

BUSINESS

connections



See What's
Brewing at
Lawson's
Finest Liquids

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Hinesburg Branch Office
14 Thornbush Rd, Hinesburg

BUSINESS HOURS:

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Let's try to "spring ahead" throughout the year. On March 10, we set our clocks forward one hour for Daylight Saving Time—the annual "spring ahead" task. However, I think forward movement of a different kind can be an ongoing goal we work on together.

For example, Waitsfield and Champlain Valley Telecom (WCVT) can help your business move forward by installing a new, more cost-effective and flexible phone system. Learn more on page 3 with **FAQ on Hosted IP Phone Service**.

On pages 4 and 5, you'll find a **Business Spotlight on Lawson's Finest Liquids**. Sean and Karen Lawson took a huge leap forward with their nano-brewery business in October 2018, when they moved Lawson's Finest Liquids from a shed next to their home to a brewery, taproom, and retail store in Waitsfield. To keep data and conversations moving efficiently, Lawson's Finest Liquids uses our high-speed fiber internet, Business-Class Wi-Fi, and Hosted IP Phone Service.

Your business can really move forward if you **Go Big and Go Gig**, as you'll discover on page 6. With internet this fast, what used to take hours can get done in minutes. Also check out **WCVT in the Community** on page 7 to see what we're doing to build community connections.

What's the next step forward with your business communications? Contact WCVT and we'll get moving with recommendations.

Sincerely,



Eric Haskin

Eric Haskin
President & CEO
Waitsfield and Champlain Valley Telecom



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 **WAITSFIELD
TELECOM**
CHAMPLAIN VALLEY

FAQ on Hosted IP Phone Service



WCVT's Hosted IP Phone Service uses Voice over Internet Protocol (VoIP) technology that runs on our state-of-the-art managed network. This enables you to use one connection for all of your internet and phone needs.

How does VoIP technology work?

VoIP converts the voice signal from your telephone into a digital signal that can travel over the internet.

What are the main benefits of WCVT's Hosted IP Phone Service?

Our Hosted IP Phone Service is a great replacement for a traditional phone system. The benefits include:

- **Reduced Capital Investment** – Unlike on-premise phone systems, there's no huge upfront investment in expensive hardware.
- **Low, Predictable Costs** – We maintain and enhance the service for you, so there are no surprise maintenance, upgrade, or replacement costs.
- **Easy Self-Management** – Users can perform their own Moves, Adds, and Changes (MACs) via an intuitive web portal, eliminating the expense of service calls when you have employee moves or changes.
- **Flexibility to Meet Your Growing Needs** – The infrastructure can grow as your business grows; there are no limits to adding users, sites, and features.
- **A Secure and Reliable Solution** – Our network will automatically handle calls and messages during power outages. In case of disaster, employees can forward calls to home or mobile phones.
- **Mobility Options for Remote or Home Workers** – Employees can easily and seamlessly connect to your Hosted IP Phone Service over their home broadband connection and enjoy the same office features.

Does Hosted IP Phone Service make sense for a small business?

It absolutely does. With its flexibility and scalability, Hosted IP Phone Service can be a smart choice for a small "mom and pop" business all the way up to a large enterprise. What's more, its professional features can help a small business appear larger to its callers.

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 Supervisor
- **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 the team at HPBX@corp.wcv.com or call 802.496.8309.

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





Lawson's Finest Liquids

Let's all raise a glass to craft beers and community spirit

Sean and Karen Lawson started their nano-brewery, Lawson's Finest Liquids, in 2008 after 20 years of home brewing. Its specialty maple beers and IPAs have earned awards at the World Beer Cup, Great American Beer Festival, and two National IPA championships (2011—Triple Play IPA and 2016—Super Session #2). In October 2018, the couple moved Lawson's Finest Liquids from a small sugarhouse-style shed next to their home to a brewery, taproom, and retail store in Waitsfield.

