidebar on page 5.)

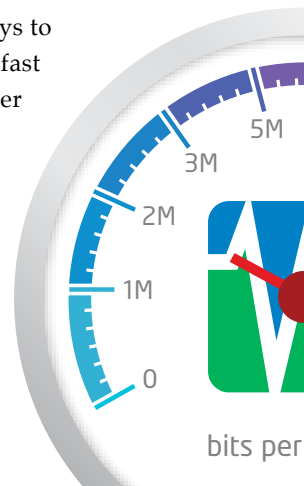
1. Update your router.

Our latest router model supports the 802.11ac standard, which can effectively handle 20 or more devices. By contrast, the 802.11g standard—introduced in 2003—was designed to

handle just two or three. One of the best ways to make sure your home's Wi-Fi network is as fast and reliable as possible is to buy a new router that supports 802.11ac.

2. Properly locate your router in the best location.

The placement of your Wi-Fi router is critical to maximizing the speed and reliability of your Wi-Fi connection. For



the best signal and coverage, put your router in an open area near the center of your office space. This is because walls and distance from devices will all degrade router performance. Do your best to keep your router away from thick walls made of brick or concrete, and make sure it's not around metal items, which can reflect Wi-Fi signals.

When troubleshooting Wi-Fi problems, our technicians often find the cause to be routers placed in suboptimal locations such as in the basement of a building. Sometimes router locations were initially selected because they were conveniently located next to a telephone jack, so the initial installation was easier. However, it is well worth the effort to now install your router in the best location possible for optimum performance.

3. Minimize interference by removing or minimizing the use of interfering devices.

Because they operate in the same frequency, cordless phones should be located as far away from your Wi-Fi router as possible to avoid speed and reliability problems. Other common causes of Wi-Fi interference include fluorescent lights, compact fluorescent light bulbs, metal, mirrors, microwave ovens, wireless speakers, radiant floor heat, and some security cameras.

4. Secure your Wi-Fi network from unauthorized use.

Are neighbors or passersby using your Wi-Fi without your knowledge or permission? If so, this can adversely affect your Wi-Fi network performance since the more devices you have connected, the slower the internet. We highly recommend you secure your Wi-Fi network with a password to prevent others from accessing your network and slowing it down.

5. Make sure your router is configured to automatically identify and use the least congested frequency.

Or you can manually choose the best non-overlapping channel. Slow Wi-Fi speeds may be the result of interference from nearby businesses' Wi-Fi networks, as all the devices compete to use the same channel. For example, if neighbors are downloading a large file using the same Wi-Fi channel as your company's Wi-Fi router, your router and devices may only get thin slices of "air time" to talk.

6. Get a wireless signal extender.

If your office is larger than about 3,000 square feet, getting good Wi-Fi signal from one corner to another can be a challenge. Multistory offices can also be difficult if the router isn't plugged into the broadband line somewhere on the middle level. These situations may call for a wireless extender to boost your Wi-Fi signal to hard-to-reach places.

7. Protect your devices from threats.

Viruses, adware, and spyware can make a device and Wi-Fi network unusable. All internet-connected devices in use at your business—including desktops, laptops, tablets, and smartphones—should utilize a firewall and antivirus software, and be sure to stay current with all software updates.

YOU CAN HAVE US MANAGE YOUR WI-FI

You may be so busy running your business that you don't have the time or energy to devote to managing your Wi-Fi network. Waitsfield and Champlain Valley Telecom understands. That's why we offer Managed Business-Class Wi-Fi, which provides these benefits:

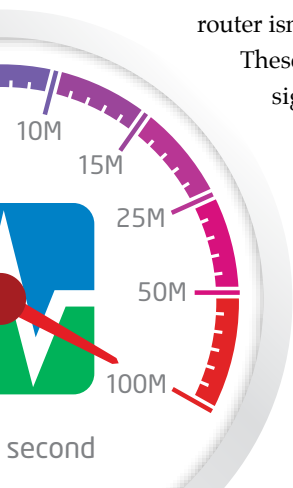
- **Secure and Cost-Effective Solution** – Managed Business-Class Wi-Fi is specifically designed for a business environment.
- **Affordable** – There's no huge upfront investment in Wi-Fi equipment. You also have the option to lease or buy.
- **Low, Predictable Costs** – We maintain and enhance the service 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





Is Your Website Mobile Friendly?

