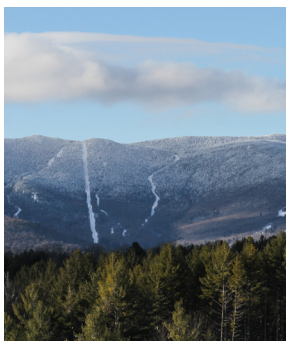


BUSINESS connections



Pizza is Just the Beginning at Good Times Café

Owners Travis and Maryam Counter

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BUSINESS connections

"If you want something you've never had, you must be willing to do something you've never done." This quote from Thomas Jefferson provides great inspiration whenever you're considering making a change. It also relates well to the content in this issue of *Business Connections*.

After changing to Waitsfield and Champlain Valley Telecom (WCVT) for internet service, **MMCTV Goes "From Stone Age to Future,"** as you'll learn on page 3. The community TV station wanted more efficiency, which it got in spades with our 1 Gig symmetrical internet plan.

We share a **Business Spotlight on Good Times Café** on pages 4 and 5. The new owners of this longtime Hinesburg restaurant, Travis and Maryam Counter, wanted something they never had — to own their own restaurant after two decades in the industry. They're also doing new things at Good Times Café including updating technology, thanks to our high-speed internet and Business Class Wi-Fi.

Do you want to take your leadership skills to the next level? Check out **Must-See TED Talks for Business Leaders** on page 6. These talks are filled with strategies to consider to help achieve never-before-seen results at your business.

We all want our local communities to thrive, and that can require stepping up and giving back in ways we've never done before. On page 7's **WCVT in the Community**, we list the community programs and events we supported in 2019.

What is it that your business has never had? What are you willing to do to meet that goal? Contact us at WCVT for the communications solutions to support your work in 2020.



Sincerely,

Eric Haskin

Eric Haskin
President & CEO
Waitsfield and Champlain Valley Telecom



MMCTV Goes “From Stone Age to Future”

*Fiber internet speeds
from WCVT have made
all the difference*



Mt. Mansfield Community Television (MMCTV) provides hyperlocal video services to the towns of Jericho, Richmond, and Underhill as well as a small corner of Essex. Its programming is cablecast on Comcast Channels 15 and 17 and also archived at <http://bitly.com/MmctvVideos>.

MMCTV does the following:

- Records, airs, and archives local government meetings and cultural events
- Helps individuals and nonprofit organizations make videos
- Offers school/library camps and workshops
- Trains people of all ages in video production
- Collaborates closely with towns on their audio-visual communications

Due to MMCTV's heavy internet use, Executive Director Angelike Contis is thrilled with the speeds the station now receives from WCVT—a huge improvement over the previous internet service.

“For many years, MMCTV used a complimentary internet service provided according to Vermont law to community media (aka public access) centers by our local cable company. This service delivered speeds of 25Mbps/5Mbps. However, since we're in the business of uploading and downloading large video files—averaging in size between 2-8 gigabytes each—these speeds prevented us from serving our towns as well as we'd like. For example, town employees and residents had to wait an extra two or three hours to watch a local board meeting to get important information,” Contis said.

She added, “Another issue with our previous internet service was that at certain times of day, when we needed it most, the

connection would slow down or completely drop out on us. An MMCTV staffer frustrated by losing her internet connection whenever someone uploaded a big file, finally told me, ‘I can't do this anymore.’ That's when, despite our frugality as a nonprofit, I looked into alternatives to our free service.”

Contis found the right alternative from WCVT.

“Upgrading from 25Mbps/5Mbps to 1 Gig symmetrical speeds felt like we went from the Stone Age into the future. Thanks to WCVT, our little Richmond-based media center is leading the way with faster internet than many of our sister stations in bigger Vermont cities,” noted Contis.

What impact has WCVT's fiber internet service had on MMCTV? Contis replied, “Our staff is able to work more efficiently. We can upload a local board meeting in just over 10 minutes that used to take us about two hours. We also have plenty of bandwidth for multiple computers to download or upload simultaneously without slowdowns.”

In addition to faster speeds, Contis listed other reasons why she'd recommend WCVT's fiber internet service: “There's little risk (no contract), you get an amazing value for the price, and WCVT is a company that's invested in Vermont.”



Good Times Café

New owners, new menu items, and new technology are enhancing an old favorite

For 24 years, Good Times Café at 10805 Hinesburg Road has been serving stone-baked pizza and more to Hinesburg residents. A new chapter for the beloved restaurant began in October 2019, when Chris and Tracy Applin sold Good Times Café to Travis and Maryam Counter.

Travis grew up in Hinesburg, studied hotel and restaurant management at Johnson & Wales University in Rhode Island, and has worked for 20 years in the restaurant industry. Maryam is originally from a small town in Russia, and brings many years of baking experience to the table.

