



MONTHLY NEWS

WORLD-CLASS TECHNOLOGY. UNRIVALED LOCAL SERVICE.

Top News Inside

- Co-op Month
- Photo Shoot
- Sun Spots
- Employee News

After World War II, the ability to have a telephone line became a necessity. In 1950 a group of farmers met in Liberty Pole WI and decided to organize a cooperative to bring telephone service to unserved areas in Vernon County. In 1951 the Articles of Incorporation were filed for Vernon Telephone Cooperative. That is where our story began.

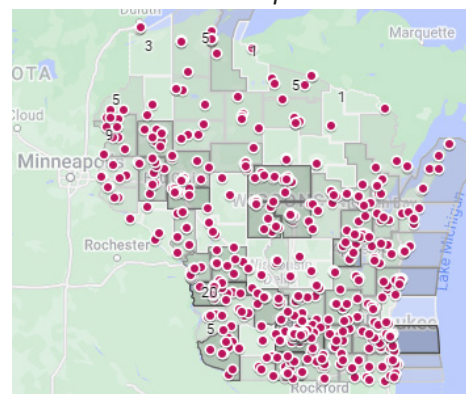
Cooperatives are formed to fulfill different needs within a community and they are different from corporate businesses because they are member owned and operate for the benefit of members, rather than for profits for investors. The profits they make go back into the community.

Cooperatives are community minded and help in the socio-economic development of their communities and contribute equitably. Cooperatives are for the people, by the people. In the U.S. there are more than 40,000 cooperatives. Wisconsin has more than 728 cooperatives and right here in Vernon County there are more than 10.

Co-op month is recognized in October every year. Vernon Communications knowledgeable employees take pride in serving our members. Our dedicated staff live, shop, and support our local schools and organizations in the communities we serve.

Thank you members for your ongoing support, we appreciate you!!

Wisconsin Cooperatives



OCTOBER MONTH

October is Co-op month and we would like to recognize our members and show appreciation to the people that make up the cooperative. To show our gratitude, we are serving cookies at certain locations throughout our local exchanges within the month. Here is the schedule:

- **October 5th - Viroqua & Readstown**
Western Technical College parking lot (Viroqua)
7:30 – 9:00 am.
Readstown Village Hall (Readstown) - 8:00 am
- **October 12th – Westby office and Viola**
VC Co-op office (Westby) - 7:30 am
Citizens First Bank (Viola) - 8:00 am
- **October 19th - La Farge**
La Farge Village Hall (La Farge) - 7:30 am
- **October 26, 2023 - De Soto & Lynxville**
Community Center (De Soto) – 7:30 – 9:30 am
Community Center (Lynxville) 10:30 am – 2:30 pm
(Member appreciation and sign up event)

During the month of October, you can also go to our Facebook page for giveaways each week. Trivia questions will be asked on Mondays in October and on Friday's a name will be drawn from the list of people who have answered the questions correctly for the weekly giveaway.

If you live in our construction area in Crawford County, there will be a sign up event along with "Member Appreciation," on October 26, 2023. Come to the Lynxville Community Center on October 26th from 10:30 am to 2:30 pm and sign up for service.

Remember.... Call Before You Dig



A fiber cut can wipe out service to you and your neighbors for extended periods of time. The cost of a fiber cut can be devastating.

Call 811 or scan the QR code before you dig!!

CYBER SECURITY



Quiz Time!

If you have ever used social media, you have probably seen a "quiz" like the one below.

Which pet should you get? Answer these questions to find out:

- Have you ever traveled outside of the country?
- What town did you grow up in?
- Who is your favorite fictional character?

Now it's time for your results: You got... a phish!

That's right, the answers to these simple questions could give cybercriminals the data they need to gain access to your sensitive information.

How Can Cybercriminals Use This Information?

The questions in a social media quiz may seem trivial, but your answers reveal a lot about you. Let's take a look at how cybercriminals could use your answers to the questions above:

Have you ever traveled outside of the country?

This question reveals whether you have a passport. Knowing which forms of identification you have could help a cybercriminal steal your identity.

What town did you grow up in?

This question reveals a detail that can be used to verify your identity. The town where you grew up could also be where you were born, where you went to high school, or where you met your partner. Cybercriminals could use this information to answer security questions and gain access to an important account.

Who is your favorite fictional character?

This question reveals your interests. Knowing what books or movies you enjoy could provide cybercriminals with a hint to crack your password. Cybercriminals could also use this information to target you on social media. Claiming to have a shared interest is an easy way for cybercriminals to appear friendly and trustworthy.

Remember These Tips to Stay Safe:

- Don't share any information online that you wouldn't want to make public. No matter how cautious you are, any information posted on social media can still fall into the wrong hands.
- Social media platforms have many security options that can easily be overlooked, such as your tagged photo settings. Review and edit your privacy settings to be sure your information is kept safe.
- The next time you see a friend or family member post a quiz on social media, inform them of the risks involved. They may share sensitive information that you both have in common, such as your hometown. Cybercriminals may realize this connection, so your friend's post could put you and others at risk.

PHOTO SHOOT



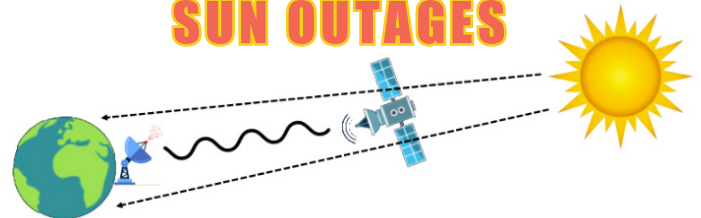
As a cooperative we want to represent local people in the community. A recent photo shoot is part of a new marketing initiative to use members in our advertising and on social media. These people graciously agreed to be a part of the project. Drew Shonka a local photographer spent a day in Timber Coulee near Westby taking these beautiful photos. Do you recognize any of these people?

NEW BILLBOARD



The football season is here and our new billboard in Viroqua portrays a local family using our streaming service.

SUN OUTAGES



Between October 7-12th, you may notice brief interruptions in your television service due to sun outages. These outages could occur between noon and 4 pm. The exact time and duration will vary from channel to channel. This is due to channels being received off different satellites in the arc. Each satellite is affected at a different time as the sun moves across the satellite arc. These interruptions can cause the picture to become snowy, pixilated and completely blank or display a message such as "Channel Not Available". This can happen several times throughout the day and normally lasts no more than 12 minutes each time.

October

Oct. 2-6 - Customer Service Week

Oct. 5th - Walk About Westby

Oct. 5th - Viroqua Chamber Bash

Oct. 9th - Columbus Day

Oct. 21st - Viroqua Chamber Wine Walk

Oct. 31st - Halloween - Trick or Treat

THE VERNON COUNTY FAIR



EMPLOYEE NEWS



Jana Pedretti, Member Relations Mgr. attended a listening session with Governor Tony Evers and other local businesses in support of the child care issues we face in our area and the closing of Cashton's, "Craddles to Crayons".



The Readstown Labor Day parade was a hot one, but the community embraced the federal holiday to recognize the American labor movement and we were there for the celebration.



Cashton's Fall Festival is a great way to kick off the Fall season. The parade had all the favorites such as local high school bands, horses, candy and much more for all ages.



103 N Main Street
Westby, WI 54667



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

(608) 634-3136 • www.vernoncom.coop