



P.O. Box 40 Milltown, WI 54853
Tel. 715-825-2171 or 715-472-2101
Email: info@lakeland.ws
www.lakeland.ws

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How can I easily take care of my broadband fiber devices?

LAKELAND'S SMART SUPPORT

EASE YOUR STRESS – MANAGE YOUR OWN BROADBAND EXPERIENCE

SMART SUPPORT is like having a technician on call right in your own home. You can monitor your network, you can set parental controls. Your connection seems sluggish? Check **SMART SUPPORT** and see what devices are connecting and how much bandwidth they are taking. **SMART SUPPORT** addresses your network where you can check on and manage your broadband experience for \$9.99 per month, or it comes with our higher tiers of broadband. It does require a Gigahub or Gigacenter in your home.



Work from Home!
Learn At Home!
Handle all of your Devices at Home!
Play all of your Internet Games At Home!
Stream Your Favorites at Home!

Isn't it Time to Come Home?

Our Office will be Closed, Thursday, November 23rd and Friday, November 24th
We wish you all a wonderful Thanksgiving holiday.



Luck Communications Tower Begins Construction.



Lakeland wants all of its subscribers to have the best communications experience possible. This is why we have invested in fiber optic infrastructure. This is also why we went forward in securing land, and have invested in constructing a tower in the Village of Luck. This will help the Village of Luck and the surrounding area with future broadband and wireless needs. What many may not understand is that 2-3 years ago the Village of Luck hosted an Economic Summit at the DBS Hall in Luck. At that meeting we listened to the need for increased technology for the Village of Luck and ubiquitous wireless service for the community. Lakeland came forward to answer that need as we have a vested interest in the community. We

want only the best for the Village of Luck and the surrounding area. We were also contacted by a wireless provider to improve wireless communications in Luck and the area. All wireless services are back hauled with fiber optic circuitry which makes it a good fit for us. We have worked with many businesses in the community and the need is there for additional solutions now and in the future. Many Villages have more than one tower in their community. This communication tower will greatly enhance and improve the wireless services in the Village of Luck and surrounding area. Luck will now have the luxury of having the benefits of better service for all communications. As we understand concerns, we hope when services are added all will come to see the importance of building for what the future will demand.

Broadband in the Media

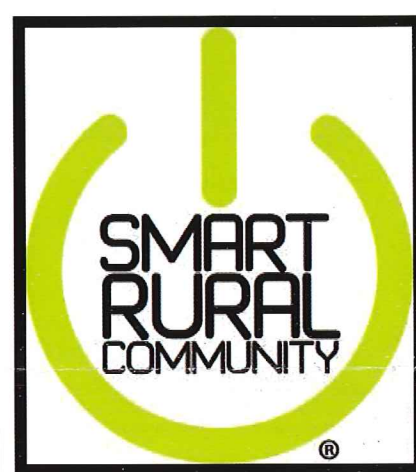
Lately there has been media coverage on the current status and the future of broadband. There seems to be a lot of experts in the field now talking about speeds wanted and bandwidth needed. All of this can be very hard to grasp at times because it is a complex market. As a consumer you just want your connection to work. You do not want to see buffering as you watch your favorite show, have your tablet lock up, or your cell phone cut out. We know about issues that can happen when you do not have the right broadband connection. It is an education process. When you have issues you need to look at how many devices are being run, and what is using the bandwidth consumption in your home or business. If your bandwidth is used up it will take an upgrade in bandwidth to improve the experience. Running 10 devices on a 10Mbps. broadband connection is not going to be an ideal experience. Many new devices and streaming or gaming sites require significant bandwidth to make them run properly. You can't go to Chicago on \$5.00 of gas. It's the same with broadband you need to right size your connection with the number of devices and what you do with those devices. Articles have shown so many different companies with different speeds and different price points. As a consumer this is hard to understand as you need to compare apples to apples in appraising your value. **Lakeland offers a state of the art fiber optic network along with Smart Support which helps customers manage their home network.** This may cause a different price point than another company that does not have fiber infrastructure. Please be assured our network is state of the art and will take you now and into the future with any speed. Lakeland was the first company in Polk County to offer fiber to its communities. First and foremost we always want to make sure we provide a quality connection. We are confident our infrastructure compares to no other in Polk County. We have put in the best and are continuing that effort so customers experience excellent quality service and experience the value of the network.