Good Food, Good Feeling

In addition to pizza, the menu at Good Times Café includes homemade Cajun stews and soups, made-to-order salads, a variety of hot sandwiches on freshly baked wheat bread, and decadent dessert specials created by Maryam. The food can be enjoyed in the 25-seat dining room or picked up to eat at home or the office.

“Takeout is a good majority of our business,” noted Travis.

When asked what he likes most about owning Good Times Café, Travis replied, “I think the most enjoyable aspect is that it’s my own business. After so many years of working at other people’s restaurants, it feels great to finally be able to make my own decisions. I’ve also been extremely pleased with the customer response since we took over ownership.”

He added, “The flip side, and most challenging part, is the schedule. I’m here practically all the time.”

We're happy. Our internet service is amazing—fast and reliable—and we haven't had any problems with it.

— TRAVIS COUNTER, OWNER, GOOD TIMES CAFÉ

Adding Technology to Improve the Experience

Regular customers of Good Times Café will notice the changes made by Travis and Maryam in the last few months. For example, the restaurant now offers customers the option of paying by credit cards and provides free Wi-Fi service. According to Travis, these additions have prompted many customers to dine more often at Good Times Café.

Since Business-Class Wi-Fi is a managed solution, it requires no attention on the part of the Counters. WCVT handles the Wi-Fi equipment installation, maintenance, upgrades, and technical support as well as provides high-speed internet to Good Times Café.

"We're happy. Our internet service is amazing—fast and reliable—and we haven't had any problems with it. Customers are thrilled to have Wi-Fi and often use it to work at Good Times Café during their lunch hours. Plus, thanks to our internet and Wi-Fi from WCVT, I'm able to work more efficiently," Travis said.

A Strong Belief in the Value of Local

Should any issues develop with the restaurant's services from WCVT, Travis knows that help isn't far away. Literally.

He explained, "Good Times Café is right around the corner from the WCVT branch office in Hinesburg, so I can just walk over if I need something. Or I can call Kris Merchant and he'll give me prompt responses to my questions. I really appreciate the availability and convenience of the customer service, and the fact that it's coming from local people. Vermont is all about supporting local businesses and helping them succeed."



Travis Counter in the kitchen

Speaking of the "buy local" viewpoint, Good Times Café strives to use fresh, organic, and local ingredients wherever possible. The restaurant buys from 17 local farmers and food producers to source the meat, produce, dairy products, eggs, milk, coffee, and honey it needs.

What's in store for Good Times Café in 2020? Travis answered, "We plan to continue to modernize Good Times Café in terms of technology and décor to bring this place into the 21st century. We don't want to be left behind. We also plan to add new items to the menu."

Sounds like we can all look forward to even more good times at Good Times Café.



TOO MUCH ON YOUR PLATE? GIVE WI-FI MANAGEMENT TO US!

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 Business-Class Wi-Fi, which provides these benefits:

- **Secure and Cost-Effective Solution** – 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.

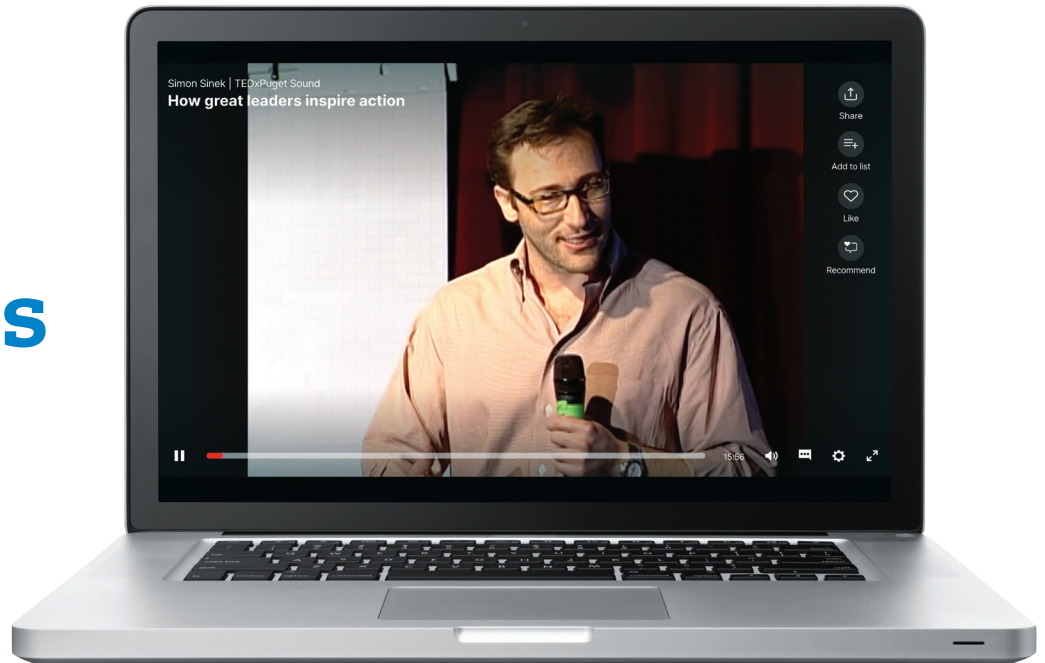
To find out how Business-Class Wi-Fi could work in your business and arrange a free on-site assessment, contact:



