



# Thank you for a great year!

As we get ready to close another year we reflect on the past and thank you for your business.

## What makes Lakeland Communications different?

Maybe number one is that we are a local company that employs local people and has a sincere interest in investing our time and our resources in our local communities. We have a staff of individuals that are the faces you see in the community. When you talk with one of us on the phone, or email us, you have probably run into us uptown at Church or an event. A common thread that runs throughout our company is that the company is not just ours as in working for it, but it is part of you, our customers in our rural community. Lakeland continues its focus on building the needed infrastructure in our rural area. This brings all of the needed technologies to you our current customers and also to new customers moving to our area. We are proud of the advancements in the last few years and look forward to what's to come. As our National Telecommunications Association (NTCA) affiliate mentions "Rural is Cool", it really is. Within our rural community you can live here and work here while enjoying all the opportunities the rural lifestyle provides. Lakeland provides that niche to provide the opportunities to work from home or complete your school work at home. It's all about the bandwidth and we provide that!

**#ruraliscool**

**Rural is Cool and at Lakeland we are bringing it!**



**CUSTOMER APPRECIATION DAY 2019**



*Make sure your home is ready for all of those new Internet gadgets for the holidays!*



## Your Network Technician 24/7 **SMART SUPPORT**

### **Premium Broadband Support for Your Best Experience! Isn't it Time?**

If you want stress-less management for your home experience you need to look at Smart Support. Smart Support is Lakeland's managed wifi product. With Smart Support you can analyze and troubleshoot your connected devices. You never forget your Wifi password or lose your wifi settings. You have control! You have visibility into your network to see your bandwidth usage and set parental controls. If you need to have a technician come you to your home you receive one free visit per year. Ask yourself... How do you put a price on No Frustration or Stress? \$9.95 Per Month Ala' Carte or Smart Support is included in all packages above our lowest tier! Call or stop in today!

### **BISHOP FIXTURES TESTIMONIAL – WE APPRECIATE YOUR BUSINESS**

*"As a local company that ships product worldwide, we are heavily dependent on communication in all forms. We had our internet and telephone services through another company who didn't take our need for communication as serious as we did. Throughout the years, we suffered being without email or internet for full business days. Not only was it painful, but also very costly to us and our customers. Todd R at Lakeland convinced me to switch providers and I can't begin to tell you how wonderful it has been under the Lakeland umbrella. This year brought a lot of havoc to our aging IT equipment and we needed to look at replacing our phone server as well as upgrading our technologies in all of our locations. Todd, Alec and Derek worked with me to address all of our issues and work out plans to switch everything out with no down time to our company. All our locations are extremely happy with the solutions that Lakeland provided us which included fiber installation. Our new phone system through Lakeland has met our needs and the IT department has one less server to maintain! The professionalism, knowledge and exceptional service that Lakeland provides is beyond my expectations of working with vendors, and after all is said and done, a valuable part of my company's continued success. I am happy to be a Lakeland customer both personally and professionally and extremely grateful I live and work in the Lakeland area! Thank you Lakeland!" Anna Martin, Bishop Fixture and Millwork*



# Lakeland is proud to once again support Adopt a Family

## Your smile will never end!



**\*Free Activation  
VOICE, VIDEO or BROADBAND,  
with your gift for a family.  
Stop into our office,  
sign up and pick a  
gift idea from our tree.**

**CHRISTMAS  
has never felt this  
Good!**

**Help make someone  
SMILE this year!**

\*Limited time offer, some services not  
available in all areas.  
Gift value of \$25 or more for Free Activation.  
New construction of service does not apply.

## Video Programming

Your video rates continue to escalate with increases being assessed annually by various programmers. Lakeland is part of a consortium of companies that negotiate the best rates possible. As we negotiated, we always try to help alleviate increases and empower consumers to make their own decisions. If you have concerns and would like to reduce your video bill, we offer an option in a hybrid of both traditional video with our Essentials package and a streaming service with Internet. With our Essentials package you will enjoy seeing local broadcasts out of Minneapolis and Eau Claire. This gives you both Wisconsin and Minnesota local news, weather and sports. With Lakeland video, we absorbed networking costs to eliminate a traditional set top box. There are no extra costs from us for set top box rentals or conflicts with multiple remote controls to manage video service. You in turn utilize your own TV remote with as many TV sets as you like. We are very different than other video providers in this design and platform offering as we continue to be customer centric focused to improve your experience. If you do choose to have a set top box many consumers find the TiVo service set top box as a user-friendly TV Guide along with video recording (DVR). TiVo also enables a streaming option that is simple to use. You can find TiVo at many retail locations or online @ <https://www.tivo.com/>. Beginning January, 2020 only Basic Enjoyment video customers of Lakeland will see an increase in their monthly bill. This increase to our customer rates are attributed to the increase in programming rates. As we heed customer advice to trim some channels from our lineups we collectively have mitigated the increase this year. We encourage you to contact your legislators in regards to the high cost of broadcast programming, as we agree with you. For more information please go to: [tvonmyside.com](http://tvonmyside.com). We appreciate your business and continued loyal support.

## Current Bundle Accounts

Lakeland is no longer offering bundled service accounts. If your account is currently on a bundle you will see an increase in your monthly rate until the rate is brought up to the ala carte pricing. Your account will then be removed from the bundled service. Many of these older accounts have received a discount for many years. Lakeland can no longer economically provide this. If you are on a bundled account your monthly statement will have a message on the bill to notify you of the increase in services. We thank you for your business and look forward to providing you services in the future.

## Fiber Update

We have worked hard this past year plowing in fiber in the rural area. We look forward to expanding these projects in the future to bring the best connectivity to our customers. Luck, Milltown, Fox Creek and Cushing are almost complete. We are currently expanding into the Eureka Township and the Frederic area. We look forward to providing service to you. If you are interested in service we would like to hear from you and your neighbors. This helps us determine our plans for the future. Just contact us at 715-825-2171 or [info@lakeland.ws](mailto:info@lakeland.ws) and let us know you would like to have service if we are able to provide it. Thank you for your interest!



As we end 2019, we wish you and your families a Happy Thanksgiving and a very Merry Christmas and Happy New Year. We look forward to what 2020 brings. Thank you for your past and future business with us.



Our office will be closed to observe the holidays on:  
November 28<sup>th</sup>  
November 29<sup>th</sup>  
December 24<sup>th</sup> at noon  
December 25<sup>th</sup>  
January 1, 2020

***Stop in for Cookies, Cider and Coffee December 18-20th***



## **TIME TO STREAM?**

Make sure your home is ready when the kids open up all of those new devices this Christmas!

**We are here to help!**

**Your BEST Solution for BROADBAND!**  
**Stream your favorites with Lakeland!**



**POSTAL PATRON**