President John Klatt lobbying with a Wisconsin group on behalf of rural telecom with Congressman Mark Pocan. The Wisconsin group met with all Wisconsin Congressmen and Senators.

Thank you!

Thank you to everyone that made our 2017 Customer Appreciation Day a success! We loved seeing everyone and enjoyed the wonderful day visiting with all of you!



Did you know, right here in your hometown, you have the best communication infrastructure you could get anywhere in the United States? Lakeland is proud to have the national designations as being Gig Certified and a National Smart Rural Community. This means we can get you what you need when you need it. That's important for our communities. It's where we live, work and play. Lakeland has invested in fiber optics. You can work from our area at your home. Where you used to have to commute to that job, maybe there is opportunities to someday work from home. Lakeland provides the capabilities.

Isn't it Time to come Home?

Play with your kids...

Spend time with your family?

Work from home?

Lakeland has, fiber connectivity, the speed and bandwidth scalable to what you need.

With Lakeland, You're Home.



WHAT DOES IT TAKE TO BRING FIBER TO YOU?

Starting a Fiber construction project takes a lot of time and research to engineer the right routes, get easements and permissions, contract out construction crews and map out the area. This is not a small endeavor as there are many moving pieces. As the engineer maps out the area they have to find the best placement for buried fiber while planning for redundancy looking out for obstacles as they retain permits. Once the above is done, a locator steps in and locates in the right-away for the main fiber line to be placed. A construction crew trained in burying fiber now steps in to start the process. Buried fiber is placed all over the service area spliced together one by one.

What Happens Next?

Well now the drop that was placed in the ground is ready for splicing. Splicing Fiber is very complicated. Fiber strands are made from glass and need to be heat spliced. It is a very tedious job as every strand needs to be tested for quality and connection all the way back to the Central Office. This can take considerable time. In every fiber cable there are numerous glass strands that need to be spliced together and tested.

Once all fiber is tested and verified a Fiber ONT will be attached to your home or business. This device is the brains of the fiber letting it know what services you have and providing the connection to the home. Now comes the fun part! You will receive a call from one of our CSSR's from our office to set up an appointment to get your service connected to the Fiber. Once the appointment is set, our technician will come to your home and connect the fiber. At that time he will run it into your home and connect to your devices. This is a great time to make sure you have all of your devices available so we can connect them for you. Lakeland is focused to bring fiber to you!

You can check out when we will be in your area at:

<http://www.lakeland.ws/fiber-connectivity/>



Get connected, use energy smarter

Focus on Energy & Lakeland Communications have partnered to offer you connected devices & help you save energy in your home!

Add or upgrade your broadband service with **Lakeland Communications** and you can qualify for your choice of the latest energy saving devices! (a \$150 value).



Choose from our featured products

- Philips Hue White Starter Kit & Embertec Emberstrip 8AV + Powerstrip with Bluetooth Sensor (**FREE**)
- Emerson Sensi Wi-Fi Programmable Thermostat (**FREE**)
- Nest Thermostat E (**FREE**)
- Nest Learning Thermostat or ecobee4 Smart Thermostat (\$120 Copay)

Add or upgrade service and get a \$50 credit!

Get started

lakeland.ws/connected
715.825.2171

LIMITED
TIME
OFFER



*To qualify for this offer, your electric or natural gas provider must participate in Focus on Energy. Visit focusonenergy.com/utilities to see a full list of participating providers.

If you have not looked into this, now is a great time to get your own energy saving device. Go to lakeland.ws/connected