



# MONTHLY NEWS

WORLD-CLASS TECHNOLOGY. UNRIVALED LOCAL SERVICE.

## AUG 2022

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Vernon Communications recognizes the importance of a strong, reliable internet connection. Now more than ever we rely on communication through the internet for education, business, social and personal uses.

The cooperative has had great success in growing its membership over the last 15 years. Over 31% of our membership growth is from outside of our 8 original cooperative serving areas. *"We have had great success in obtaining Broadband Expansion Grants to grow the cooperative, with more planned for the future."* states Rod Olson, CEO. To date, VC Co-op has overbuilt the entire Viroqua-Frontier company, along with the Village of Cashton and rural areas. Construction is in progress and will be completed in early 2023 in the geographical areas of Northern Crawford County, from Rising Sun to Seneca and continuing on from there to the Mississippi River.

We are also very pleased to announce that VC Co-op has been selected for 2 more broadband grants in the townships of Portland, Leon, Sparta, Jefferson, and Wells in Monroe County. This will be finalized at the next Public Service Commission open meeting. The 10 successful Broadband Expansion Grant projects to date total \$22.6 million dollars. These grants, along with other municipal contributions account for 71% (\$16.1 Million) of the total project costs. In short, these grants are enabling us to reach over 3,300 new cooperative members for less than 30% of the deployment cost. This growth, as great as it is, requires organizational and operational changes that the board discussed. *"We do not want to lose focus of member service and our long history of staying on the cutting edge of technology",* said Garin Mayer, General Manager and future CEO. Brad Gabrielson, Board President states, *"We are in a great place to be able to look at growth, enhancements, and the long-term viability of our great cooperative. All of the fiber construction we have done so far has been at a discount that saves the cooperative money. It's an exciting time for the future of this cooperative."*

VC Co-op board of directors and senior management held its Strategic Planning meeting on July 12, 2022. Discussion of several topics at this organizational meeting included past, present, and the future growth of the cooperative, as well as department updates from supervisors.

## FROM THE GENERAL MANAGER



Throughout this newsletter, you will read various articles concerning the growth of the cooperative, mainly through new grants, and new members in the areas we're expanding to. You may wonder why there is such emphasis on this growth? To put it simply, with the current environment in the Broadband industry, there have been fewer times, better than this to take part in grants to grow our cooperative. Between Federal and State programs there has been an unprecedented investment in making sure every home in America has access to high-speed broadband.

I'm sure you're aware of friends and family that don't live in a Broadband Cooperative serving area, and how much they struggled to stay connected during the Covid response. It's areas like those that we as a cooperative are trying to reach now, and in the near future.

VC Co-op has unclaimed retired capital credits for cooperative members who may have moved or are no longer living. This is money owed to a member for being a patron of VC Co-op. Sometimes a forwarding address has not been given and we are unable to locate the individual. Visit our website to see the list of names.  
[www.vernoncom.coop](http://www.vernoncom.coop)

**CYBER SAFETY TIP: PRACTICE SAFE BROWSING. DON'T VISIT DANGEROUS SITES ONLINE. ONE CARELESS CLICK COULD EXPOSE PERSONAL DATA OR INFECT YOUR DEVICE.**

## EMPLOYEE NEWS



Reggie Nelson was recognized for his 20 years of service on June 16th. Garin Mayer, General Manager awarded Reggie a plaque at the employee meeting (left). Reggie is the Network Engineer Supervisor of the Network Operations department.



The rain did not stop La Farge parade goes for the 4th of July celebration. Mother nature decided to literally rain on the parade! The parade was pushed back 1/2 hour and did not disappoint. The Independence Day parade carried on as usual.

## NEW SERVICE/MOVING

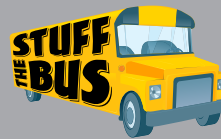


If you know you are moving and have a date set, please contact us as soon as you are able. Our Member Service Technicians are booking out a couple of weeks and we do not want you to be without service. Call our office and we will work with you to set up the appointment.

## NATIONAL NIGHT OUT



It is an honor to be a supporter of Vernon County National Night Out. Vernon County Deputy Sheriff William Zirk presented a sponsorship award to Vernon Communications for volunteering and supporting the event. This year, "National Night Out" will be held on Tuesday August 2nd. Stop at the Vernon County Fair Grounds to see us at this fun, family event.



Join Vernon Communications and the Vernon County Health Department by donating necessary school supplies to local students in need. Attend "Stuff the Bus Saturday", at the Viroqua Walmart on August 6, 2022. If you purchase school supplies at Walmart on this day and donate to the cause, Vernon County will take care of the details to distribute them to students who are in need of the supplies they need for the start of the school year.



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

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