

BUSINESS

connections

Vermont's Best Motorcycle Shop

WILKINS HARLEY-DAVIDSON





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BUSINESS connections

“Treat your customers like lifetime partners.” This advice from American business author Michael LeBoeuf speaks to the value of building long-lasting customer relationships. At Waitsfield and Champlain Valley Telecom (WCVT), we couldn’t agree more.

You’ll find examples of our commitment to customers throughout this *Business Connections* issue. On page 3, we invite you to **Say Goodbye to Wi-Fi Headaches** and let us simplify things with Business Class Wi-Fi. On page 6, we share answers to common tech questions we hear from customers in **Tech Talk with Richard Pitonyak**. Then on page 7, we highlight how WCVT takes care of customers (and residents in general) in **WCVT in the Community**.

There’s a **Business Spotlight on Wilkins Harley-Davidson** on pages 4 and 5. We think you’ll be inspired by this Barre dealership’s ability to consistently deliver extraordinary customer experiences that lead to loyal, lasting relationships. It’s at the heart of why Wilkins H-D is the most award-winning Harley-Davidson dealership in New England. WCVT is honored to keep it connected with our Hosted IP Phone Service.

As a local provider, our goal has always been to treat our customers like friends and neighbors. We want you to be happy with our services and feel like your business is appreciated. If we ever fall short of this goal, please let us know so we can make things right.



Sincerely,

Eric Haskin

Eric Haskin

President & CEO

Waitsfield and Champlain Valley Telecom





Say Goodbye to Wi-Fi Headaches

Sign up for Business Class Wi-Fi from Green Mountain Access, which offers these advantages.

Eliminates the hassles of trying to do your own installation, maintenance, and troubleshooting. As a business owner or manager, you have enough to do. Your time is much better spent focusing on your core business activities rather than trying to be your own “tech support” whenever someone has a Wi-Fi issue. With Business Class Wi-Fi, you get 24x7 Technical Support from a local company you know and trust.

Uses equipment specifically designed for a business environment. Green Mountain Access uses commercial-grade access points, which provide stronger and more secure signals than the consumer-grade variety. In addition, the access points in a managed system are linked, ensuring that you always have the best possible connection.

Offers low, predictable costs. We maintain and enhance the service for you so there are no surprise maintenance, upgrade, or replacement costs. You also have the option to lease or buy the Wi-Fi equipment.

Easily accommodates your growing needs. We can add additional access points for a low monthly fee. We can also add a guest network to keep your business and customer traffic separate and highly secure.

Gives you peace of mind. You won't have to worry about security, knowing that your wireless connection is professionally installed with all appropriate security measures in place.

Arrange a free on-site assessment to discover how Business Class Wi-Fi could work in your business. Contact Kris Merchant, Sales Manager at kmerchant@corp.wcvr.com or 802-496-8554.

WELCOME NEW BUSINESSES

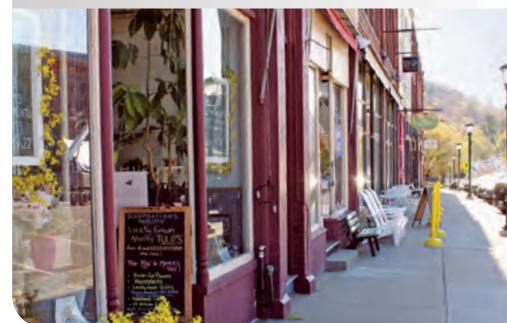
When you buy local (and dine local, play local, and give local), everyone benefits. It improves our local economy, creates more local jobs and opportunities, and retains the unique character of our local communities. Please support these newcomers.

Dalen LTD
Waitsfield – 802-583-2193

Little Town Auto
Huntington – 802-434-8574

Picnic Provisions
Bristol – 802-453-3554

SJ Properties
Bristol – 802-453-6600





Wilkins Harley-Davidson®

Extraordinary customer service sets this dealership apart from the rest

Wilkins H-D, located at 663 South Barre Road in Barre, Vermont, is the most award-winning Harley-Davidson dealership in New England. Harley-Davidson Corporate gives out Bar and Shield Awards yearly to the top U.S. dealerships—at the levels of Bronze, Silver, Gold, and Platinum. Wilkins H-D is the only dealership in New England to receive them all, including the prestigious Platinum Bar and Shield Award given only to the top six dealerships in this country.

Consistent Care of Customers

You don't receive those awards without consistently taking care of your customers before, during, and after the sale. Mark Frano, Customer Experience Manager, works with the entire Wilkins H-D staff to establish a standard and continually improve the customer service experience at every touchpoint.

"I'm responsible for making sure we deliver world-class service that exceeds industry standards and meets the expectations our customers have when engaging with a luxury brand like Harley-Davidson," said Frano.

He continued, "The success of our customer experience program relies on a couple of fundamental beliefs. First, we believe every customer deserves an extraordinary Harley-Davidson experience 100% of the time that's unique, personal, and memorable.

Second, we take the long-term approach that results in lasting customer relationships over many years. We strive to earn their trust by delivering authentic and transparent experiences with no sales pressure."

Loyalty of a Unique Community

This program clearly helps build customer loyalty. While Wilkins H-D is conveniently located near the Vermont communities of Montpelier, Northfield, Williamstown, and Washington, customers come from as far away as Milton, Vermont to the north and Claremont, New Hampshire to the south. The dealership also has many customers from the Littleton, New Hampshire area.

There are general stereotypes of what the typical Harley-Davidson rider looks like, and Frano set the record straight this way: "Wilkins H-D serves an amazingly diverse group of people including

legislators, doctors, veterans, and homemakers. Our customers come in many shapes and sizes — from the young to the retired, conservative to liberal — each seeking the freedom and release they feel when riding their Harley-Davidson motorcycle. It’s a highly inclusive band of sisters and brothers united by two wheels. We love serving this unique community.”

