

# Business Communicator



## Nordby Vision Center Focuses on Service

Dr. Douglas Nordby, OD



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# Business Communicator

**New tools offer new possibilities.** The internet age offers endless technology for doing things faster and better, but not everything that comes along is going to be right for your business. In this issue of *Business Communicator*, we explore some technology tools and the best ways to use them.

First, on page 3, we explain the benefits to you as **RTC Launches Gigabit Internet Speed**. Only three percent of the U.S. population has access to speeds this fast, and now many RTC customers can be among them. With the same high upload and download speeds, instantly sending and receiving information has never been easier.

On pages 4 and 5, our Business Spotlight features **Nordby Vision Center**, a practice that is celebrating 30 years of providing much-needed services to our rural area. The two vision center locations use old and new technology — from basic phone to sophisticated Ethernet LAN services — to ensure the best service for patients.

If you're still hesitant about increasing your internet speed, or wondering why it's necessary, check out the **Common Misconceptions about Internet Speeds** on page 6. You may be surprised how much your internet service can impact customers, even if they have no direct contact with it.

Finally, just like all areas of a business, your computer systems are vulnerable. The **Top Five Online Security Tips** on page 7 can help you understand common threats, and get everyone at your business on board to avoid them.

Need help sorting through all the technology choices? We're here to help. Just let us know your needs, and we'll figure it out together.

Sincerely,

A handwritten signature in black ink that reads "Chad Betz".

Chad Betz  
*Outside Plant Manager East*



# RTC Launches GIGABIT INTERNET SPEED

Lightning-fast online capability is now available for “instant gigafication”



**R**TC is proud to announce that we’ve launched Gigabit Internet, giving portions of our service area access to some of the fastest internet in the nation! Only three percent of the U.S. population has access to speeds of 1 Gig, and we’re pleased to offer it to many of our customers. (How much faster is a Gig? Use the tool at [rtc.coop/internet/speed](http://rtc.coop/internet/speed) to find out.)

Marketing Manager Kristin Jaeger comments, “People often think residents of rural areas sacrifice technology by not living in the city, but it’s actually the opposite. We keep our customers connected within the workplace and to their customers by offering the latest technology for high quality, reliable internet service.”

**“A business customer had been paying \$1,000 per month to another provider for a slower speed of internet service. RTC was able to offer them 1 Gig service for just \$300 per month.”**

— KRISTIN JAEGER, MARKETING MANAGER, RTC

By choosing the internet package that works best for your needs, you can do business faster and more efficiently. In addition to Gigabit Internet, RTC has launched other new internet speeds including 100 Meg., 250 Meg., and 500 Meg. All of these new packages offer the same high upload and download speeds, so instantly sending and receiving information has never been easier.

All packages include unlimited usage at very reasonable rates. Activation fees can be waived when customers sign a 24-month contract. For other needs, RTC also provides specialized internet connections such as Ethernet LAN service and static IP addresses.

Marketing Manager Kristin Jaeger notes, “We’ve seen a lot of interest in Gigabit Internet along with the other new speeds, partly because customers receive the same speed for uploading and downloading. Not all providers offer symmetrical speeds; for many, upload speeds are much slower. RTC is proud to provide some of the fastest internet speeds available.”

Jaeger shares the example of one customer who got a great deal after switching to RTC: “A business customer had been paying \$1,000 per month to another provider for a slower speed of internet service. RTC was able to offer them 1 Gig service for just \$300 per month.”

RTC’s goal is to provide Gigabit Internet to as many customers as possible, and our coverage area will expand as we continue deploying our fiber buildout and upgrading our network.

**To find out if Gigabit Internet is available in your area, or for more information, call 888.862.3115 today to speak with an RTC representative.**

# NORDBY Vision Center

Celebrating 30 years of  
preserving the gift of sight



*Dr. Melissa Hjelden, OD and Dr. Douglas Nordby, OD*

One of the biggest changes Dr. Douglas Nordby has seen since he opened his practice 30 years ago is new technology. Unlike in 1985, all camera equipment is now digitized, and technicians can digitize frames and cut lenses in the office. “Everything is getting smaller and easier to use,” observes Nordby.

### Rolling with the Changes

Communication technology has changed as well. “When I first started,” Nordby says, “everything was done on paper or typewriters, and we used a phone with one line. The next milestone was sending information by fax. Now everything is totally dependent on the internet. Without it, we can’t do work, look up orders, or send prescriptions — the practice doesn’t function at all.” Another key function the internet provides is connecting the practice’s two offices in New Town and Watford City. Nordby notes, “With Ethernet LAN services from RTC, our offices are connected as though they’re right next door.”

Nordby’s partner, Dr. Melissa Hjelden, expects to see additional changes in the coming years. She says, “We’ve recently made some expansions. Along with more staff to help our patients, we have more room with a new exam lane and pretest area. We hope to continue to expand with more optical and lab space, more designer frame lines, an expanded supply of lenses, and possibly a third office location.”

