

# BUSINESS connections



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**Community support is always appreciated and sometimes invaluable.** My family and I are grateful for the outpouring of support we received after the unexpected death of my brother Gregg Haskin in June. I have assumed leadership of Waitsfield and Champlain Valley Telecom (WCVT) and am committed to maintaining its mission.

In this Summer 2018 issue of *Business Connections*, the value of community relationships is explored. We remind you on page 3 that **You Don't Have to Do It All**. You can take Wi-Fi management off your plate with Business-Class Wi-Fi and let our community of technicians handle it for you.

On pages 4 and 5, you'll find a **Business Spotlight on Clear Water Filtration**. Jim Parker founded the business in 1980, and it's grown impressively since then. Clear Water Filtration now offers residential and commercial products in a three-state area and is owned by Parker's children, Steve Parker and Jen Fleckenstein. The Parker and Haskin families have been friends for many years and share a commitment to lending a hand to the Waitsfield community.

Check out the **7 Common Types of Cyberattacks** on page 6 and remember that help with data and network security is available from WCVT. In page 7's **WCVT in the Community**, we share recent community news including the awarding of scholarships to local high school graduates.

Community involvement is at the heart of WCVT. Let us know how we can help your business thrive.



Sincerely,

*Eric Haskin*

Eric Haskin  
President & CEO  
Waitsfield and Champlain Valley Telecom







# You Don't Have to Do It All

*Take Wi-Fi management off your plate with Business-Class Wi-Fi*

Business-Class Wi-Fi from Green Mountain Access offers these advantages:

**Eliminates the hassles of trying to do your own installation, maintenance, and troubleshooting.**

As a business owner or manager, you have enough to do. 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. With Business-Class Wi-Fi, you get 24x7 Technical Support from a local company you know and trust.

**Uses equipment 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.

**Offers low, predictable costs.** We maintain and enhance the service for

you, so there are no surprise maintenance, upgrade, or replacement costs. You also have the option to lease or buy the Wi-Fi equipment.

**Easily accommodates your growing needs.** 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.

**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.

**Want to find out how Business-Class Wi-Fi could work in your business? To arrange a free on-site assessment, contact:**  
**Kris Merchant, Sales Manager**  
**802-496-8554**  
**[kmerchant@wcvr.com](mailto:kmerchant@wcvr.com)**

## CASE STUDY: HYDE AWAY INN & RESTAURANT

Business-Class Wi-Fi is now one of many reasons guests are happy at the Hyde Away Inn & Restaurant in Fayston, Vermont.

### The Challenge

In the past, the Hyde Away was suffering from inconsistent Wi-Fi signals and started to get complaints about it from some customers on social media. People loved the lodging experience, food, and location, but the Wi-Fi was less than stellar.

### The Solution

WCVT Sales Manager Kris Merchant recommended a switch to Business-Class Wi-Fi, a Wi-Fi platform powered by Ruckus Wireless products. WCVT created a business network for the Hyde Away's point-of-sale system and a guest network with an active portal. Guests can login with an email address and other information and then gain access to the guest Wi-Fi network. This setup enables the Hyde Away to use guest login information for marketing programs in the future if they so desire.

**“With Business-Class Wi-Fi, we get a strong, even Wi-Fi signal in every room of the Inn. The service also extended the internet connectivity to our outside dining area, which our guests appreciate.”**

— JEAN WRY, MANAGER,  
HYDE AWAY INN & RESTAURANT





# Clear Water Filtration

*On a mission to provide clean, safe water in Vermont and beyond*

An avid pilot, Jim Parker dreamed of someday having a hanger that could double as his office space. This dream came true in 1970, but after drilling the well for his Vermont hanger, Parker discovered water loaded with iron. His search for an effective filter solution eventually led to the creation of Clear Water Filtration in 1980.

## A Small but Mighty Team

The business quickly took flight. By 1985, Clear Water Filtration had grown to include five employees and became an authorized independent Kinetico dealer. It expanded into the commercial market in 1990. Today, the business serves residential and commercial customers in Central and Northern Vermont, Eastern New York, and Western New Hampshire with products including:

- Drinking water systems
- Water softening systems
- Water filtration systems
- Disinfection systems

Steve Parker and his sister Jen Fleckenstein bought Clear Water Filtration from their father in 2015 and continue its mission of providing clean, safe water.

Fleckenstein notes, “We now have 12 employees who work in our Waitsfield office. In addition, we employ technicians who operate out of their homes, which are strategically located throughout Vermont. This enables Clear Water Filtration to quickly respond to customer needs in our three-state service area. As I like to say, we have a small but mighty team.”

