BUSINESS
connections

Service with a Smile at Village Grocery

Owner Troy Kingsbury with his mother Vicky

WAITSFIELD TELECOM
CHAMPLAIN VALLEY
www.wcvt.com

BUSINESS
connections

Neighbors make the best advisors. They live where you do, understand the ins and outs of the community, and are willing to share their knowledge and experience.

All of us at Waitsfield and Champlain Valley Telecom (WCVT) are your neighbors when it comes to communications technology. As you'll learn on page 3, **The Future is Calling with Hosted IP**, and we urge you to consider making this your next business phone system.

Neighbors often run into each other (and chat with visitors) at **Village Grocery**, which is the focus of the **Business Spotlight** on pages 4 and 5. Owner Troy Kingsbury shares his perspective on this one-stop shop's history, customer-favorite products and services, community commitment, and partnership with WCVT. We can only imagine how much neighborly advice has been given at Village Grocery over the years.

Granted, we sometimes need to turn to outside resources for information. The National Cyber Security Alliance invites you to **Check Out This Technology Checklist** on page 6. But we return to our neighbor theme on page 7 with **WCVT in the Community**, where we feature local scholarship recipients, summer events, and new businesses.

Please contact WCVT whenever you need neighborly advice from our friendly, honest, and highly experienced team.

Sincerely,

Eric Haskin

Eric Haskin
President & CEO
Waitsfield and Champlain Valley Telecom

The Future is Calling with Hosted IP Phone Service

(L to R) Kevin Davis, Business Systems Specialist II; Dan Fuller, Business Systems Supervisor; Trevor Gaylord, Business Systems Specialist 1; Nick Sterner, Business Systems Specialist II; Jada Munro, Business Systems Administrator; and Kris Merchant, Sales Manager.

Is your business using the same traditional phone system you've had for years? If so, you may want to consider upgrading to a more cost-efficient and flexible solution that can accommodate your future needs.

WCVT's Hosted IP Phone Service uses Voice over Internet Protocol (VoIP) technology that runs on our managed network. VoIP converts the voice signal from your phone into a digital signal that can travel over the internet, enabling you to use one connection for all your internet and phone needs.

The many benefits of our Hosted IP Phone Service include:

- **Reduced Capital Investment** – Unlike traditional on-premise phone systems, there's no huge upfront investment in expensive hardware.

- **Low, Predictable Costs** – WCVT maintains and enhances 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.

What's more, our Hosted IP Phone Service makes sense for businesses of all sizes — from a small "mom and pop" shop all the way up to a large enterprise.

To learn more about our Hosted IP Phone Service, including the variety of features and phones available, visit www.wcvt.com/services/telephone/hosted-ip-phones/.

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 Supervisor
- **Nick Sterner**
  Business Systems Specialist II
- **Kris Merchant**
  Sales Manager
- **Kevin Davis**
  Business Systems Specialist II
- **Trevor Gaylord**
  Business Systems Specialist 1
- **Jada Munro**
  Business Systems Administrator

They're responsible for the coordination of project resources in support of our Hosted products and wiring installations. They plan all aspects of complex projects from inception to conclusion. This helps to provide excellent customer service by building 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 or call 802-496-8309.

Village Grocery

It's all about food, fuel, friends, and family

Village Grocery at 4348 Main Street in Waitsfield is one of the oldest stores in the Mad River Valley, having started in 1929 as a full-service gas station called the Long Store. In 2006, Troy Kingsbury purchased Village Grocery and took over its operation. He was no stranger to this type of business.

Kingsbury said, "In 1960, my parents started Kingsbury's Service Station in Warren with my grandfather, who grew up in Waitsfield. They turned it into Kingsbury's Country Store in 1982 when my grandfather retired. My parents then sold Kingsbury's Country Store to Mac's in 1999 when they retired. You could say that gas pumps and grocery bags are in my blood."

Everyone Finds Something to Love

Area visitors and locals alike count on Village Grocery as the one-stop shop to fill their tanks and pick up food and beverages. The deli menu features a rotating selection of homestyle favorites such as pulled pork sandwiches, fish and chips, and shepherd's pie.