### A Vision of Quality Care

With the two locations, Nordby Vision Center serves a wide variety of patients, from infants to the elderly.

In addition, says Hjelden, “We are the primary source of treating medical eye conditions in the area. We see everything from metal stuck in the eye to allergies affecting the eyes.” Patients appreciate the vision center’s dedication to enhancing quality of life by preserving eyesight, its respect for each person’s unique needs, and the friendly care offered by the doctors and staff.

### The practice provides the following services:

- Lens and frame purchase
- Contact lens purchase
- Vision correction
- Vision problem treatment
- Eye condition and disease treatment

Typically, one doctor is available at each location. The business also includes an office manager, front desk assistants, a lab technician, an insurance claim worker, and assistants who perform pre-exams. The staff likes visiting with patients, having fun with all the new glasses frame lines, and the camaraderie and excellent teamwork among coworkers.

Nordby is very engaged in the community and is currently serving as McKenzie County Commissioner. He has been involved with the Masons, Lions, and Rotary. He also served on the board of North Dakota Vision Services, of which he’s a former president; and North Dakota Optometric Association, where he also served as president for a term. Nordby was honored by the North Dakota Optometric Association as Young Optometrist of the Year in 1996 and as Optometrist of the Year in 2010.



(L to R) Kathy, Optician; Elaine, Receptionist – New Town; Susan, Office Manger – New Town and Watford City



Rachelle, Optician – Rachelle is cutting lenses for patient's frame.



(L to R) Savanna, Optician; Kathy, Optician; Karen, Receptionist/ Billing Coordinator – Watford City; Rachelle, Optician

### Staying Connected

The Ethernet LAN service from RTC replaces the former VPN system, and allows the two practice locations to operate as though they're in the same place. RTC also provides the practice's phone line, which Nordby calls a "lifeline" because that's how patients call to schedule appointments. Hjelden concurs, stating, "Our main way to communicate with patients to schedule visits or check on glasses and contact lens orders is over the phone." She adds, "We also rely on our ability to fax. Fax is the main form of communication with the labs that supply lenses as well as other doctors' offices."

Nordby notes that, with RTC, "It's very easy to get service. Back when I started the practice, we had to call New York to get a work order. Now the customer service office is local, and most of the people there are personal friends who are quick to respond."

RTC has served Nordby's New Town location since 1996 and Watford City location since 2001 when RTC acquired the Watford City exchange through the purchase of another provider. Cory Johnson, RTC West Outside Plant Manager, says of Nordby Vision Center, "The practice is a successful and long-term business in our rural area that provides a much-needed service. They have been great community supporters."

**“Our main way to communicate with patients to schedule visits or check on glasses and contact lens orders is over the phone.”**

— DR. MELISSA HJELDEN, PARTNER, NORDBY VISION CENTER

### LAN SERVICES FROM RTC

For businesses with multiple locations within our service area, RTC offers a local area network (LAN) setup, which allows your employees to operate as though they're all at one location, using one network. The LAN replaces the virtual private network (VPN), which many businesses have used in the past. While a VPN relies on an internet connection to access your server, the LAN is a dedicated connection — meaning no waiting — so you get a simplified, secure link that's much faster and more reliable than a VPN.

The LAN allows you to access your server and your information in a remote location. So, you can get more done, more quickly, and provide faster service to your customers. Connections range from symmetrical 10 Meg download/ 10 Meg upload to a Gigabit connection, depending on what your business needs.

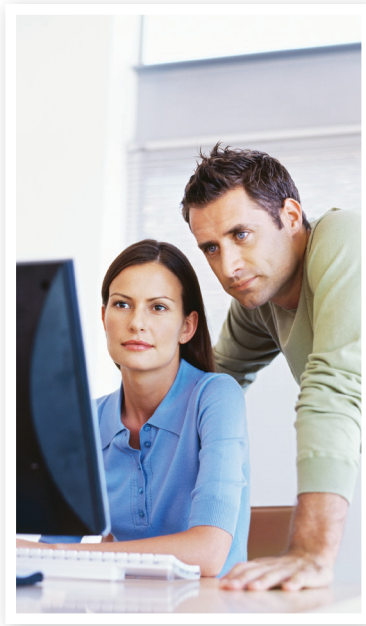
To explore LAN options with RTC, call 0811 from your RTC phone or 888.862.3115.

