

THE

LINK



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Fall 2019

KEEPING NORTH DAKOTA CONNECTED FOR GENERATIONS

Letter from the Executive Director





By David Crothers

BAND Executive Director

The story of North Dakota broadband across the state is one of the most remarkable stories in our history. Today, North Dakota regularly ranks in the top handful of states when measuring internet speeds and the percentage of people that have access to broadband services. One national publication even posed the question, "How did North Dakota become the crown jewel of the internet in the Midwest?" The answer is fascinating in its simplicity; it's because of locally-owned broadband providers.

In 1953, local owners joined together to form an association to represent local interests. Working with policymakers in both North Dakota and Washington, D.C., they created an understanding of the importance vibrant communications networks have within our state. When founded, its name was the North Dakota Association of Telephone Cooperatives. Since then, it has evolved as the members, services, technology, but, most importantly, the needs of customers, have changed.

Today, we are known as the Broadband Association of North Dakota or "BAND." This change reflects how we are no longer simply telephone companies, but are now state-of-the-art technology companies. Early on, BAND realized that success would be determined by the ability to prepare for the future. And they did just that. Members began to transition, offering new products and researching new communication technology.

Now, a "telephone company" has become a "broadband company," providing access to entertainment, opportunities, and a connection to the world.

In fact, it's almost inconceivable, but the "telephone" services offered

by BAND almost no longer exist. Today, customers' wants and needs call for greater bandwidth in their homes to use streaming services, like Netflix and YouTube, which consume larger amounts of broadband. Phone services now make up a sliver of the traffic traveling through the broadband pipe to your home.

Unlike other states, in North Dakota, you likely receive broadband services from a local provider. BAND's 18 members serve over 96 percent of the geographic territory across the state. Decisions regarding broadband networks that bring you services are being made in Park River, Hazen, Williston, and other local communities, not in a corporate board room in New York City.

For BAND and our member organizations, we see this local ownership as a unique strength. It's how we are able to offer some of the fastest internet in the country. The U.S. Department of Agriculture defines high-speed broadband as the ability to "download 4 megabits and send 1 megabit per second." The Federal Communications Commission defines it as "downloading 25 megabits and sending 3 megabits." Gigabit service is 1,000 megabits each way. Rural North Dakotans have access to speeds 250 times faster than the federally defined minimum.

And yet, despite that, North Dakota still experiences a "digital divide." The digital divide exists when a state's urban areas receive high-speed broadband funding and the rural areas receive virtually none, leaving rural areas with a lack of infrastructure to support new technologies.

In North Dakota, BAND is actively working to close that gap. In addition to advocating with policymakers in Congress to advance proposals that eliminate the digital divide, we are in the midst of completing the most ambitious technological build-out to deliver next-generation services across the state. We are committed to bringing gigabit-speed to every home, business, school, library, and government office we serve.

This effort is not cheap, easy, or some promise made for the future. It is happening now. Already, nine BAND members are 100 percent "fiber to the home." Meaning, it doesn't matter if you live in town or 30 miles outside its limits, you can have Gig service. Two more members will finish build-out this fall, another next year, and the rest within two years from now. North Dakota will be one of the most connected states in the nation.

The Broadband Association of North Dakota has changed over 70 years, but the guiding principals and promise to their customers remain the same. BAND continues to evolve as the needs of customers do, using the best technology available to give North Dakotans opportunities equal to anyone else in the world.



Dakota Central employees receiving service awards: Director Gary Heintz, Keith Larson, Director Mitch Schulz, Laura Kulsrud, John Cunningham, Denice St. Michel, Rod Wolters, Shawna Prodzinski, Bryant Stangeland, Paul Roller



Thanks to all who attended the Annual Meeting!

June 12th was the perfect summer day for Dakota Central's 68th Annual Meeting, held at the Foster County Fairgrounds. Registration was followed by the business meeting, concluding with a meal and good company!

During the business meeting, the following were re-elected to the Dakota Central Board of Directors: **Doug Wede**, Edmunds Exchange; **Craig Headland**, Ypsilanti Exchange.

