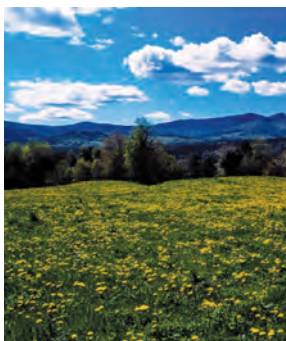


# BUSINESS connections

## Old-World Charm Meets a New-World Approach





**OFFICE LOCATIONS:**

Waitsfield Business Office  
3898 Main Street, Waitsfield

Hinesburg Branch Office  
14 Thorn Bush Rd, Hinesburg

**BUSINESS HOURS:**

Monday-Friday, 8:00 a.m. - 5:00 p.m.

**BUSINESS TEAM:**

**Kris Merchant**, Sales Manager  
802-496-8554, kmerchant@wcvt.com

**Kurt Gruendling**  
V.P. Marketing and Business Development  
802-496-8305, kgruendling@wcvt.com

*Business Connections* is a publication of  
Waitsfield and Champlain Valley Telecom.

No part of this publication may be reproduced, stored in a retrieval system, or transmitted in any form, electronic, photocopying, recording, mechanical, or otherwise without the prior written permission of Waitsfield and Champlain Valley Telecom. All rights are reserved.

**Editorial and Circulation Contact:**  
Kurt Gruendling, Vice President of  
Marketing and Business Development,  
Waitsfield and Champlain Valley Telecom,  
PO Box 9, Waitsfield, VT 05673,  
802-496-8305, kgruendling@wcvt.com.

All brand names and product names used in this publication are trade names, service marks, trademarks, or registered trademarks of their respective owners.

Additional issues are available on a limited basis while supplies last. Please contact Kurt Gruendling.

Copyright© 2019 by Waitsfield and Champlain Valley Telecom and Cornerstone Publishing Group, Inc.

**Postmaster send changes to:**  
Lorraine Keener  
Waitsfield and Champlain Valley Telecom  
PO Box 9  
Waitsfield, VT 05673

# BUSINESS connections

## Has a quick vacation ever led you to a long-term business venture?

That's what happened to Zan and Dana Franc, owners of the Warren Lodge. So choose your next vacation wisely!

You'll find the **Business Spotlight on the Warren Lodge** on pages 4 and 5 of this *Business Connections* issue. Waitsfield and Champlain Valley Telecom (WCVT) provides phone, internet, and Wi-Fi services to the Warren Lodge, which Zan Franc credits with helping them manage the Vermont business from New Jersey.

Speaking of vacations, it may be time for your business to take a permanent vacation away from the expense and maintenance demands of a traditional on-premise phone system. On page 3, review the **FAQ on Hosted IP Phone Service** and consider how this phone solution could benefit your business. Then on page 6, we encourage you to **Check Out This Technology Checklist** from the National Cyber Security Alliance. By taking a quick trip through its contents, you may be able to identify security issues that need addressing.

Both locals and visitors look forward to the community events in our area, since they can feel like mini vacations. On page 7, **WCVT in the Community** shares a list of the fall events we help support as a company through volunteer hours and/or monetary donations.

You never know when you'll find business inspiration. It could be while you're on vacation. Or it could be while you're on the phone with WCVT. Give us a call soon.



Sincerely,

*Eric Haskin*

Eric Haskin

President & CEO

Waitsfield and Champlain Valley Telecom



PRINTED ON RECYCLED PAPER

 **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.wcvt.com](mailto:HPBX@corp.wcvt.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*





# Warren Lodge

*Where old-world charm meets the new-world approach of New Jersey owners*

Zan and Dana Franc live in New Jersey and first visited the beautiful Mad River Valley for a quick ski trip in 2013. It was love at first sight. The couple soon bought a condo in Warren, as did his parents. In 2015, the Francs bought the inn for sale around the corner from the two condos, and the Warren Lodge adventure began.