"Visitors love that Village Grocery is a local store and not a 'cookie cutter' establishment. Our regular customers love our

fresh OJ, self-serve creemee, free coffee with a fill-up, free EV charging, and free air. Plus, they appreciate that we donate a penny for every gallon of gas sold to a different local nonprofit each month."

Giving Back to the Community

Kingsbury started the Giving Gas Station in 2008 when he decided that Village Grocery would stop being a 'Big Oil' station tied to the Mobil brand— which gave Village Grocery the freedom to sell a non-branded biodiesel fuel and make other community-focused choices.

"Through the Giving Gas Station, we donate an average of about $350 per month, and we've done that for the last 14 years. We specifically try to support our community's kids and seniors through various nonprofits. We love the Mad River Valley Senior Center and Meals on Wheels," Kingsbury explained.

He added, "Village Grocery is a small business with no corporate policies and procedures dictating what we do. I feel strongly that since we make our living off the public, we need to give back to them."

This commitment to giving back to the community extends beyond the Giving Gas Station to other creative fundraising events. It's also reflected in the Village Grocery's views on how to hire and treat employees.

Kingsbury said, "My wife Cheryl and I have a son, Jakob, with spina bifida and a daughter, Mckayla, with Williams Syndrome. It was very important to me that we hire everybody to work for us. We don't ask what a person's disability is when we hire them. We're all in this together to support our community. I tell everybody that I'm only able to do things that matter because of our amazing team."

That team of 10 is a mix of retirees, high school kids, folks with different abilities, and others. Kingsbury's mother, Vicky, and his children also take part in the family business.

Partnering with WCVT

Appropriately enough, another local family business has kept Village Grocery connected to its customers and suppliers for many years. WCVT provides the store with high-speed internet, multiple phone lines, and Yellow Pages advertising in the telephone directory.

> "*Village Grocery is a small business with no corporate policies and procedures dictating what we do. I feel strongly that since we make our living off the public, we need to give back to them.*"
>
> — TROY KINGSBURY, OWNER, VILLAGE GROCERY

How would Kingsbury describe the relationship between Village Grocery and WCVT? He replied, "When you have a good business, it's built out of partnerships that give you the ability to do your best for your customers. WCVT provides us with local support to keep our day-to-day operation going. This includes everything from helping us maintain a fast and reliable internet connection so we can process credit cards quickly to giving us pointers on keeping our wireless network secure. WCVT is a wonderful partner to have on our side."

TECH TALK WITH RICHARD PITONYAK

As Tech Support Supervisor, Richard Pitonyak deals with many technology issues including security for Wi-Fi networks. He recommends the following:

1. Replace a router's default login credentials. Most routers come with a default username or password that can easily be found online by hackers. Always change the login credentials of a new router to something complex and random.

2. 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.

3. 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.

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

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 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.

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:

- **Kylee Semmell**, Mount Mansfield Union High School
- **Josie Rand**, Harwood Union High School
- **Dylan German**, Mount Abraham Union High School
- **Madeline DeGraaf**, Vergennes High School
- **Heather Moss**, Champlain Valley Union High School
- **Cassie Bettis**, Middlebury Union High School

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. We're proud to sponsor these summer 2022 events:

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

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 newcomers.

Acker Waste Management
Bristol – 453-6701

Austin Construction Inc
Huntington – 434-4367

CNE Property Services
Hinesburg – 482-3663

Eagle Gun Worx
Monkton – 453-7099

Fieldstone Advisors LLC
Waitsfield – 496-9940

Stine Orchard
Monkton – 453-2676

802 Suds
Hinesburg – 482-7837

Tam
Hinesburg – 482-4249

Unlock the Power of
Cloud-Based Hosted IP Phone Service

WCVT's Hosted IP Phone Service uses Voice over Internet Protocol (VoIP) technology to place phone calls over the internet instead of through conventional phone lines. For businesses of any size, this unlocks key benefits including:

- Lower Cost
- Mobility
- Scalability
- Versatility
- Flexibility

WAITSFIELD TELECOM CHAMPLAIN VALLEY