Pastor Fred Grundmann gave the invocation and General Manager **Keith Larson** welcomed everyone in attendance. Keith Larson and Board President **Doug Wede** gave brief presentations on various topics concerning the broadband industry. Financial statements were

presented by Chief Financial and Internal Operations Officer Holly Utke, as well as some interesting subscriber trends. Concluding the meeting, door prizes were given out. Winners received cash prizes as well as various items donated by other companies.

Following the meeting, dinner was served by Dakota Central employees, CHS FBLA students and the Schoolhouse Café from Grace City. Members enjoyed shredded beef sandwiches, potato salad, pickles, and bars.

A big THANK YOU to everyone who attended and assisted with the Annual Meeting. A special thanks goes out to the CHS FBLA members, Pastor Fred Grundmann, the Schoolhouse Café, as well as all of the Dakota Central employees. Until next year!

Summer Happenings

Summer is a busy season of events in our communities, and we like to be involved in as many of those events as we can! We kicked off the summer with our **Jamestown Open House**, Chamber of Commerce ribbon-cutting ceremony and Business After Hours event on May 30. Guests enjoyed coffee, donuts, fresh gelato, brats and cold beverages, along with office tours, conversations and networking among peers. Thank you to all that helped make the day a success!

Throughout June and July we participated in several events, including the **Foster County Fair**, **Jamestown Speedway**, the **Carrington 4th of July Parade** and **Buffalo Days** parade in Jamestown and the **Downtown Art Market** featuring Jessie Veeder.





DAKOTA CENTRAL



Jamestown Technicians Receive Chamber of Commerce Customer Service Award

Members of the Jamestown Area Chamber of Commerce Ambassador Committee and the Young Professionals of Jamestown presented the Customer Service Award for June to **Dusty Horejsi** and **Brad Klocke** of Dakota Central for their outstanding customer service. The chamber honors individuals who demonstrate a consistent commitment to delivering products or services that satisfy customers by exceeding their requirements or expectations.

Their letter of nomination stated, "On March 4th our internal IT contact indicated there was an issue with our internet service. They contacted Dakota Central, our internet provider which dispatched Dusty and Brad to investigate the issue. The two technicians determined that Midwest AgEnergy's fiber at the Dakota Spirit location, had issues. Once they had determined the issue as a fiber issue that belonged to Midwest AgEnergy, they could have



abandoned the job and placed the responsibility back to our company. Instead, they took it upon themselves to find a new fiber and to restore our service. On more than one occasion they had to drive back into Jamestown to get additional equipment to fix the issue. I salute these two technicians for going above and beyond to ensure their customer's internet was restored and our business was minimally impacted, when they had no obligation to do the work. Not to mention on this day this area experienced -20 wind chill. I can't express enough gratitude for these two individuals. Thanks again Dusty and Brad. We love working with Dakota Central!"

Congratulations to Dusty and Brad, who along with all the other monthly winners, will be recognized at the Chamber's annual banquet in January 2020.

Customer Service Award nomination forms are available at the Chamber office and on their website at www.jamestownchamber.com or call 701-252-4830.

BUILDING UP BROADBAND:

How BAND makes life
easier in rural America

BAND
broadband association of north dakota



In the winter, it's quiet out at Feil Farms. The 3,500-acre farm is 20 miles northwest of Langdon, far from the hustle and bustle of town. Sean Feil grew up here watching his grandfather and father work the land, growing barley and wheat. Later, they would start planting canola, and years later, soybeans. Each day was spent outdoors, and each day was different. Sean couldn't imagine any other life.

"I enjoy being outside," he says. His voice is low, thoughtful. "Being your own boss. Watching the crops grow each year."

It's a familiar lifestyle to many families in rural North Dakota, where agriculture is the leading revenue-producing industry and accounts for about one-fourth of the state's economic base. From Williston to Wahpeton, this is the heart of "America's Breadbasket," where we value the art of working the land. In fact, 39.1 million acres — nearly 90% of North Dakota's land area — is in farms and ranches.

And yet, what does living in rural America look like in a world that is growing increasingly connected? What does it look like in a post-dot-com society where the internet is no longer a nice-to-have, but a need-to-have?