## Clearly Better Phone and Internet from WCVT

This team needed an efficient and reliable phone system, which it didn’t have until recently. Fleckenstein explains, “We previously leased a phone system through Avaya, and that phone system was problematic. It went down a lot, didn’t have all the bells and whistles we needed, and required us to go into the programming of the phone and enter a series of codes to make even simple changes. We needed to find something better.”

Clear Water Filtration switched to a Hosted IP phone system from WCVT, and Fleckenstein is pleased with the difference. "It was like night and day when we made the switch. Hosted IP is so much easier to use and more reliable than what we had before. We can go into the web portal and quickly make phone changes. Another Hosted IP feature I appreciate is Voice Mail to Email. It's a convenient way to get messages, especially when I'm traveling," she says.

Upgrading to WCVT's fiber internet service also made a positive impact on Clear Water Filtration's operations. Fleckenstein notes, "Our internet speeds are significantly faster now that we're connected to the WCVT fiber network. We use cloud-based systems, so faster download and upload speeds are important for us."

**"It was like night and day when we switched. Hosted IP is so much easier to use and more reliable than what we had before."**

— JEN FLECKENSTEIN, CO-OWNER, CLEAR WATER FILTRATION

### Two Family Businesses Share Values and Interests

How does Fleckenstein feel about doing business with WCVT? She replies, "WCVT and Clear Water Filtration are both family businesses and we share similar value systems. My family has long been friends with the Haskin family, and I know everybody we work with from WCVT. They genuinely care about the success of our business and respond quickly whenever we need assistance."

Fleckenstein adds, "The recent passing of Gregg Haskin, former WCVT President & CEO, prompted me to reflect about our family friend. Gregg was one of my first babysitters. He also became a pilot and shared the Parker family's love of aviation. My father, Jim Parker, was an aerobatics pilot for 40 years and produced air shows in Vermont to raise money for various charities. Gregg volunteered at those events and was a generous donor and supporter. WCVT employees have also helped us set up at the air shows, which is no small task. WCVT has always been there for our family, and now they're helping my brother and I carry on the legacy of Clear Water Filtration."



**If you have concerns about the water quality at your home or business, Fleckenstein wants you to know that Clear Water Filtration offers free water testing. This process analyzes water chemistry to assess any aesthetic or safety issues. To learn more, visit [clearwaterfiltration.com](http://clearwaterfiltration.com) or call 802-496-5544.**



(L to R) Kevin Davis, Business Systems Specialist; Dan Fuller, Business Systems Project Coordinator; Kris Merchant, Sales Manager; and Nick Sterner, Business Systems Specialist

### MEET OUR HOSTED IP TEAM

When your business uses one of WCVT's Hosted IP products—such as Hosted IP Phone or Business Class Wi-Fi services—you benefit from an expert team behind the advanced technology.

The WCVT Hosted IP team includes:

- **Dan Fuller**  
Business Systems Project Coordinator
- **Kevin Davis**  
Business Systems Specialist
- **Nick Sterner**  
Business Systems Specialist
- **Kris Merchant**  
Sales Manager

This team is responsible for the overall coordination of project resources in support of WCVT's Hosted products as well as wiring installations. They plan and organize all aspects of complex projects from inception to conclusion. This helps to provide excellent customer service by building and maintaining productive working relationships with WCVT's customers, suppliers, contractors, and vendors.

**Have questions or need support for your Hosted IP Phone service?**

Email: [HPBX@corp.wcvt.com](mailto:HPBX@corp.wcvt.com)  
Telephone: 802-496-8309



# 7 Common Types of Cyberattacks

Hackers use a variety of techniques to try and steal and exploit sensitive data—such as credit card information and passwords—and these techniques continue to evolve. As a business owner or manager, you need to be aware of the most frequently used types of cyberattacks.

**1. APT:** Advanced persistent threats, or APTs, are long-term targeted attacks that break into a network in multiple phases to avoid detection.

**2. DDoS:** An acronym for distributed denial of service, DDoS attacks occur when a server is intentionally overloaded with requests to attempt to shut down the target business's website or network system.

**3. Inside attack:** This refers to a situation where a person with administrative privileges, usually from within the business, purposely misuses his or her credentials to gain access to confidential company information. Former employees, in particular, present a threat if they left on bad terms.

**4. Malware:** This term is short for malicious software and covers a range of programs introduced into a computer with the goal of causing damage or gaining unauthorized access.

**5. Password attacks:** There are three main types of password attacks: a brute-force attack, which involves guessing at passwords until the hacker gets in; a dictionary attack, which uses a program to try different combinations of dictionary words; and keylogging, which tracks all of a user's keystrokes, including login IDs and passwords.

**6. Phishing:** Perhaps the most commonly deployed form of cybertheft, phishing involves collecting sensitive information like login credentials and credit card information through a

legitimate-looking (but ultimately fraudulent) website, often sent to unsuspecting individuals in an email.

