



## Lakeland WINS Smart Rural Community Showcase Award!

Lakeland was excited to accept the Smart Rural Community (SRC) Showcase Award at the NTCA (The Rural Broadband Association) national conference. Only 12 companies nationwide were recognized with showcase awards. The goal of the SRC Award is to showcase companies that have gone above and beyond to make sure their communities have the best broadband solutions and next-generation applications available. This award is not only an award for Lakeland but also our communities, county and State with economic development at the forefront. As you travel in our communities you will soon see signs with the Smart Rural Community logo letting everyone know they will have the best services here in NW Wisconsin that so many desire nationally.

We thank you for your service as we look forward to bringing you new technologies and solutions in the future.



John Klatt, CEO for Lakeland Communications accepting the Smart Rural Community Award. Award presented by Scott Leitzel of Twin Valley Telephone Co., and Shirley Bloomfield, CEO for NTCA.



A Program of:  
**NTCA** THE RURAL BROADBAND ASSOCIATION®

**CONGRATULATIONS  
LAKELAND COMMUNICATIONS**



**Customer Appreciation 2015**



## ***New FACE at Lakeland!***

We are excited to welcome Amy Lessman to Lakeland Communications. Amy is the new Business Development Manager.

Amy will be out visiting business customers helping them with business communications.



Amy grew up in St. Croix Falls and graduated from St Croix Falls High School. She attended UW-River Falls and graduated with a Bachelor's degree in Marketing Communications.

Amy resides in St Croix Falls and is married to Todd Lessman. They have 2 children; Reese, (7 years old) and Preston (5 years old). Amy enjoys coaching gymnastics at Flex Gymnastics in St. Croix Falls and loves being involved with her church and community events.

Amy is available to help you with your business questions or concerns. Please call her at 715.825.5110 or you can reach her by email at [amy@lakeland.ws](mailto:amy@lakeland.ws).

## ***Welcome Amy!***

## **Ever Wonder Why Your TV Lineup Includes Channels That You and Your Family Never Watch?**

Many customers would prefer to pay for only the most popular Networks and a select group of quality, special-interest ones that appeal to them. This is something that many Satellite and Cable TV providers would like to offer, but most Networks will not allow this.

Unfortunately, the powerful Programmers often have the upper hand in how we can package their Networks, and in the additional Networks that they force you to pay for. Five companies own most of the networks you want, as well as many of those you don't. And they won't let you have the most-popular networks unless you get the less-popular ones, too. It's simple economics: they need more viewers for these less-popular networks to increase their subscriber fees and their advertising fees – so that they make more money. See [tvonmyside.com](http://tvonmyside.com) for more information.

## **What happens when a cable is cut to your home? *Please take time to read!***

Many times we are faced at Lakeland with a contractor that has cut one of our cables during construction or excavating. We always hear that it should be no big deal and that we should just put a temporary fix on the cable like a band-aid. When a cable is cut, it degrades the broadband service immensely going into the premise. We see that everyone wants us to fix it at the lowest cost possible or they threaten to fix it themselves. First the cable that is cut is the property of Lakeland Communications. This property / cable is something that we stake our reputation on. It is what brings our customers the high speeds related to broadband services. What contractors do not tell their customer is that in making a quick fix they have degraded the line coming into their home. Where we once were able to splice a cable and in essence have a "quick-fix" for voice services, we cannot any more for broadband services. That line that comes into your home needs to be free from splices for the best broadband/video experience you can have. Contractors are well aware that they need to **call 811 or Diggers Hotline** to locate cables to avoid cutting a cable. If the cable is in the vicinity that they are digging they are to dig it by hand so that the cable will not be damaged. When this is not done and a new cable has to be laid, it can cost several hundred dollars to repair or several thousand if it is a fiber optic cable. This is a reminder that all cables need to be located and we hope our customers as land owners will insist when someone is doing work for them that they oversee that all cables are located and that the contractor takes the initiative to protect our property that gives you your services. If a cable is cut it will need to be replaced, so as a homeowner do not let a contractor put a band-aid on our line – you will notice the difference in your service speed and quality.



## FIBER TO YOUR HOME IN THE RURAL AREA

### Thank you for patience! We appreciate your business!

At Lakeland we are excited to bring you fiber optics and its technologies to your home. We would like to thank you for all of your patience and understanding as this service is being implemented in your area. As our contractors get this completed, we will be keeping you informed of new and improved services we can offer. We are working to get all lawns taken care of. If we have not been back to cleanup your yard, rest assure that you have not been forgotten. The new fiber supplies much greater speeds for broadband and will also help to improve video quality. We anticipate that this service will be available sometime in 2016. Again we appreciate your patience as we improve and replace our existing cable.

**Thank you!**



*Lakeland Communications would like to thank all of you that attended our Customer Appreciation Day on August 28<sup>th</sup>. We had a wonderful day showcasing our services along with a great meal and lots of fun! Thank you again, we appreciate and value your business with us.*



***If you have any questions or concerns please call our office at 715.825.2171 or 715.472.2101. We are here to help you. Our help desk is available 24/7 for your convenience.***

***If you would like to know more about the business services we can offer please call Amy at 715.825.5110 or email at: [amyl@lakeland.ws](mailto:amyl@lakeland.ws)***

## **Be Careful Where You Dig! REMEMBER TO CALL 811**

Damaged and cut underground telephone lines can disrupt service to you and hundreds of customers. Before you dig or do any major excavation, be sure to call Diggers Hotline at 1-800-242-8511 or just dial 811. Diggers Hotline will notify our offices to locate any cable in the vicinity. This includes telephone and cable lines. Diggers Hotline will require 3 days notice prior to any digging. Just a reminder that a cable or line that is cut or damaged, which was not called in to be located, will be charged out to the person(s) involved for the repair of those facilities. Today, our company buries expensive fiber in the ground that can service thousands of people. If the line is cut it is not only the service outage but also the expense and labor intensive time that is taken to repair the cut. This can be very expensive to the individual responsible for cutting the line.

**CALL 811 BEFORE YOU DIG!**

**Our Office will be CLOSED  
November 26 & 27  
Happy Thanksgiving!**

A cartoon illustration featuring three black, bean-shaped characters with white faces and limbs. Two characters at the top are pointing towards the center text with green arrows. A third character at the bottom right is pointing upwards with a green arrow. The text 'FIND ME' and 'FOLLOW ME' is written in large, bold, black letters, with 'FOLLOW ME' slanted downwards.

**FIND ME  
FOLLOW ME**

Have your phone find you anytime-anywhere!  
Home phone to Business Phone to Cell Phone to  
Email! **Check out ICONTROL!**