Questions like these are why in 1953, a group of North Dakota telephone cooperatives had the forethought to band together to keep North Dakota connected. They met at the Patterson Hotel in Bismarck, with a mission to guard against unfavorable legislation and ensure the highest quality communication systems would remain available across North Dakota.

They had no idea how much would change.

This committed organization has ebbed and flowed through a revolutionary era of communication. At the time of the association's creation, a majority of rural North Dakota residents had party-line service, wires were strung from pole to pole and "long distance" calls were prohibitively expensive. Today, rural areas of the state have access to some of the fastest and most affordable broadband technology found anywhere in the United States.

Today, 65 years later, this organization now serves North Dakota as BAND — the Broadband Association of North Dakota. And while so much has changed, their mission has not; to ensure the highest quality communication systems are accessible to all North Dakotans. Their hard work over the decades laying over 45,000 miles of fiber across the state has changed the lives of folks across North Dakota. Folks like Sean, and his family, on their farm in Langdon.

As Sean reflects on the broadband services he uses to sustain his farm, he shakes his head with a smile.

"My dad could have never imagined this," he says.

Living in a rural area, Sean was used to not

I FaceTime my kids to say goodnight and tell them I love them.

having a good connection from the farm to the 'outside world'. The phone reception was choppy, and if he needed to look up equipment on the internet, he had to wait until he went back into Langdon. Every day, he said goodbye to his wife and kids and made the 20-mile drive to check on the farm. At night, he often lay awake worrying if the crop and equipment were safe — but he had no way of knowing.

That is until he brought up his challenge to his uncle, who works at United Communications, a member organization of BAND. He suggested Sean try out installing a wireless access point and a security camera system, to allow him to check on the farm remotely.

Sean was sold. With the help of United Communications, he installed four cameras throughout his farm. Now, Sean gets a text any time motion is detected by the sensors or the cameras, and can even see who it is. Everything is also recorded on his DVR, so he can rewind and review video footage if needed.

"I have a lot more peace of mind," Sean said. "I don't worry so much when I'm gone."

In addition, his broadband provider dug fiber out to Sean's farm and set him up with a wireless access point so that he now has a point-to-point internet connection throughout the yard. Now, he can keep up to date on markets, weather, and look up equipment parts right from the field.

Far more important for Sean, however, is that he can spend more time with his wife Brittany, his 4-year-old daughter, his 3-year-old son, and their new 15-month-old little girl. Before, his frequent trips took time away from home. During busy season, when work requires him to stay overnight at the farm, he was forced to say goodbye and had little to no connection with his family. Now, with the broadband services from his local broadband provider, Sean is able to stay connected.



"During the busy times, I can still stay in touch with my wife and ask how things are going back home," he said. "And every night before bed, I FaceTime my kids to say goodnight and tell them I love them."

For the 18 local broadband providers across North Dakota that make up BAND — this is why we do what we do. It's stories like Sean's that illustrate what it looks like to live in rural America today; how North Dakotans can enjoy the beauty of rural living while maintaining quality broadband and connection across the state. Serving the people of North Dakota is how it all started 65 years ago — and no matter where the adventure of communication services takes us, BAND's mission will remain true for the next 65 years and beyond.

Learn more about BAND and how you can connect with your local BAND organization, at broadbandnd.com.



A letter from our General Manager

KEITH LARSON

With a change of seasons on the horizon, hopefully fall will bring more favorable weather to many areas of the country.

Spring and summer was a challenge for other areas in the **Midwest**; day after day of tornadoes and flooding have had a devastating effect on agriculture. At one point **Anchorage Alaska** temperatures soared to over 90 degrees! We have been fortunate that the weather has been fairly stable through our area thus far.

Internet-based technology continues to advance at rapid pace to assist farmers and ranchers in monitoring data. These data-driven tools help farmers make decisions to improve productivity and efficiency. Not only do these tools assist with crop production but also monitor animal health and nutrition. Our fiber-optic network will provide the necessary backbone to connect wired and wireless devices to servers that can gather and analyze the data to provide data-driven decisions.

