



Grace Hebel  
Westby



Tahmara Hendrickson  
Kickapoo



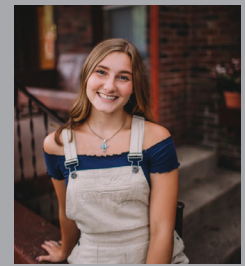
Jonah Jepsen  
Westby



Ellen Johnson  
Westby



Katrina Koppa  
Viroqua



Natalie Marron  
La Farge



Mara Matthes  
Kickapoo



Alyssa Meyers  
Cashton



Amalia Montgomery  
Kickapoo



Isabella Nedland  
Westby



Joseph Roethel  
Westby



Audrey Wirts  
La Farge



## MONTHLY NEWS

WORLD-CLASS TECHNOLOGY. UNRIVALED LOCAL SERVICE.

### MAY 2021

#### Top News Inside

- 2021 Scholarship Recipients
- Letter from the CEO
- 2021 Annual Meeting
- Cable Locators
- High Definition TV

### 2021 SCHOLARSHIP RECIPIENTS

The 2021 VC Co-op Scholarship recipients have been selected and will receive \$750.00 towards their continuing education. These twelve students were selected by an outside committee for their academic achievements. The students also answered essay questions of how technology has impacted their life and made a general statement about their career goals. VC Co-op gives back to our members and the communities we serve and stresses the importance of education. Education not only shows the importance of hard work, it opens opportunities for higher paying jobs, helps develop skills to grow and develop as a society and is key to the importance of community. Due to the rising cost of education, we are honored to award these students scholarships toward their efforts in achieving their goals. ***Congratulations and good luck to these students in pursuit of their dreams and education goals needed to fulfill them.***

### 2021 ANNUAL MEETING

For the second year in a row, due to COVID-19 and for the safety of our members and employees, the 2021 Annual Meeting was held via virtual platform on Thursday, April 22, 2021 at 1:00 PM. Board President, Brad Gabrielson called the meeting order and gave the opening remarks. Scott Haakenson, Controller gave the financial report and Rod Olson, CEO gave the state of the cooperative, and the Director election ballot report. Scholarship recipients were announced by Jana Pedretti and any old and new business was presented by Brad Gabrielson. Members preregistered for the meeting and were able to view the entire meeting online.

**The results of the 2021 Director election were announced and are as follows:**

- District 4 (Viroqua) - Trudy Wallin
- District 5 (De Soto) - Miles Bohland
- District 6 (Westby Rural & Cashton) - Marty Stenslien

*Continued on page 2*



## FROM THE CEO

The VC Co-op Annual Meeting was held virtually again this year, hopefully for the last time. I do not like virtual annual meetings, as I feel they should be in person. **Thank you to those who attended this**

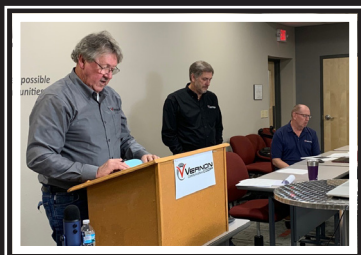
### **year's meeting.**

Moving forward, we are aggressively finishing our fiber-optics construction to every Vernon Communications member! We are also going to finish our 2020 grant areas in Frontier's serving area in rural Viroqua. We received an additional 2021 grant for the remaining Frontier rural areas, as well as in part of the Village of Ferryville in CenturyLink's area. These areas are under-served with broadband and slated for 2022 construction. This concludes an unprecedented overbuild of 100% of a large company's franchised serving area, both in town and all rural areas. Nobody will be left behind in the digital divide. It completely fills, what I call, the hole in our donut. Vernon Communications Cooperative completely surrounds approximately 70 square miles of Frontier Communications of Viroqua's franchised serving area. Many companies are taking bites out of the big guy's serving areas, but we are eating the whole apple.

Last month, I wrote about our cables and handholes getting burned in road ditches, causing service outages and creating very expensive repairs. *I thank all of you who took extra precautions while burning to prevent damage to our facilities.* With that said, we have had similar fire damage since then and ask that you please continue to pay attention to what you are burning and think about what is in the path of your fire.

## 2021 ANNUAL MEETING *continued*

Members were also given the opportunity to ask questions and vote. We are optimistic that the 2022 Annual Meeting will be held in person.



*The 2021 Virtual Annual Meeting*



214 N. Main St. Viroqua, (608) 638-2030.



## UniFi® THE STANDARD FOR HIGH-PERFORMANCE WI-FI

The world of UniFi is filled with sleek, discreet and thoughtfully designed equipment to meet the networking, security and communication needs of the modern age.

- Remote Monitoring and Management
- Locally Managed by VTC
- Remote Network Configuration
- Firmware Updates
- Threat Management
- Optimized Wi-Fi Experience Heat Map
- Network Password Management

## MEET OUR CABLE LOCATORS



**Jason Landrath (left) and Kevin Karwoski (right),** are VC Co-op's locating crew. Because utilities have gone underground, the importance of locating cable is important, not only for the benefit of the cooperative, but the homeowner as well. Our locators are trained professionals in locating cable. This time of year people are getting outside and working on long awaited home projects. Because erosion and other environmental forces can cause the lines to shift over time, it is important to call **Diggers Hotline (811)** before you do any kind of digging, even if you think you know where cable is buried.