If the answer is, “No” or “I’m not sure,” this article is for you

Grab your smartphone right now and go to your company’s website. Is there a lot of text? Do you have to pinch or zoom in to read it? If so, your users may get frustrated and go elsewhere.

The desktop version of a website is often difficult to view and use on a mobile device. Traditional websites, even those developed a few years ago, were not commonly formatted for small screens. Given the fact that many of your users are likely to visit your website on a smartphone or tablet at least some of the time, it’s important for them to have a positive experience when they get there.

Mobile-Friendly Features

What makes a website a mobile-friendly one? Generally speaking, it’s designed with features including:

- Larger text of an easily readable size on a small screen
- Mobile-friendly navigation which quickly displays the most relevant content
- Touch-friendly buttons and page elements, placed far enough apart to be easily tapped
- Faster download speed
- Avoidance of software (like Flash) not typically available on mobile devices

Benefits for Your Company

In addition to improving the user experience, having a mobile-friendly website can provide your company with other valuable

benefits. Topping this list is improved search visibility, meaning your company may appear higher up on the list when prospects search for the products/services you offer. This is because Google uses mobile-friendliness as a ranking signal and favors these types of websites in its search rankings.

Having a mobile-friendly website can also help your company stand out from the competition. There are still many businesses, particularly small ones, which are not yet optimized for mobile. This could provide your company a good opportunity to differentiate itself and enhance its reputation as being concerned with the customer experience.

Tips for Getting Started

Are you ready to plan your new mobile-friendly website? The two most common approaches are to either design a separate website optimized for handheld devices, or to develop your main website so that it utilizes responsive design that scales to any screen size. While there may be cases where a separate mobile website makes sense, responsive design has increasingly become the modern standard since it provides the improved efficiency of maintaining a single website.

To find out if your website has a mobile-friendly design and get recommendations from Google, visit www.google.com/webmasters/tools/mobile-friendly. We also invite you to check out Waitsfield and Champlain Valley Telecom’s website at www.wcvt.com on your smartphone to see our mobile-friendly design.

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 Employees Help Fight Hunger in Vermont

A group of WCVT employees volunteered at Boyer's Orchard in Monkton this fall and picked over 1,500 pounds of apples that were donated to the Vermont Foodbank as part of its Pick for Your Neighbor program. It's a winning idea! Fresh local fruit is distributed to needy families, local orchards benefit from increased traffic, and companies enjoy a day of fun teamwork. Great job Vermont Foodbank, Boyer's Orchard, and Team WCVT!



Annual Giving Tree Helps Hundreds of Children

Each year, Waitsfield and Champlain Valley Telecom spreads holiday cheer across our service area through our Annual Giving Tree. Tammy Field, WCVT Administrative Supervisor, works directly with schools and other community organizations to fulfill the wishes and needs of 400-500 children. Gifts for the Annual Giving Tree are donated by employees, customers, and the WCVT Contribution Committee. Our thanks to Tammy and to everyone who participated this year.



Best Wishes to Dave Jones and Scott Ross

Dave Jones, Outside Plant Manager, and Scott Ross, Maintenance Supervisor, retired this fall. With a combined 79 years of service, it goes without saying that their knowledge and expertise will be greatly missed by all of us at Waitsfield and Champlain Valley Telecom. We congratulate Dave and Scott and wish you both happy travels in the years ahead.



Dave Jones

Scott Ross



WELCOME NEW BUSINESSES

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

Advance Beverage

Warren - 496-4047

Apex Clean Energy

Waitsfield - 496-9605

Champion Auto Glass

New Haven - 453-6159

Computers for Change

Huntington - 434-4777

Corvus Practical

Bristol - 453-2769

Deerleap

Psychotherapy PLC

Bristol - 453-6330

Frost Beer Works

Hinesburg - 482-2999

Mad River Woolery

Waitsfield - 496-7746

Riverstone Rentals LLC

Warren - 496-9333

Rival Brands

Hinesburg - 482-6800

The Nets Center

Williston - 434-5960

Warren Falls Inn & Hostel

Warren - 496-2977

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