As recently as five years ago, smart speakers were mostly unheard of. Today, a third of the homes in the U.S. with high-speed Internet access have at least one smart speaker. Some of the most familiar ones are the Amazon Echo, Google Home and Apple HomePod which use voice assistants such as Alexa, Google Assistant and Siri. These devices can assist with time management by utilizing them as an alarm clock to wake up to your favorite tune or create a shopping list which can

be accessed by your mobile app at the grocery store. You can also make travel plans by asking about attractions, local weather and hotel accommodations. The smart speakers can tell you how many calories are in a particular food item or remind you to take medications. In addition, they can keep you informed with the day's news headlines or check the price of your favorite stock. While the uses of these devices are almost limitless, most consumers only use a fraction of the features they are capable of providing.

OUR FIBER-OPTIC NETWORK WILL PROVIDE THE NECESSARY BACKBONE TO CONNECT WIRED AND WIRELESS DEVICES TO SERVERS THAT CAN GATHER AND ANALYZE THE DATA TO PROVIDE DATA-DRIVEN DECISIONS.

In recent industry news, you may have heard the cellular carriers referring to upcoming 5G wireless technology. 5G network deployments utilize higher frequencies that provide for much more data to be transmitted but for only short distances. In most cases, the distance is limited to 1000-feet from the antenna. In order for the carriers to deploy the technology, antennas will need to be installed on light poles or buildings to accommodate the transmission range.

Even as 5G networks will bring more spectrum to be utilized, the massive amounts of new connections through the Internet of Things (IOT) may overwhelm the network as billions of devices connect to the network. As a result, it will be

necessary for the wireless carriers to offload their data via the fiber network. Already Wi-Fi networks are used to help alleviate some of the data congestion. That practice will continue as wireless demands by not only people but machines that need to communicate with each other. We continue to see that the fiber-optic network that we have built will continue to play a critical role as 5G progresses.

We wish you all very pleasant fall!

Business Spotlight: The Full Monte

"Go big or go home." When asked about the story behind the name of the salon, **The Full Monte**, owner Ariel Cole explained how she wanted to tribute her dad, Monte, but also convey the idea that the salon provides a full service experience and that she's "all in." She wanted to go big or go home.

The Full Monte Salon located downtown Jamestown offers a full menu including hair services, lash extensions and lifts, massages, waxing, and manicures/pedicures. Ariel and