Karen Lawson is Chief Creative Officer. She noted, "Sean and I are finally able to offer people an in-person Lawson's Finest Liquids experience. During our first 10 years, we ran the brewery from our home. We're thankful that people can now come to the taproom and talk with us."

Excitement Brewed for Years

The couple spent more than two years to develop the Waitsfield operation, from purchasing the property and getting permitting to managing the design and construction phases.

"When we bought the property, it had two buildings on it. One was a warehouse, which we turned into our brewery, since its space and openness were ideal. The other building was problematic for us. It was very small and had a steel frame that limited ceiling height.

We tore that building down and built our new taproom," Lawson said. (To watch videos of demo day and building construction, visit lawsonsfinest.com/about-us/gallery.)

She continued, "The taproom is a gorgeous timber-frame structure with a grand ceiling. It features communal seating at picnic tables, reminiscent of a German Oktoberfest, as well as individual two- and four-top tables. In the center is a bar with a walnut top, and on the far side is a fireplace with a game area equipped with foosball, checkers, and arcade games. We wanted to create a place for families to come together, where kids can be entertained and their parents can sit and still see them. To support the community, we chose to use local builders and craftsmen as much as possible, along with local products such as Vermont slate floors and locally sourced wood."

Thoughtfulness is on the Menu

In addition to its extensive beer selection, Lawson's Finest Liquids also serves wine and hard cider plus non-alcoholic beverages including root beer and maple lemonade. To pair with the beverages, guests can order light fare such as the Vermont Cheese Plate and Green Mountain Twisters Pretzel.

"We don't serve full meals to avoid competing with the restaurants in this community. Many of them struggle with the seasonality of the area. Our goal is to have customers come to our taproom first, then go out to dinner elsewhere. We close at 7 pm," explained Lawson.

This concern for other businesses in the community is a reflection of the company's Core Values, which state in part: "Lawson's Finest Liquids aims for the highest quality standards in our beer production and in how we build relationships with our employees, our community partners, customers, and each other."

Saying No to Tips and Yes to Charities

Another place where these Core Values are clearly at work is in the "no tip" business model at the taproom. Lawson's Finest Liquids has chosen to pay its staff generous living wages and benefits, so guests have no obligation to tip the servers. However, if gratuities are left, 100 percent of them are donated to local charitable organizations—a new one every two weeks—with priority given to programs in Mad River Valley.

Lawson explained their "no tip" business model this way: "Most service workers rely on tips. They may do well during the ski season but struggle to earn enough during the off season. This makes it hard to earn a living when tips are down. After careful thought, we decided to take a different approach and provide our servers with generous living wages and a full benefit package including insurance. It's about equality and the recognition that customer-facing employees are valuable to our business."

According to Lawson, this charitable giving program has engaged the community. She said, "Our 'no tip' decision was an out-of-the-box idea and one we're glad we made. We hear many expressions of thanks from people and feel fortunate to be making a difference by supporting worthwhile charitable endeavors. I want to express our gratitude toward the locals and tourists for their phenomenal enthusiasm for Lawson's Finest Liquids."

Cask release events are held in the taproom on the first Monday of each month. To see what's on tap, visit www.lawsonsfinest.com/events or follow Lawson's Finest Liquids on social media.



LAWSON'S FINEST LIQUIDS PAIRS WELL WITH OUR FINEST SERVICES

The "buy local" philosophy of Lawson's Finest Liquids extends beyond the use of local craftsmen and local materials for the construction of the Tap Room. It also includes the selection of us as the local communications provider—Green Mountain Access for internet services and WCVT for its phone system. Specifically, Lawson's Finest Liquids uses our high-speed fiber internet, Business-Class Wi-Fi, and Hosted IP Phone Service.

Jonathan Wilson, Director of Finance and Administration at Lawson's Finest Liquids, said, "The service quality is very high. Many of our business-critical systems are now cloud based, so it's vital to our success to have consistent and fast internet service. The Green Mountain Access installation team did a great job coming up with a plan to ensure our back office systems have the internet service they need, our POS system in the Tap Room is supported, and our guest experience with our Wi-Fi network is seamless. In the few instances when we've needed help, the technical support has been very responsive and friendly."