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Sales Manager
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Must-See **TED Talks** for Business Leaders

*Spend a few minutes
now and you might
be inspired for years*



TED is a nonprofit devoted to spreading ideas, usually in the form of short, powerful talks of 18 minutes or less. These videos provide free and easy access to the wisdom of some of the world's wisest and most talented people. If you're not currently watching TED Talks to enhance your business leadership, get started with these all-time favorites:

Shawn Achor – “The happy secret to better work”

Shawn Achor is a speaker and author who studies happiness. He wrote *The Happiness Advantage* and founded GoodThink, Inc. In his humorous TED Talk, Achor offers insight on how leaders can leverage the “happiness advantage” where creativity and productivity levels thrive. As a manager, are you focused on struggles and complaints or on opportunity?

Marco Alverà – “The surprising ingredient that makes businesses work better”

Marco Alverà is an Italian/ American businessman and CEO of Snam, Europe's largest natural gas utility. He explains how his company works to create a culture of fairness—and how tapping into our innate sense of what's right and wrong makes for happier employees and better results.

Bell Pesce – “5 ways to kill your dreams”

A TED Fellow, entrepreneur, and MIT graduate, Bell Pesce tackles (and debunks) five common success myths that may be holding you back from developing that game-changing product, launching that successful company, or writing that best-selling book.

Simon Sinek – “How great leaders inspire action”

Simon Sinek started out in advertising, but has since written several best-selling books on leadership. He demonstrates through powerful examples how successful leaders inspire their employees to work purposefully: “If you hire people just because they can do a job, they'll work for your money. But if you hire people who believe what you believe, they'll work for you with blood and sweat and tears,” says Sinek.

Roselinde Torres – “What it takes to be a great leader”

A senior partner and managing director at the Boston Consulting Group, Roselinde Torres spent 25 years observing what makes great leaders and cultivating leadership pipelines. She points out in this video that the world is now more global, more digital, and more connected than ever. As a result, traditional leadership development is no longer effective. Torres shares how to develop leaders in today's world and identifies the questions you need to be asking.

You can get TED recommendations delivered to your inbox by providing your interests and motivations at [ted.com](https://www.ted.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 back at some of our 2019 activities.

WCVT Employees Shared Helping Hands and Warm Hearts in 2019

Giving back to the communities we serve has always been an important part of who we are at WCVT. Unlike our national competitors, we care about more than just making a profit. We care about making a difference.

As we begin 2020, we'd like to share some of the community programs and events we supported in 2019:

- Addison County Chamber of Commerce
- Fill a Backpack Program
- Hinesburg Business and Professional Association
- Mad River Valley Chamber of Commerce
- Our Community Cares Camp (Richmond)
- Relay for Life
- Vermont Chamber of Commerce
- Western Slopes Business Association
- Bristol Recreation Department
- Giving Tree
- Lake Champlain Regional Chamber of Commerce
- Mad River Valley Rotary Club
- Red Cross Blood Drives
- Special Olympics Vermont
- Vermont Foodbank
- Vermont Youth Conservations Corps...and many more!



WCVT provides each employee with 16 hours of community service time yearly to be used on local projects. If your organization is looking for help, contact Lorraine Keener at 802-496-8379 or lkeener@corp.wcv.com for more details.



Gruendling Named Chair of Lake Champlain Chamber's Board of Directors

Kurt Gruendling, Vice President of Marketing and Business Development for WCVT, will serve as Chair of the Lake Champlain Regional Chamber of Commerce Board of Directors for 2020. The Chamber advocates for a thriving private sector economy for the benefit of their members, their employees, and the community. We congratulate Kurt on this honor.

For more information on the LCRCC, visit: www.vermont.org/chamber.

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.

Blockhouse Studio

Waitsfield – 496-9508

Boxer Engine Works

Bolton – 434-5400

CNP Imaging, PLC

Charlotte – 425-5223

Greenwood America

Charlotte – 425-5825

Lisa's Salon

Bristol – 453-5464

Mad River Lodge LLC

Fayston – 496-6969

Oak Ridge Farm

Charlotte – 425-5823

Pure Vida Hemp

Addison – 759-3197

Resourceful Renovator LLC

Richmond – 434-4400

Solace BBB, LEC

Warren – 583-2861

Vacasa

Waitsfield – 496-9168

Wooden Hammer

Bristol – 453-2744

Your Home

Bristol – 453-8534

Meet Our Business Sales Team

Waitsfield is committed to moving your business forward with a comprehensive line of communications solutions. Our Business Sales Team is ready to discuss your needs and recommend the right combination of services to help increase efficiency and productivity.



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