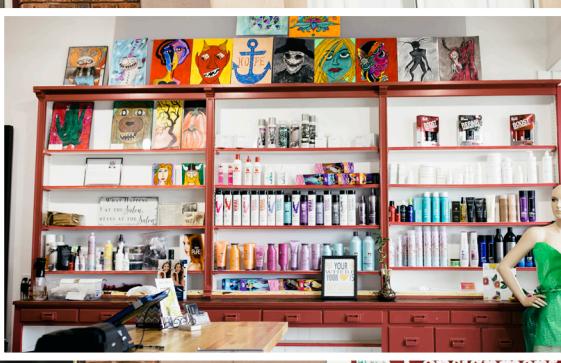
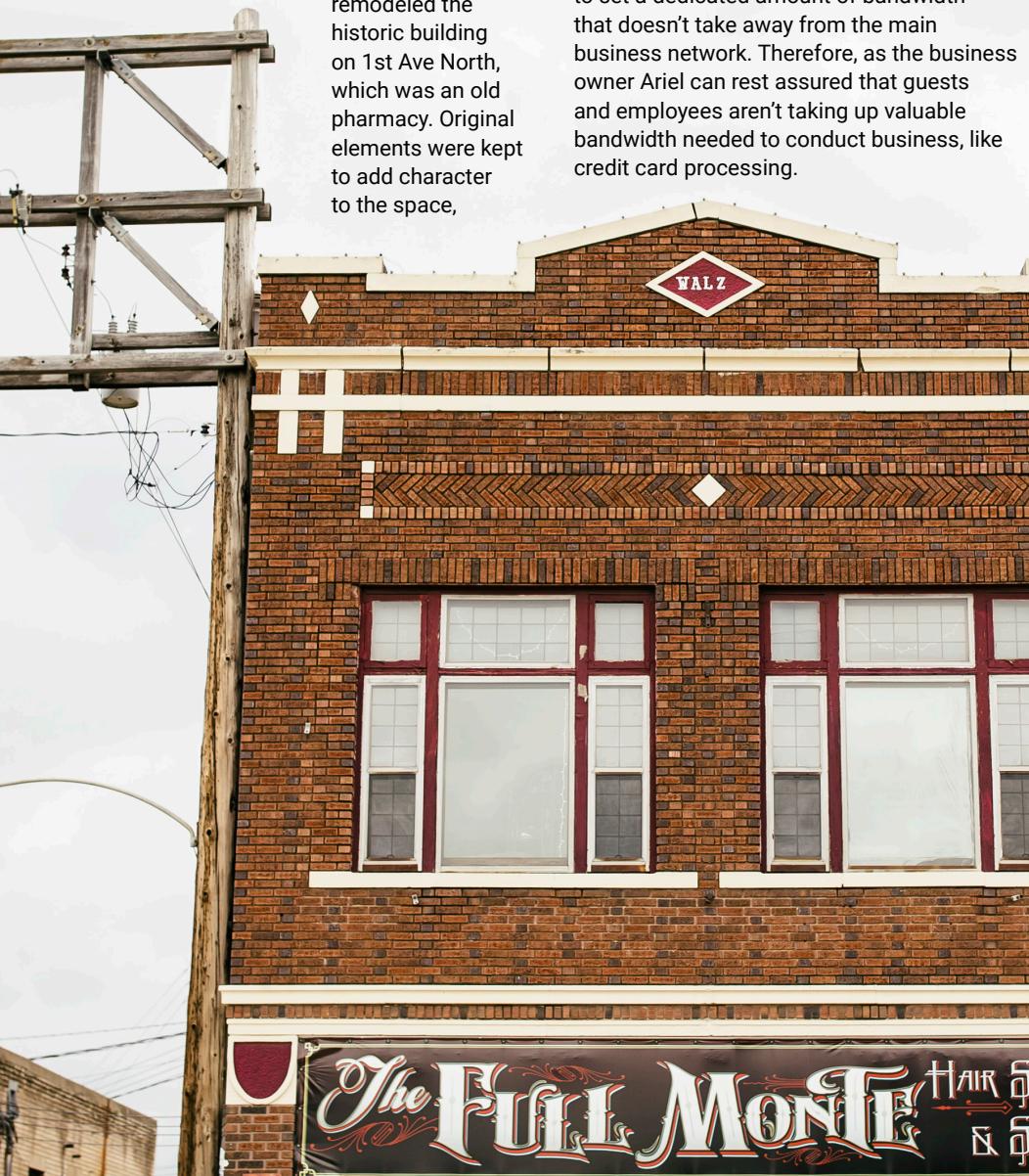
her dad recently remodeled the historic building on 1st Ave North, which was an old pharmacy. Original elements were kept to add character to the space,

including brick walls with old square nails still protruding.

Even though the space includes touches of art and history, the salon is not behind when it comes to technology. To make sure the business runs as smooth and efficiently as possible, The Full Monte has Voice and Data services, as well as the new Small Business Managed Wi-Fi package. With Small Business Managed Wi-Fi, Dakota Central provides the Security Gateway Router with Long-Range Access Points, which comes with support and firmware updates. A feature that is perfect for a business like The Full Monte, is the ability to add a Guest Network with a unique network ID and password. This network ID and password can be given out to employees or clients to use while in the salon. With the Guest Network, we are able to set a dedicated amount of bandwidth that doesn't take away from the main business network. Therefore, as the business owner Ariel can rest assured that guests and employees aren't taking up valuable bandwidth needed to conduct business, like credit card processing.

Along with a variety of hair and cosmetic products for sale, The Full Monte also has regional art on display for sale, which will rotate monthly with new pieces and artists. Currently displayed is art from local artist Regina Roach, and next up will be individual art from Anne Carlson students. Ariel explained that the art displayed adds another element to the salon by supporting local artists, but also helps build a sense of community. She said one of her main goals when opening the salon was to add value to downtown Jamestown. In the future, Ariel would like to expand the services offered as well as hold small events at The Full Monte, including regular art gatherings to help build the Downtown Art Market events.

To learn more about the services offered, visit Vagaro.com/TheFullMonte.



