

BUSINESS

connections

Triumph Over Adversity in New Haven



Due to a significantly lowered risk of COVID-19 in our community, our business offices are once again open to customer access. Welcome back!

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@corp.wcvt.com

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

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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@corp.wcvt.com

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Lorraine Keener
Waitsfield and Champlain Valley
Telecom
PO Box 9
Waitsfield, VT 05673



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After more than a year of struggle, it's time to celebrate progress.

Go ahead and pat yourself on the back for guiding your business through unprecedented challenges. You deserve it. I'd also like to publicly recognize the hard work of our Waitsfield and Champlain Valley Telecom (WCVT) team, who helped our communities stay connected through it all.

While everyone faced difficulties in 2020, Christine and Bill Snell were particularly hard hit, as you'll learn in the **Business Spotlight on Tourterelle** on pages 4 and 5. Four months after the pandemic began, a fire devastated their New Haven restaurant, inn, and venue. Thanks to fierce determination and community support, Tourterelle reopened on June 2, 2021. WCVT has provided internet and phone services to Tourterelle for years, and we made sure communications continued despite the fire damage.

The kind of progress worth celebrating is often aided by technology. For example, **It's Easy to Like Business Class Wi-Fi**, as you'll learn on page 3, since this WCVT service frees up time for core business activities. On page 6, we share **Security Reminders for Wi-Fi Networks**, which can provide more peace of mind. Something else to celebrate is the return of community events this summer. Learn more on page 7's **WCVT in the Community**.

As always, let us know how we can help your business make progress toward its goals.



Sincerely,

Eric Haskin

Eric Haskin

President & CEO

Waitsfield and Champlain Valley Telecom



It's Easy to Like Business- Class Wi-Fi

*Because we make everything
so easy for you*



Business-Class Wi-Fi from Green Mountain Access is the easy route to reliable and secure Wi-Fi connectivity. Julie Rubaud, owner of Red Wagon Plants, recently discovered this and said, “GMA extended our Wi-Fi network to our greenhouse. This allowed us to connect our point-of-sale system directly to the place of customer interaction, which helps us serve our customers quickly and efficiently.”

Easy to Meet the Demands of Your Business

Commercial-grade Wi-Fi access points specifically designed for the business environment are used. They provide stronger, more reliable, and more secure signals than consumer-grade Wi-Fi access points, and are linked to ensure you always have the best possible Wi-Fi connection.

Easy to Expand as Your Business Grows

You can have us create a captive portal hotspot that gives your customers the convenience of fast, free Wi-Fi. This also allows you to collect customer data such as email addresses and manage users.

Easy to Collect User Data

With Business-Class Wi-Fi, you can have us create a captive portal hotspot that gives your customers the convenience of fast, free Wi-Fi. This also allows you to collect customer data such as email addresses and manage users.

Easy to Get Wi-Fi Issues Resolved

Should your business experience Wi-Fi performance issues, all you have to do is contact Green Mountain Access. Your Business-Class Wi-Fi includes 24/7 Technical Support, so you'll get a fast response from a local company you know and trust.

Easy to Fit in Your Budget

Business-Class Wi-Fi offers competitive pricing options to accommodate any size of business. Our team can select from a range of Wi-Fi products from leading manufacturers including Ubiquiti and Ruckus—starting as low as \$14.95 per month—to design the most efficient network for your space and meet all your Wi-Fi needs. Plus, there are no surprise maintenance, upgrade, or replacement costs since the ongoing support is included in your monthly fee.

It's also easy to find out more about Business-Class Wi-Fi. Contact Kris Merchant, Sales Manager, at 802-496-8554 or kmerchant@wcvr.com to discuss a Wi-Fi solution for your business. He can conduct a free on-site assessment to determine your Wi-Fi coverage needs.