Guests of the Warren Lodge, located at the foot of Sugarbush Access Road, enjoy the warmth of a New England country inn coupled with the convenience of modern features such as keyless locks, wireless internet, and contemporary interiors. In addition to hotel rooms, guests can choose from units of various sizes at the nearby condos. The goal is to help visitors enjoy the natural beauty of Mad River Valley with a friendly, simple lodging experience at a great value.

## Closely Connected While Hours Away

Zan Franc said, "We're four years into this and learning as we go. My wife Dana is a dental hygienist, and I work in finance for a

corporation in NJ. We're 5+ hours away from the Warren Lodge, but our innkeepers Pete and Diane live on the property. Thanks to the flexibility provided by technology, we're making it all work. The reservation system is all online, and we receive notifications when reservations are made."

WCVT currently provides the Warren Lodge with Hosted IP Phone Service, Fiber Internet, and Managed Business-Class Wi-Fi.

"Our IP phone system enables us to have calls to the hotel's main line concurrently ring on the cell phones of the innkeepers and of my wife. Pete and Diane will arrange with Dana to pick up the

*Our business concept is simplicity, so we like having one source to contact for help—a straight line to issue resolution. Every time I've called WCVT, they've been really receptive and understanding of our urgent needs as a business."*

— ZAN FRANCO, OWNER, WARREN LODGE

phone when they're out. Callers don't realize Dana is in New Jersey rather than Vermont," noted Franco.

He continued, "The managed Wi-Fi is great and a huge help to me. When a Wi-Fi hiccup happens, I call Kris Merchant (WCVT Sales Manager) and he'll get the appropriate people to resolve the issue. Our business concept is simplicity, so we like having one source to contact for help—a straight line to issue resolution. Every time I've called WCVT, they've been really receptive and understanding of our urgent needs as a business. The technicians that come out to the Warren Lodge are always friendly and diligent. They provide a true hometown customer interaction."

### Kudos to the Chamber

Franco considers Kris Merchant as one of the members of the Mad River Valley Chamber of Commerce who have helped the Warren Lodge succeed. Others include Bill Elliott at Sugarbush Real Estate and Rosemarie White at Northfield Savings Bank.

"Bill Elliot found the properties for me and Rosemarie White helped us with obtaining the mortgage for the Warren Lodge. The Mad River Valley Chamber of Commerce really does a great job connecting you to local resources and is a forum for members to bounce ideas off of each other. Everyone goes the extra mile to help your business. I appreciate that," he said.

According to Franco, the same "cast of characters" is helping with their next hotel venture in the area.

### Another Hotel is Coming

Franco explained, "We're in the process of opening another hotel called the Mad River Lodge, hopefully by the start of this year's ski season. We purchased the former Garrison property, second closest to Mad River Glen, which locals will agree was a fixer upper needing TLC and new energy. When our renovations are complete, Mad River Lodge will offer 22 rentable units. WCVT is also bringing fiber to this location, so we'll have fast and reliable internet for the innkeeper and guests."

We can't wait to see how this adventure continues.



### FOCUS ON YOUR BUSINESS AND LET 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. WCVT 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 cloud-based infrastructure can grow as your business grows. Need additional coverage? No problem! We can easily add additional access points for a low monthly fee.
- **Accommodates Visitors** – Easily add a guest network to keep your business and customer traffic separate and secure.

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@wcv.com

---

# Check Out This Technology Checklist



The National Cyber Security Alliance (NCSA) builds strong public/private partnerships to educate users with the information they need to keep themselves, their organizations, their systems, and their sensitive information safe and secure online. This NCSA technology checklist is a quick way for your business to identify any security issues that need addressing.

## Wi-Fi

- Use strong administrative and network access passwords.
- Use strong encryption (WPA2 and AES encryption).
- Use separate Wi-Fi for guests.
- Physically secure Wi-Fi equipment.

## Virtual Private Network (VPN)

- Use strong passwords, authentication, and encryption.
- Limit access to those with valid business need.
- Provide strong antivirus protection to users.

## Routers and Switches

- Use a network monitoring app to scan for unwanted users.
- Restrict remote administrative management.
- Keep firmware updated.
- Use strong passwords.

