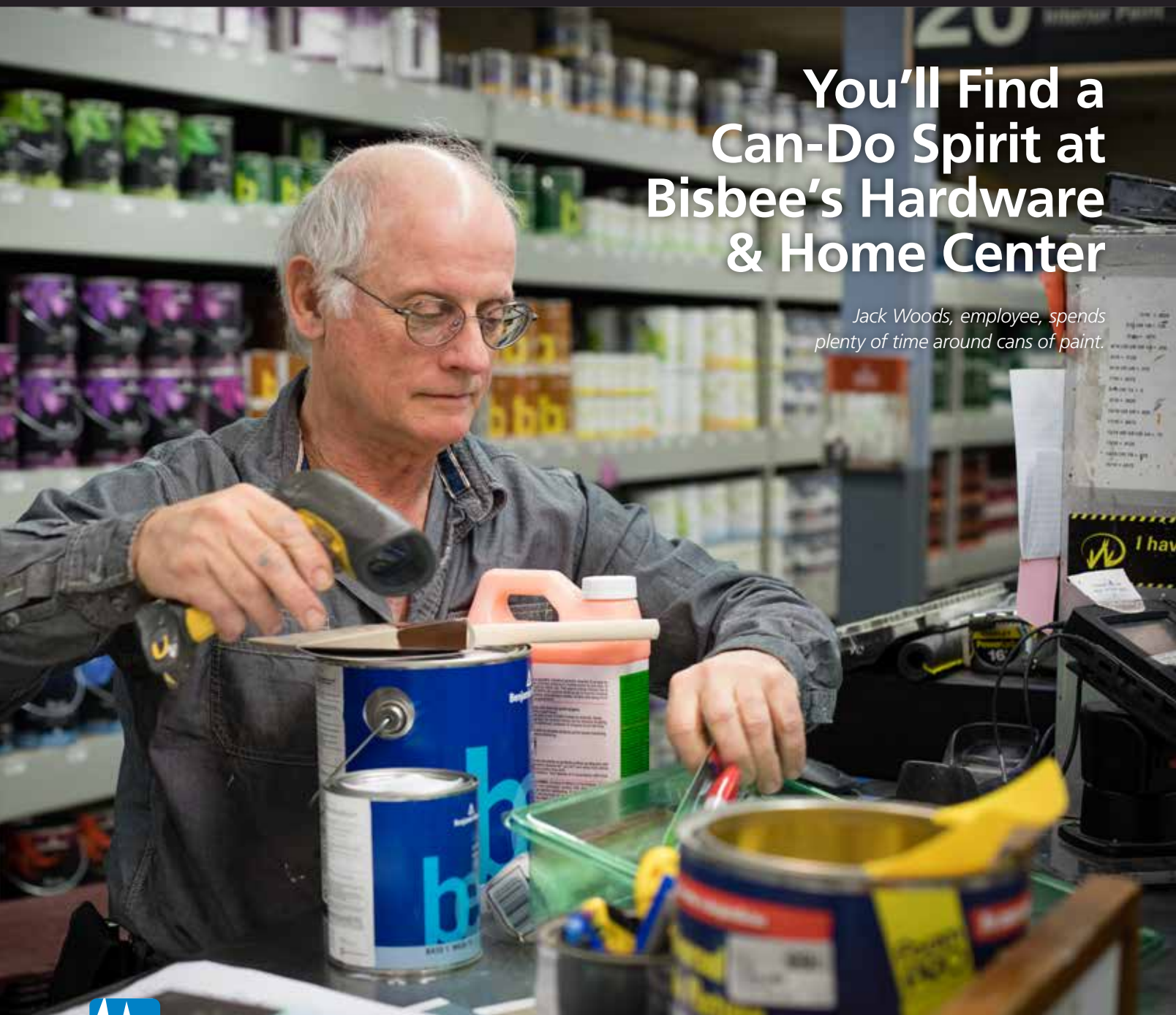


BUSINESS connections

You'll Find a Can-Do Spirit at Bisbee's Hardware & Home Center

*Jack Woods, employee, spends
plenty of time around cans of paint.*



**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.

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BUSINESS connections

There's always room for improvement. Whether we're talking about a home improvement project like a kitchen renovation or a business improvement project like a phone system update, it's gratifying to take a step forward.