Tourterelle

This unique New Haven treasure has triumphed despite tough challenges

Tourterelle is the French word for turtledove or lovebird. Owners Christine and Bill Snell—she an event planner from France and he an American chef—chose the name to reflect a romantic theme for their beautiful restaurant, inn, and venue. Little did the couple know when Tourterelle opened in 2009 that 2020 would “clip its wings” and demand extraordinary efforts to keep flying.

France Meets Vermont

From the start, guests loved the restaurant’s fusion of classic French dishes made with local ingredients from Vermont farms. Chef Bill’s seasonal, market-driven cuisine features traditional dishes with modern twists, such as bouillabaisse, his signature seafood stew enhanced with zesty red curry and saffron aioli.

In addition, Tourterelle offers a wedding venue with spectacular views in every direction and a renovated barn with rustic red siding and a classically Vermont interior. Catering for events is also available, as are three elegant rooms in the country inn.

Pandemic Followed by Fire

Tourterelle became a treasured place in Champlain Valley, and the

Snells enjoyed years of success. The pandemic changed everything in March 2020 after “stay home, stay safe” measures closed in-person dining and lodging. Just four months later on June 19, 2020, a devastating fire started at Tourterelle, which required New Haven Fire and six other crews to battle the flames.

Christine said, “The interior of our Tourterelle building, originally a home built in 1796, was completely destroyed. In addition to the fire and smoke damage, there was extensive water damage from the many hours of fighting the fire. We had to undergo a complete remodeling of the interior. The after-fire cleanup and construction lasted almost a year, and we were finally able to reopen on June 2, 2021.” (You can make reservations by phone at 802-453-6309 or online at www.tourterellevermont.com.)

WCVT Maintains Connections

Tourterelle is a long-time customer of WCVT and uses our fiber internet and voice services to help field customer calls and connect to the point-of-sale system. Since Tourterelle also needs a robust Wi-Fi network, they purchased our Business Class Wi-Fi service powered by Ubiquiti wireless equipment. This allows Tourterelle to have a secure business network and also provide Wi-Fi for their restaurant and lodging guests.

Kris Merchant, Sales Manager at WCVT, leads the account team and made sure Tourterelle was able to maintain communications despite the fire damage. He said, "We knew how important it was for Tourterelle to stay connected in order to remain in touch with their clientele. We quickly set up forwarding services to cell phones and eventually moved the phone line altogether to their temporary office space. We were also able to provide temporary internet service for the construction workers and for Christine to meet with potential new clients as the restaurant was being restored."

The performance and reliability of our internet and phone services are always spot on. Kris Merchant has been our contact person for a few years now, and he has incredible social skills and work ethic."

— CHRISTINE SNELL, OWNER, TOURTERELLE

Christine appreciates what WCVT has brought to the table, both before and after the fire. She noted, "The performance and reliability of our internet and phone services are always spot on. Kris Merchant has been our contact person for a few years now, and he has incredible social skills and work ethic. I can't say enough about how much

I appreciate Kris and his work for Tourterelle. Whenever we've had an issue, Kris takes the time to analyze the problem and find solutions. He's extremely knowledgeable, reliable, and a wonderful team player. He worked side by side with our contractors to install our new phone system, and he connected with our point-of-sale people to make sure we were getting the right installation and equipment."

Now that Tourterelle is once again flying high, all of us at WCVT congratulate the Snells on their remarkable persistence and wish them all the best.



MERCI AND THANK YOU TO THE COMMUNITY

First came the COVID-19 pandemic that stopped indoor dining and special events. Then the devastating fire destroyed much of the Tourterelle's building. How did owners Christine and Bill Snell manage to keep going despite these incredible setbacks? They credit the community.

"My husband and I were extremely overwhelmed by the outpouring of support from the community after the fire. It was a continuation of the wonderful support we also felt during the COVID-19 takeout months. In fact, we felt so much love from our patrons, we decided Tourterelle needed to come back even stronger than before. We have received so much praise and encouragement from everyone for rebuilding," Christine Snell said.

She wants to make sure the community knows how extremely thankful she and Bill are for all the prayers, kind words, and generosity.