BROADBAND AND BASEBALL

How Giants Snacks became the snack of choice for every American baseball league

It was an otherwise ordinary afternoon at Giants Snacks in Wahpeton, ND, when the phone rang with an unknown number. Jason Schuler, a sales manager at the time, answered.

"Hello?"

"Hello, I'm a manager for the New York Yankees. We'd like to get some of your sunflower seeds for our dugout."

Jason smirked and hung up. He knew it had to be some of his buddies pulling a prank. The number called again.

"Look —" Jason began.

"Sir, this really is the New York Yankees," the manager said.

Jason froze. Then he laughed and apologized. A few weeks later, New York Yankees like A-Rod, Derek Jeter, and Kevin Brown were chewing Giants original sunflower seeds on the field. And they weren't the only ones.

All hail, the North Dakota Giants

It was a time of exponential growth for Giants Snacks. They had recently been declared the official seed of the Minnesota Twins, thanks to a concerted effort from Jason, now the Vice President of Sales. From there, they quickly gained a reputation as the best sunflower seeds around — in large part (no pun intended) due to their bigger-than-average variety of sunflower seeds (hence the name "Giants").

"Other teams would come to the Twins' stadium, try the Giants seeds, and then request them for their own dugout," said Tom Spiekermeier, Operations Manager at Giants. "Today, we're at the dugout of every league in the country. And that's all through the player's choice."

Giants remains the official seed of the Minnesota Twins to this day, and over the years they have also been the official seed of the Colorado Rockies and the St. Louis Cardinals, among others. Today, every year, the company ships out 2-3 pallets, or

**Sir, this really is the
New York
Yankees.**

around 6,732 bags of sunflower seeds, to every major league baseball home stadium in America. (The only exception is the Toronto Blue Jays, and that's only due to the restrictions and costs of shipping into Canada.)



"So if you're watching baseball and see the players chewing seeds — that's Giants Snacks!" Tom said.

Sunflower Socks

The origin of Giants Snacks is far more humble. The Schuler family traces it to generations ago, when a young man who was leaving Russia for America smuggled sunflower seeds in his socks — all the way to the Red River Valley. That man would eventually have a grandson named Jay Schuler, who sold sunflower seeds to snacking companies across the U.S. Meanwhile, fields of yellow sunflowers continued to grow and bloom across North Dakota.

During Jay's time working for the snack company, he found some of the sunflower seeds were larger and plumper than the others. These, he was instructed to ship overseas. Jay had a vision that these larger seeds could be popular in America — but none of the companies wanted to jump on board.

"We were concerned about the consumer. They were concerned about their bottom line," Jay Schuler said, in a Grand Forks Herald article about their story.

So, finally, in 1995, he put some in a bag and began selling them himself, calling them "Giants." Over the years, these "Giants" grew in popularity. When Jay's sons Jason and Robert joined, which lead to the Twins declaring Giants the official seed of the team, Giants snacks became a sought after snack.

Today, Giants Snacks continues to grow from their home based in Wahpeton, ND. There, they can remain in close proximity to the farmers producing the seeds and maintain quality control over their products. And, Tom adds, there are just good people out there.

"There's a small-town mentality that people have," he said. "That's what I really appreciate about this area."

Baseball & the Broadband Association of North Dakota

Of course, owning and operating a business that caters to customers across the country — and even a few around the world — demands certain resources in order to be successful. One of the most important pieces, Tom said, is having reliable internet.

Thanks to their local broadband provider, Red River Communications, part of the Broadband Association of North Dakota (BAND), Giants doesn't have to worry about their rural location affecting their internet connection. BAND's initiative, from the beginning, has focused on providing North Dakotans with quality broadband no matter where they are located, urban or rural.

Through decades of concerted effort laying fiber and fighting for the right legislation, North Dakota is now one of the most connected states in the nation. In fact, many rural areas often have higher internet speeds than in major cities.

"Having quality broadband makes my job so much easier — it makes all of our jobs so much easier," Tom said. "I don't know how I would get by without it."

Quality broadband allows Tom to use a technology platform that tracks every productivity line, runs quality checks, and gathers data, all on his iPad. They also use a security service that allows them to remotely monitor and control their entrances. More recently, Giants is also beginning to utilize automated machines to optimize their productivity. None of these tools would be possible without a reliable internet connection, Tom said.