## INTERNET PREDICTIONS FOR 2016

The Cisco® Visual Networking Index (VNI) Forecast (2011-2016) is an ongoing initiative to forecast and analyze Internet Protocol (IP) networking growth and trends worldwide. It reports significant growth in internet traffic and service penetration, driven by factors including:

- **An increasing number of devices:** By 2016, the forecast projects there will be nearly 18.9 billion connected devices —almost 2.5 connections for each person on earth— compared with 10.3 billion in 2011.
- **More internet users:** By 2016, there are expected to be 3.4 billion internet users, which represents about 45 percent of the world's projected population according to United Nations' estimates.
- **Faster broadband speeds:** The average fixed broadband speed is expected to increase to 34 Meg in 2016, up from 9 Meg in 2011.
- **More Wi-Fi:** By 2016, over half of the world's internet traffic is expected to come from Wi-Fi connections.

It's an exciting time of growth and RTC is working diligently to meet our customers' internet needs.



# Common Misconceptions about Internet Speeds

Learn how faster speeds can lead to higher productivity to help your business grow

**I**nadequate internet speeds can slow down workflow and prevent you from keeping pace with customer demands. Yet, misconceptions about internet speeds are common among small business owners and managers. Here's your reality check:

**Misconception:** The internet connection our business signed up for several years ago is fine.

**Reality:** As technology evolves, your internet connection needs to change as well. So much business activity is now done online, and data-intensive applications require faster data speeds.

**Misconception:** Slow internet doesn't affect my productivity.

**Reality:** It could be taking you and your employees several additional minutes to access key information from a vendor's catalog or upload a large file. Think how many times your connection is used each day—all those extra minutes can really add up.

**Misconception:** If I have faster internet speeds, my employees will just spend more time "surfing."

**Reality:** Many studies have shown efficiencies in the workplace are far more likely when the right tools are used. If your internet connection is slow, employees are more likely to cut corners in their work than to surf online. Things like settling for less than complete research on competitors or checking email less frequently can cost your business money.

**Misconception:** My customers aren't affected by my slow internet speed.

**Reality:** Even if your customers never come in direct contact with your internet connection, it can have an impact on their experience with you. For example, if they have to wait for you to pull up information, they can get the impression that your business is inefficient or unprofessional.

RTC knows that in today's competitive markets, business productivity is a must! That's why we offer the fastest speeds in the area. To learn about RTC's Gigabit Internet, visit [rtc.coop/gig](http://rtc.coop/gig).

# TOP FIVE ONLINE Security Tips

Everyone at your business has a hand in protecting against threats



Cybercriminals are a sneaky bunch and the consequences of their actions can range from poorly functioning computers to a devastating data loss. Fight back by having your staff consistently take the following precautions:

- 1. Be sure all computers and mobile devices are running the latest operating systems (OS).** Malware creators are always adapting, and so are OS developers. If a vulnerability is identified, developers will fix it in the next update, so you want to be sure you have it installed.
- 2. Use antivirus and antispyware software and keep it up to date.** New threats are discovered daily and keeping your software updated is one of the easiest ways to protect your business from an attack; simply set your computers to automatically update for you. Also, activate your firewall and regularly download the security protection updates (known as patches) that are released by most major software companies.
- 3. Educate your employees not to open email attachments from unknown sources.** Computer viruses are commonly spread through email attachments so it's vital to pay attention to the source before opening them. In addition, make sure your employees don't click on links within unsolicited email messages.
- 4. Use long, complex passwords that are unique to each account.** Each time an employee creates a new password, it should be long (preferably at least 14 characters) and contain uppercase and lowercase letters, numbers, and symbols. It's also important to not use the same password for multiple accounts and to change passwords regularly.
- 5. Only download software from reputable sites or stores.** Cybercriminals tuck malicious code into fake versions of the programs and apps that you want. The best way to avoid a phony is to stick to official company websites and app stores.

For more information about online security, visit [www.us-cert.gov/cas/tips](http://www.us-cert.gov/cas/tips).

## COMPUTER-RELATED HOAXES

RTC cares about your online security, and wants to alert you to several recent threats:

- RTC customers reported online screen pop-ups that offered a survey, supposedly from RTC. The pop-up said there were several prizes to choose from and asked for a credit card number.
- Other customers received emails appearing to be sent from RTC, which asked them to change their account password and reply with their username, current password, and date of birth.
- Customers have also received calls and emails from someone claiming to be from Microsoft or another large technology company, offering to help solve computer problems in exchange for a credit card number.

**Remember: You should never provide your credit card number, or other personal information, in response to unsolicited messages or calls.**

Visit [scamawareness.org](http://scamawareness.org) to learn more about common scams and get protection tips.

# INSTANT GIGAFICATION

*Introducing*

## *Gigabit Internet*

**No more loading or waiting**—just pure Internet speed that's more than **100x faster** than what you're used to. This means, more streaming, more downloading, more entertainment.

***Call RTC today to see about getting 3 months of faster internet at the same price you pay today!***



RTC.coop/gig  
1.888.862.3115

***How fast is Gigabit Internet?***

***Visit [RTC.coop/internet/speed](https://rtc.coop/internet/speed) to find out!***

Not available in all areas. Other limitations may apply.