## USBs

- Scan USBs and other external devices for viruses and malware when connected.
- Only pre-approved USBs allowed in company devices.
- Educate users about USB risks.

## Website

- Keep software up to date.
- Require users to create strong passwords to access.
- Prevent direct access to upload files to site.
- Use scan tools to test your site's security—many are free.
- Register sites with similar spelling to yours.
- Run most current versions of content management systems or require web administrator/hosts to do the same.

## Mobile Devices

- Keep a clean machine: Update security software on all devices.
- Delete unneeded apps.
- Secure devices with passcodes or other strong authentication such as a finger swipe and keep physically safe.
- Encrypt sensitive data on all devices.
- Make sure “find device” and “remote wipe” are activated.

## Email

- When in doubt, throw it out: Educate employees about remaining alert to suspicious email.
- Provide all email recipients with an option to opt off your distribution list.
- Require long, strong, and unique passwords on work accounts.
- Get two steps ahead: Turn on two-factor authentication.

## File Sharing

- Restrict the locations to which work files containing sensitive information can be saved or copied.
- If possible, use application-level encryption to protect the information in your files.
- Use file-naming conventions that are less likely to disclose the types of information a file contains.
- Monitor networks for sensitive information, either directly or by using a third-party service provider.
- Free services do not provide the legal protection appropriate for business.

## Social Networking

- Create page manager policies and roles.
- Limit administrative access.
- Require two-factor authentication.

To learn more from the NCSA, visit <https://staysafeonline.org>. Contact WCVT if you have security questions related to your internet service with us.

# 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.*



## WCVT Employees Deliver Backpacks to Local Schools

More than 70 backpacks filled with new school supplies were donated and delivered to local schools by WCVT employees. This is the eighth consecutive year that Tammy Field, Administrative Services Supervisor with WCVT, has coordinated this charitable backpack program. Field, who also coordinates our Annual Giving Tree program, worked with local schools to help identify families needing assistance with school supplies for their children. WCVT frequently collaborates with local nonprofits, schools, and community organizations to provide important goods and services.

## WCVT Will Support Many Local Events This Fall

Year after year and season after season, WCVT demonstrates our commitment to the communities we serve through our community relations programs and our support of local events. We're proud to sponsor the following events which will take place this fall:

- Burnham Music Series in Lincoln
- Starksboro Sports Program
- Mad River Path / Mad Dash
- Bristol Harvest Festival
- Annual Golf Tournament to Support the Vermont National Guard Charitable Foundation at the Sugarbush Resort Golf Club
- Special Olympics Vermont
- Addison County Chamber of Commerce / Better L8 Than Never Car Show
- Vermont Cancer Support Network
- Scrag Mountain Music / Chamber Music Series



## Fun Day at the Farm

A crew of WCVT employees spent the day volunteering with The Farm at VYCC (Vermont Youth Conservation Corp) at the Monitor Barn in Richmond. Volunteers gleaned vegetables for VYCC's Health Care Share Program which provides food-insecure families with fresh food and nutrition education at their doctor's office. Each week of the growing season, around 400 families receive a share of vegetables and herbs grown by Vermont youth in their communities. What an amazing program! Learn more at [www.farmatvcc.org](http://www.farmatvcc.org).

## 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.

### Adaptive Global Solutions

Richmond – 434-5506

### Bear Mountain Nordic

Bolton – 434-3687

### Beside Williamson

Moretown – 496-2733

### Champlain Valley Site Works & Building

Monkton – 453-4762

### Laura E. Gorsky PLLC

Richmond – 434-3344

### Limbwalker Tree Service

Weybridge – 545-2229

### Little Tykes Childcare

Monkton – 425-4863

### New Frameworks

Charlotte – 425-5748

### NFP

Waitsfield – 496-9190

### Philo Security Systems

Charlotte – 425-2580

### Roots Builders

Waitsfield – 496-4016

### Simon Says LLC

Bristol – 453-6945

### Viridity Energy Solutions, Inc.

Hinesburg – 482-5570

### Ward's Energy, Inc.

Waitsfield – 496-6023



# 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)