Snell noted, "We couldn't do all of this without our very special community of New Haven. We feel so blessed and lucky to be part of it!"



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 area.

Please welcome these new businesses warmly and buy their products and services whenever you can.

Barup Construction

Bolton – 434-7079

Birchmore Sales & Service

Addison – 759-3235

Cloud Water Farm

Warren – 496-6815

Little Village Enterprises

Bristol – 453-6111

RambleBramble Farm

Huntington – 434-2626

Sweet Roots Farm LLC

Charlotte – 425-3652

Security Reminders for Wi-Fi Networks

It's important to stay on top of Wi-Fi security, since unsecured Wi-Fi connections can allow hackers to steal identities, passwords, and other sensitive data. Small businesses with limited IT resources are particularly vulnerable.

While some of the tips below might seem elementary, the truth is that the majority of hacks happen because targets don't cover the basics. Be sure to do the following to help secure your network:

Place your router in a physically secure location. Getting around many of the more sophisticated security precautions can be as simple as someone hitting the reset button on your router. Your router needs to be in a secure location with restricted access such as a locked cabinet or office.

Replace the default network name and login credentials. The Service Set Identifier (SSID) is the name that's broadcast from your Wi-Fi to the outside world so people can find the network. While you want customers and other visitors to find your network, you don't want to tell everyone what make and model of router you use. The default name out of the box will frequently be something like "Linksys," or "Netgear3060," which tells a potential hacker exactly where to look if they want to find documentation that will help them access your network. Also change the default username or password that came with your router.

Create a strong, long password and change it regularly. We know you might prefer to come up with a short, easy-to-remember Wi-Fi password and use it for years. But that makes things easier for hackers as well. The strongest passwords have at least 15 characters with a mix of uppercase and lowercase letters, numbers, and special symbols.

Update firmware. Firmware is software that gives the router or wireless access point its functionality. Like any software, firmware sometimes has bugs or security vulnerabilities that require security patches and upgrades.

Set up private and public access. Having both employees and customers on the same Wi-Fi network increases your security risk. Use a SSID to create two separate access points for your network.



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 recent activities.



WCVT to Support Local Events This Summer

Year after year, WCVT demonstrates our commitment to the communities we serve through our community relations programs and support of local organizations. This summer seems extra special after many events were canceled last year. More than ever, we're proud to sponsor these summer 2021 events:

- Addison County Fair & Field Days
- Movies in the Park – Bristol
- Summer Concerts in the Park – Hinesburg

WCVT Lends a Hand (and a Cherry Picker) in Richmond

It's been great to finally be back out in our communities lending a helping hand. Giving back to the communities we serve has always been an important part of who we are at WCVT.

In mid-June, a crew of WCVT employees spent the day washing the exterior windows of the beautiful Round Church in Richmond. The effort was coordinated by the Richmond Historical Society, which was very grateful for the assistance to get the Round Church spruced up for wedding season.



WCVT is proud to get out and help our neighbors! Every WCVT employee is provided with 16 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@corp.wcv.com to discuss the possibilities of WCVT participation.



Students Receive Eunice B. Farr Incentive Award Scholarships

WCVT gives six scholarships annually, 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:

- **Ethan Barber**, Mount Mansfield Union High School
- **Quincy Cook**, Mount Abraham Union High School
- **Madison Hallock**, Champlain Valley Union High School
- **Siena Mazer**, Harwood Union High School
- **Jacob Paquin**, Vergennes High School
- **Marshall Sanchez**, Middlebury Union High School

Meet Our Business Sales Team

WCVT 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.



Kris Merchant

Sales Manager

kmerchant@corp.wcvt.com

802-496-8554



Dan Fuller

Business Systems Supervisor

dfuller@corp.wcvt.com

802-496-8590



Lisa Burlock

Customer Service Associate

lburlock@corp.wcvt.com

802-496-3391

Call 802-496-3391 to learn more.