**Calling Diggers 3 days in advance is the law and essential to saving you time and money.**





## TECHNOLOGY & INNOVATION

**High Definition or HD TV** is a digital broadcasting standard that offers picture and audio superior to that of traditional standard definition (SD) television. It offers an image resolution substantially higher than that of SD. All TV's make their pictures by building an image from many small dots, squares or rectangles called pixels. SD pictures are made from 480 rows of pixels stacked on top of one another with 640 columns in each row. HD TV uses either 720 or 1080 rows of pixels, so it's twice the resolution of traditional SD TV. The more pixels, the sharper the picture quality with finer details. Manufacturer's have now moved to ultra HD or 4K and even 8K. The biggest benefit of HD TV is that small objects on the screen will have more detail and appear more life like. HDTV is fundamentally digital, which means it offers all the advantages of digital broadcasting. Today, TV's are sold only in HD to serve the needs of most consumers such as streaming, gaming and video on demand. Without HD, these options do not exist.

Resolution	Measurements (In pixels)	Pixel count
4K (UHD)	3,840 x 2,160	8,294,400
1080p (Full HD)	1,920 x 1,080	2,073,600
720p (HD Ready)	1,280 x 720	921,600
480p (SD)	640 x 480	307,000

You may have wondered why some HD TV content doesn't look any different than regular SD TV. Not all networks offer programming in HD, so if you have an HD TV, but the show you are watching is in SD, your picture will be in SD. TV content before 1998 was not made in HD, therefore you will not see the picture quality HD offers, even though you have an HD TV and service. Programs made for SD TV look fine on an SD TV, but fuzzy on HD TV's. If bigger screens use exactly the same picture signal, the bigger you make the screen, the more area each pixel in the signal has to cover, the fuzzier the picture looks. If you are purchasing a TV today, or if you have purchased one in the last 5 years, it will most likely be HD compatible.

In order to get HD service and the picture that offers the best visually appealing quality, and a TV experience like no other, you will need a TV that is HD capable, an HDMI cable (pictured below), and HD content provided by a service provider such as VC Co-op.



HDMI Cable



High Definition TV



Standard Definition TV

## ENTERTAINMENT NEWS - HBO MAX



**The Day Sports Stood Still** is a feature length documentary that tells the story of the unprecedented sports shutdown in March, 2020 due to COVID-19 and the remarkable turn of events that followed.

**Available now on HBO Max.**



**The Nevers** - Victorian, London is rocked to its foundations by a supernatural event which gives certain people (mostly women) abnormal abilities, from the wondrous to the disturbing.

**Available now on HBO Max.**



**Those Who Wish Me Dead** - In this thriller, Angelina Jolie stars as Hannah a smoke jumper. She and a 12-year-old boy fight for their lives as two assassins pursue them through the wilderness.

**Premieres May 14, 2021 on HBO Max.**

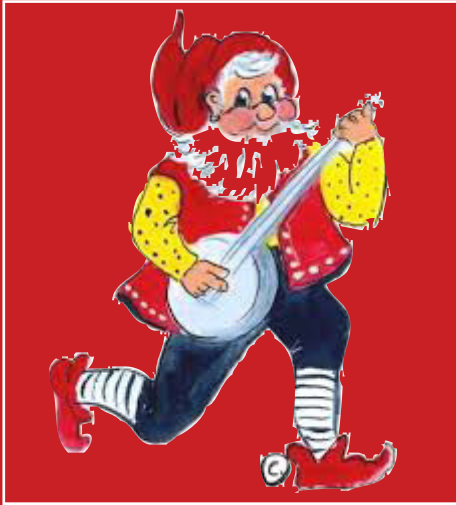


Fox Sports Wisconsin was re-branded as **Bally Sports Wisconsin** on April 1, 2021. The channel number and schedule have remained the same, but there is a new channel call sign/name on the guide.

**May 9**  
**Mothers Day**



**May 15**  
**Syttende Mai**



**May 31**  
**Memorial Day**



103 N Main Street  
Westby, WI 54667

**Lobby Hours:**  
8:00am - 4:30pm (M-F)

(608) 634-3136  
www.vernoncom.coop



**Aunt Evie's Coffee Cake**

**Ingredients:**

- 2 C. flour
- 1 C. sugar
- 1 stick butter (softened, not melted)
- 2 tsp. baking powder
- 1 egg/add milk to equal 1 C.
- 1 can pie filling (apple or blueberry)

**Topping:**

- 1 C. flour
- 1 C. sugar
- 1 tsp. cinnamon
- 1 stick butter



Mix flour, sugar and baking powder together until blended. Add butter, egg and milk and mix until blended. Spread in a 9 x 13 baking pan. Spread pie filling over cake mixture. Blend the topping ingredients and put on top of pie filling. Bake at 350 for 40-50 minutes.

Make a powdered sugar glaze and pour over the top while hot.  
(1C. powdered sugar, 1 tsp. cinnamon, and add water to thin.)

**TRY AUTOMATIC PAYMENT**

**"Give it a try for a slice of pie"** will run from May 1st through July 31st. All members that sign-up for automatic payment during this time will receive a gift certificate for a **FREE** slice of pie from Borgens.



**BORGENS CAFE**

**GIVE IT A TRY FOR A SLICE OF PIE**

Sign up for automatic bill payment on Smarthub and receive a coupon for a **FREE slice of pie** from Borgens Cafe in Westby.

Smarthub sign-up is easy as pie, visit [vernoncom.smarthub.coop](http://vernoncom.smarthub.coop).

**Already have automatic payment? We didn't forget about you! All members signed up for automatic payment will be entered to win an Amazon 4K Firestick.**

**Hurry, the pie promotion will be gone on July 31, 2021!**





**REMINDER:** If you are burning, please pay special attention to make sure there are no VC Co-op handholes or other equipment in the path of the fire. (Pictured left, a recently burned hand hole).

**Thank you for your mindfulness of this matter.**