Speaking of home improvement, page 3 of this *Business Connections* issue features a **Business Spotlight on Bisbee's Hardware & Home Center** in Waitsfield. Bisbee's helps homeowners improve their properties, and Waitsfield and Champlain Valley Telecom (WCVT) helps Bisbee's improve their phone and internet services.

You'll find a **Case Study on American Flatbread** on pages 4 and 5. This pizza restaurant uses a primitive wood-fired earthen oven, but relies on modern Hosted IP Phone Service to meet its call management needs.

Could your Wi-Fi network use a little improvement? WCVT can help. Check out **6 Reasons to Have Us Manage Your Wi-Fi** on page 6. Then see what we're doing to improve the quality of life in our area on page 7's **WCVT in the Community**.

Our goal is to keep improving our communications technology so your business can improve its efficiency and productivity. Contact us to see what we can offer you today.

Sincerely,



Gregg Haskin
President & CEO
Waitsfield and Champlain Valley Telecom

 WAITSFIELD
TELECOM
CHAMPLAIN VALLEY

Bisbee's Hardware & Home Center



Bisbee's Hardware & Home Center in Waitsfield has practically everything a home could need —from floor to ceiling, inside and out. It's served central Vermont and the Mad River Valley for over 50 years.

Homeowners and contractors alike enjoy the convenience of local, one-stop shopping. Bisbee's carries Benjamin Moore paint products, a wide variety of flooring, custom cabinets and countertops, hardware, outdoor furniture and grills, lawn and garden supplies, and much more. Customers also appreciate the guidance they receive from Bisbee's staff of 20 friendly and knowledgeable employees.

Fiber Enhances Phone and Internet

To help keep Bisbee's running efficiently, the store counts on communications services via the fiber network of Waitsfield and Champlain Valley Telecom (WCVT). These currently include Hosted IP Phone Service and High-Speed Internet.

Owner/manager John Wilson notes, "A couple of years ago, we switched to Hosted IP Phone Service to replace the aging on-site phone system we had that could no longer be maintained. Hosted IP is saving us money, since we don't need to pay for as many phone lines as we did before. WCVT trained us on the new phone

system when it was installed to get us comfortable with using it. It works well, and we're happy with it. I especially like having the Conference Call feature; in fact, I just used that the other day." Wilson adds, "Our services from WCVT are very reliable. We never have issues with either our phones or our internet connection."

Small Town Service

What does Wilson value most about the customer service from WCVT? He replies, "Compared to the 'big guys' in communications providers, WCVT still provides the responsive customer service of a small town company. By that I mean, you reach a person when you call, and you know many of the people employed there. Plus, in terms of technology, they're on the cutting edge."

In addition to the Waitsfield location, Bisbee's also has stores in Randolph, Stowe, and Waterbury. So whenever something breaks around the house, or you feel like sprucing up a room or two, you won't have far to go.

Compared to the 'big guys' in communications providers, WCVT still provides the responsive customer service of a small town company."

— JOHN WILSON, OWNER/MANAGER, BISBEE'S HARDWARE & HOME CENTER



Case Study: American Flatbread

Hosted IP Phone Service provides “the works” for very little dough

American Flatbread is a pizza restaurant that reached back to the very beginning of bread baking and uses the same artisan methods: simple, wholesome ingredients shaped by hands of thoughtful caring people, baked in a primitive wood-fired earthen oven. Its menu features local, regional, and organic ingredients raised and harvested by area farmers, creating a sustainable, community-based, farm-to-plate network.



Located in the Mad River Valley on Route 100 in Waitsfield, American Flatbread is housed inside an old barn on the property of Lareau Farm. The earthen oven and pizza preparation are at center stage inside the restaurant for all customers to see.

The Challenge

As a long-time customer of Waitsfield and Champlain Valley Telecom (WCVT), American Flatbread came to us to discuss replacing their aging, hardware-based phone system due to its limited functionality. They were looking for a solution that

would meet their current and future needs, but it also had to be competitively priced. American Flatbread was very committed to doing business locally and wanted to continue the great working relationship with WCVT if we could meet all of their requirements.

The Solution

Clay Westbrook from American Flatbread worked directly with WCVT Sales Manager Kris Merchant to design a new system that would satisfy their phone needs. The solution began with having

WCVT expand our fiber optic network to serve American Flatbread and do a complete rewiring of the network at the restaurant. This enabled American Flatbread to replace its aging phone system with our Hosted IP Phone Service. It uses Voice over Internet Protocol (VoIP) technology to convert the voice signal from phones into a digital signal that can travel over the internet.