For more information about any of our business services, contact Kris Merchant, Sales Manager, at 802-496-8554 or kmerchant@wcv.com.

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.

Answer Media

Hinesburg – 482-6068

Art in the Village

Warren – 496-5605

E & S Transport

Bolton – 434-4797

Emeraldrose Grows

Bristol – 453-4797

Liszt Restoration

Hinesburg – 482-7007

Maid by Michelle

Bolton – 434-6624

Peterson Quality Malt

Charlotte – 425-5621

Steady Sugaring

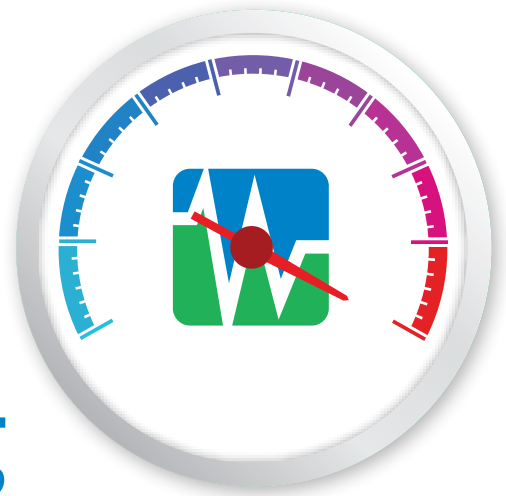
Starksboro – 453-7249

The Silver Trout

Waitsfield – 496-3110



Get Ready to Go Big & Go Gig



Green Mountain Access, part of the WCVT family, offers internet speeds up to a Gig in our fiber service areas. Just how fast is that? An internet speed of a Gig (or Gigabit per second) is equal to 1,000 Mbps (or Megabits per second).

To give you a frame of reference, let's say a small office currently has a 10 Mbps internet connection. A speed upgrade from 10 Mbps to a Gig would be the equivalent of going from driving a car at 1 mph to driving it at 100 mph—quite a difference!

Businesses of all sizes and types are expressing interest in Gig internet. Which may leave you wondering, “What can you do with a Gig?” The simple answer is this: You can do whatever your business is doing now—such as downloading and uploading files—but it will get done in seconds instead of minutes, or minutes instead of hours. Gig speeds are a huge timesaver and productivity booster.

With a Gig, your business can:

- Download large files, videos, images, reports, invoices, and records more quickly.
- Connect more users with more devices.
- Process multiple card transactions faster.
- Run more cloud-based apps, services, and backups simultaneously.

But it's not only about moving files faster. It's also about enhancing performance. Gig internet from Green Mountain Access improves the quality of streaming video by vastly reducing buffering and opens the door to the optimal use of real-time collaboration tools.

We've listed what businesses can do with a Gig. Now let's think about what communities can do. This level of internet speed can help attract new businesses to a community and enable existing businesses to enhance their performance. In addition, it can lay the groundwork for more telehealth services, online education, and other online resources.

Green Mountain Access offers a range of internet speeds to meet your requirements today and tomorrow. Whenever you're ready for a Gig, we'll be ready to provide it. To learn more, visit www.wcv.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's a look at some of our recent and upcoming activities.



Team WCVT Helps Out in the Sugar Bush

A crew of WCVT employees spent a late February day at the Green Mountain Audubon Center in Huntington to help 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 annually to learn about their wood-fired, bird-friendly process of maple sugaring. Sweet job, Team WCVT!

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.

Hop to the Easter Egg Hunt on April 13

Mark your calendars for Saturday, April 13! 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.



CONGRATS TO OUR RAFFLE WINNER

Norman Rainville of the Mad River Valley won our Annual Customer Survey Raffle. In the photo, Customer Service Representative Wendy presents Norman his prize—an iPad Pro. Thanks to all who completed our survey. We're constantly making service improvements based on customer feedback.



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