This “band of brothers and sisters” gets the family treatment from Wilkins H-D, which is a three-generation family business started by Harry Wilkins in 1947. It’s co-owned by General Manager John Lyon, Ann Lyon, and Barbara Wilkins. (One example of the dealership’s commitment to the customer experience is that all customers who buy a Harley-Davidson motorcycle get the number for John Lyon’s personal cell phone, which he carries with him everywhere he goes.) In addition to new and pre-owned Harley-Davidson motorcycles, Wilkins H-D offers service, parts, accessories, and MotorClothes.

“We get state-of-the-art phone service from WCVT. It delivers the tools and features we need to meet customer expectations and is reliable, predictable, and free of bugs.”

— MARK FRANO, CUSTOMER EXPERIENCE MANAGER, WILKES H-D

WCVT Connections

To help keep the staff connected to customers, suppliers, and each other, Wilkins H-D uses Hosted IP Phone Service from WCVT. It provides many advantages compared to a traditional phone system including easy self-management and the flexibility to meet growing needs.

“We get state-of-the-art phone service from WCVT. It delivers the tools and features we need to meet customer expectations and is reliable, predictable, and free of bugs. We rarely have questions or issues, but when they occur, the response from WCVT is immediate and professional. We’re never left hanging, and we feel we’re important to WCVT,” said Frano.



John Lyon, General Manager/Co-Owner

Does he see any similarities between how Wilkins H-D treats its customers and how WCVT treats Wilkins H-D? Frano replied, “I think we share the same perspective on building and maintaining strong relationships with our customers.”

In other words, both companies work to have satisfied customers today and down the road.



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

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 I
- **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.



Tech Talk

with Richard Pitonyak



Get answers to questions business customers often ask

As Tech Support Supervisor for WCVT, Richard Pitonyak hears many tech questions from our business customers. While the topics vary, below are some of the most common questions along with Pitonyak's answers.

Why is the internet running so slow recently?

There are many reasons your network could be running slow. It could be the result of heavy data usage (depending on the speed of your internet package), problems with your wireless connections, or even faulty equipment or line issues.

Does your internet service support our own equipment?

Yes, WCVT internet service supports your third-party equipment. Keep in mind, however, that your business is responsible for the configuration and proper programming of said equipment.

How secure is my WCVT internet connection?

Your connection through us is completely secure. Due to the advanced capabilities of today's equipment, it's highly unlikely for you to have any issues with being secure on the internet. Most of the devices we offer have built-in firewalls, which are configurable based on how secure you'd like to be. Of course, the devices

have set defaults, but they can be set to be very secure or less secure based on your preferences.

What can we do to prevent equipment damage during electrical storms?

The spring and summer seasons can include a variety of power issues. Whether it's a power surge or a complete outage, it can adversely affect the broadband equipment that you have.

To make sure you have the least number of issues when it comes to power, invest in a high-quality surge protector, which can effectively do its job when a power issue is at hand. A cheap, off-brand surge protector could be ineffective, or worse yet, do more harm than if your equipment was just plugged into a normal outlet. If you would like to maximize the protection of your equipment, you can also invest in a UPS (uninterruptible power supply). A UPS acts as a surge protector, but its main function is of greater use — it stores power. So, if an outage were to happen, then certain devices can still have power. However, results may vary based on what the UPS is rated for regarding runtime on battery.

Do you have additional tech questions? Check out our Knowledge Base at www.wcvt.com/kb or call 802-496-3391.

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.

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

In early-May, a crew of WCVT employees spent the day washing the 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 visitors and wedding season. Great job, Team WCVT!



(L to R) Katherine Riley, Champlain Valley Union High School, Director of Curriculum; Adam Bunting, Champlain Valley Union High School, Principal; Cassidy Jay, recipient; Kurt Gruendling, Waitsfield and Champlain Valley Telecom, V.P. Marketing & Business Development; Kris Merchant, Waitsfield and Champlain Valley Telecom, Sales Manager

Waitsfield and Champlain Valley Telecom Announces Scholarship Recipient

Champlain Valley Union student Cassidy Jay has been awarded a \$2,500.00 scholarship from the Foundation for Rural Service (FRS). Founded in 1994, FRS is the philanthropic arm of NTCA-The Rural Broadband Association, of which Waitsfield and Champlain Valley Telecom is a member.

The FRS Scholarship Program awards one-time scholarships to students from rural communities for their first year of college, university, or vocational-technical school. Each student is sponsored by an NTCA member company that may also contribute a portion of the scholarship award. This year, FRS awarded a total of \$124,000 for 42 scholarships to students across the country. Being selected to receive one of this year's FRS scholarships was not an easy accomplishment. This was an extremely competitive process, with over 1,200 applications received. Cassidy's application was stellar and highlighted not only her academic dedication but pride in her rural community. Congratulations Cassidy and best of luck this fall at Salve Regina University!



Here's an Update on Our Fiber Builds

Our crews have been working hard to bring fiber throughout our service area and many of our 2023 construction projects are well underway. If your business is included in one of our build areas scheduled for this year, we'll be reaching out to let you know fiber is coming to your location. You can also stay updated on our fiber builds by visiting getfiber.wcvt.com and can access an address search directly at www.wcvt.com.

Building a fiber-to-the-home network in rural areas takes time to engineer, construct, and build. While we can't get to everyone overnight, we'll continue to do our best to expand our fiber-optic network in a timely manner. Thank you for being a customer of Waitsfield and Champlain Valley Telecom, and thank you for your patience.

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.



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