The Benefits of Hosted IP

Besides being a cost-effective solution that's competitively priced, the new Hosted IP Phone Service provides American Flatbread with these features and benefits:

- Very little upfront investment is required.
- It's easy to make the switch from a hardware-based system to Hosted IP Phone Service.
- Secure and reliable, this solution automatically handles calls and messages during power outages.
- It offers increased flexibility to easily expand the phone service as the business grows.
- The service is self-managed through an intuitive web portal.
- Mobility options are available for remote workers.
- Maintenance is provided by WCVT, meaning no surprise repair, upgrade, or replacement costs.

For even more convenience, managers at American Flatbread use the Accession Mobile app (see sidebar) to have access to all features of the Hosted IP Phone Service from their mobile devices —anytime, anywhere.

In addition, since American Flatbread is now connected to WCVT's fiber optic network, the restaurant is enjoying much faster internet speeds. This enhanced internet service, combined with Hosted IP Phone Service, helps to maximize employee efficiency and productivity.



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 develop specific service recommendations for you.

Call Kris Merchant at 802-496-8554 or send an email to kmerchant@wcv.com.



INTEGRATE YOUR MOBILE DEVICE WITH YOUR OFFICE PHONE

Accession Communicator Mobile, available as an app for Android and Apple iOS platforms, turns your smartphone or tablet into a portable extension of your office's Hosted IP Phone Service from Waitsfield and Champlain Valley Telecom. This enables you to leverage all of the business class phone features you have at the office, even when you're not at the office.

When you use Accession Communicator Mobile, you gain tremendous flexibility and productivity-boosting features:

- Whether you're working from home or on the road, you can make and receive calls over Wi-Fi or 3G/4G using your landline number.
- All the rich functionality of your desk phone is available to you anywhere, anytime.
- You control incoming calls. Accession allows you to determine how you can be, or want to be, reached.

To find out what Accession can do for your business, contact Kris Merchant, Sales Manager, at 802-496-8554 or kmerchant@wcv.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

802-496-8554

kmerchant@wcvt.com

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 activities.



Mad River Valley Easter Egg Hunt on April 8

Mark your calendars for Saturday, April 8! 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 or 802-496-3391.

WCVT at the Vermont Business and Industry EXPO in May

The Vermont Business EXPO is scheduled for Thursday, May 25 at the Sheraton Hotel and Conference Center in Burlington, Vt. It's the region's largest business-to-business trade show and is organized by the Vermont Chamber of Commerce. This annual event hosts over 150 exhibitors, showcasing the latest in cutting-edge products and services for the 3,000 business people who visit the show. EXPO also features a wide variety of special events and seminars, providing EXPO attendees with valuable networking and educational opportunities. Featured events include the Senator Leahy Business Breakfast, the TD Bank Innovation Institute – Educational Seminars, and the Business Luncheon. Visit www.vtexpo.com for more information and to register.

Team WCVT Helps Out in the Sugar Bush

A crew of WCVT employees spent the day at the Green Mountain Audubon Center in Huntington in late February and helped prepare for this year's sugaring season. Employees trekked through the sugar bush with drills in hand and sleds full of buckets and tapped 500+ trees the old fashioned way. The Audubon Center has a working, traditional maple sugaring operation that produces between 50-75 gallons of syrup each year. Thousands of people visit the Center's sugaring operation annually to learn about their wood-fired, bird-friendly process of maple sugaring.



Waitsfield and Champlain Valley Telecom provides each employee with sixteen hours of community service time yearly to be used on local service projects. If your organization has a project in the making and is looking for help, contact Lorraine Keener at 496-8379 or lkeener@wcv.com to discuss the possibilities of WCVT participation. Sweet job, Team WCVT!

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.



WELCOME NEW BUSINESSES

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

Barnard & Gervais LLC

Hinesburg – 482-2597

East & West Auto

Huntington – 434-2299

Gracie's Kitchen & Marsh Hollow Jams

Waitsfield – 496-9000

One Radish Eatery

Richmond – 434-7770

Perry Institute of Marine Science

Waitsfield – 496-2700

New School Builders

Warren – 496-5148

Rose Pavilion

Bristol – 453-2777

Shepherds Pub

Waitsfield – 583-4373

Splinters Boardshop

Warren – 496-7441

Village Green Market

New Haven – 453-2163

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