"We always try to ask ourselves, what can we do to be better? What can we do to be more efficient?" Tom said. "With these tools and data, I'm able to see which problems to focus on. It truly does help us to make a better product, and run a better business."

Innovate or Die

Giants Snacks also uses their internet to connect with consumers. With the rise of e-commerce, they've launched a brand new website (you can check it out here!) which has increased their online sales. They also interact with their groups of taste-testers via

online groups, where they can fill out online surveys and provide market research on new products. Once new products are released, Tom and the Giants Snacks team are able to track feedback through customer reviews on the website.

"Sometimes we have to nix a flavor and years later people are still asking for it," Tom said, mentioning their top request right now is spicy garlic. "Sometimes they don't get enough traction, and you have to know when to bite the bullet and move on to the next thing. Our online surveys and feedback help us know when to do that."

Recently, the "next thing" for Giants was the release of two completely new product lines: pistachios and cashews. Both products are quickly gaining success, Tom said — although their most famous continues to be their famous Giants Original Flavor Sunflower Seeds.

"My personal favorite is bacon ranch sunflower seeds," Tom shared. "We also just released a sour cream and onion pistachio, and they're so good."

With flavors, packaging, technology and every other aspect of their business, Giants Snacks is committed to staying innovative. Giants Snacks founder Jay Schuler often quotes a famed line from Gary Vaynerchuk: "If you don't innovate, you die." From the very early days of pitching larger sunflower seeds to consumers (and even further back, one might argue, the innovative method of using a sock to transport seeds cross-country) — innovation runs in Giants Snacks roots. Equipped with quality broadband and technology, a quality home base in North Dakota, and a quality team of folks who understand agriculture and the beauty of a tasty sunflower seed, Giants Snacks is looking forward to continued success.

Epilogue

Last year, Lucy Spiekemeier, Giants Snacks Inc. General Manager, received a call from an unknown number. Like Jason years before, she was skeptical. She answered anyway.

"Hello, this is Giants Snacks Inc.?"

"Hello, this is the White House. We'd like to invite you to participate in Made in America Day," the caller said.

Lucy hung up. Spam, she thought, shaking her head.

The phone rang again. "Ma'am, this really is the White House," they said.

Sure enough, a few months later, Lucy and another Giants Snacks representative found themselves heading to the White House with a custom designed American Flag bag of sunflower seeds to show off the snack-of-choice for the players of America's favorite pastime.

“
**Ma'am
this really is
the White House**





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Congratulations to last issue's winner:

Troy Thomas, Pingree.

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2019 Fall Live Broadcast Events

BEK Sports (Ch. 722/723)

BEK Sports+ (Ch. 720/721)

- 9.05 Sports+ MPB vs. EKM Volleyball 7:30 PM
- 9.07 Sports UJ vs. Dickinson State University Football 2:00 PM
- 9.13 Sports Jamestown vs. Dickinson Football 7:00 PM
- 9.19 Sports+ Carrington vs. New Rockford-Sheyenne Volleyball 7:30 PM
- 9.21 Sports UJ vs. Dordt College Football 1:00 PM
- 9.27 Sports+ Jamestown vs. Williston Football 7:00 PM
- 10.01 Sports+ MPB vs. Linton-HMB Volleyball 7:30 PM
- 10.02 Sports UJ vs. Dakota Wesleyan Volleyball 6:30 PM
- 10.03 Sports Jamestown vs. Bismarck High Volleyball 7:00 PM
- 10.04 Sports+ Carrington vs. Rugby Football 7:00 PM
- 10.08 Sports+ Midkota vs. Oakes Volleyball 7:30 PM
- 10.09 Sports UJ vs. VCSU Volleyball 7:00 PM
- 10.15 Sports+ Carrington vs. Oakes Volleyball 7:30 PM
- 10.22 Sports Jamestown vs. Bismarck Legacy Volleyball 7:00 PM
- 10.29 Sports+ MPB vs. LaMoure-LM Volleyball 7:30 PM
- 10.29 Sports+ Barnes County North vs. Kidder County Volleyball 7:30 PM
- 10.31 Sports+ UJ vs. Grand Canyon Hockey 7:00 PM



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