**7. Ransomware:** This type of malware will either lock you out of your computer and demand money in return for access or threaten to publish private information if you don't pay a specified amount in ransom. Ransomware is one of today's fastest growing types of cyberattacks.

## WHY DO HACKERS TARGET SMALL BUSINESSES?

Are you surprised by the question posed in this article's headline? Are you one of the many small businesses under the mistaken impression that hackers are only interested in stealing data from big corporations like retail chains? Do you think you don't really have data worth stealing?

Actually, small businesses fall into a "sweet spot" for hackers—they have more digital assets to target than an individual consumer but less security in place than an enterprise business. Small businesses tend to be less consciously aware of their risk for cyberattacks and therefore don't allocate enough time and money for cybersecurity measures.

Statistics point to the fact that small businesses need to pay attention to cybersecurity. According to UPS Capital, nearly two-thirds of data breach victims are small to mid-size businesses, and about 60 percent of smaller businesses are out of business within six months of suffering a cyberattack.<sup>1</sup>

The U.S. Small Business Administration offers a self-paced training course on Cybersecurity for Small Businesses. Visit [www.sba.gov/tools/sba-learning-center/training/cybersecurity-small-businesses](http://www.sba.gov/tools/sba-learning-center/training/cybersecurity-small-businesses) to access it.

<sup>1</sup><https://upscapital.com/product-services/cyber-liability-insurance>

# 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.*



## Eric Haskin Named President & CEO of WCVT

After literally growing up in his family's telephone company business, Eric Haskin became President & CEO of WCVT in June, following the death of his brother Gregg Haskin. Over the years, Eric Haskin has held many positions within the company. Most recently, he was Vice President of Network and has also served as a member of the Board of Directors and as Corporate Secretary.

Eric Haskin graduated from the Certified Welding and Trade School in Casper, Wyoming. Not long after, he enlisted in the United States Navy and was stationed aboard the USS Constellation (CV-64), an aircraft carrier based on Coronado Island. Upon his discharge in 1982, Eric moved back to Waitsfield and helped continue the family legacy of WCVT.

## WCVT Gives Eunice B. Farr Incentive Award Scholarships

Each year, WCVT gives six scholarships, one to a student at each of the public high schools in our service area. These scholarships are presented in memory of the late Eunice B. Farr, former owner and operator of the Waitsfield-Fayston Telephone Company. The award is designed to benefit a hard-working graduate whose instructors have seen demonstrate a sincere effort to improve grades/results and who plans to continue his or her education.

We congratulate this year's scholarship recipients:

- Champlain Valley Union High School – Abigail Francis
- Harwood Union High School – Camille King
- Mount Abraham Union High School – Kameryn Norse
- Mount Mansfield Union High School – Ryan Tice
- Middlebury Union High School – Lanelle Hogan-Mairs
- Vergennes High School – Jayna Duffy



## Happy Anniversary to Our Employees

At a service awards luncheon in June, a group of WCVT employees celebrated employment anniversaries ranging from five to 40 years. Eight employees with a combined 110 years of service were recognized. Congratulations to everyone, and thank you for all your hard work for the company over the years!

*If your organization has a project in the making and is looking for help, contact Lorraine Keener at 496-8379 or [lkeener@corp.wcvt.com](mailto:lkeener@corp.wcvt.com) to discuss the possibility of WCVT participation.*



## WELCOME NEW BUSINESSES

When you buy local (and dine local, play local, and give local), everyone benefits. It improves our local economy, creates more local jobs and opportunities, and retains the unique character of our local communities.

Please support these new businesses by welcoming them to your community and doing business with them whenever possible.

### Aruzza's Automotive

Hinesburg – 482-5656

### Bell Weather Craftsmen

Huntington – 434-6388

### Full Circle

Hinesburg – 482-5388

### Key Stone Finishing

Richmond – 434-2104

### Lemon Fair Insect Control District

Weybridge – 545-2847

### Mountain Rose Integrated Wellness Center

Waitsfield – 496-6346

### Red Rock Valley Maple Farm

Starksboro – 434-2828

### Sweeney Construction

Bristol – 453-4378

### The Avalanche

Warren – 496-3903

### Whitford House

Addison – 758-2704





# BUSINESSES RUN ON STRONG COFFEE AND STRONG WI-FI

Whether you just need a strong and secure Wi-Fi network for employees or a reliable hot spot for customers and guests, our Business-Class Wi-Fi solution makes it easy. We take care of everything for you, from the selection and installation of the right Wi-Fi equipment for your space to ongoing maintenance, upgrades, and technical support. If do-it-yourself Wi-Fi management isn't your cup of tea (or coffee), contact us to discuss the perks of Business-Class Wi-Fi.

**Call 1-888-321-0815 to arrange a FREE on-site assessment.**



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