

# MONTHLY NEWS

July 2024

Connecting our members with exceptional communication solutions with ease and integrity.



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June was kick off month to showcase our new name, brand and logo and now that you have seen it, we hope you like it as much as we do. VernonCom is the same great cooperative, the same great service, with a shorter version of our previous name and new look. You should soon be seeing it on all print, building signs, truck wraps, promotional material etc. As you can see, we also have a new look to our newsletter to stay consistent with the new brand and across all platforms to solidify the new identity. The new, modern, updated look to our logo portrays our vision and mission statements as stated:

**Mission Statement** - *To connect our members with exceptional communication solutions with ease and integrity.*

**Vision** - *We envision a future where every member of our beautiful community, nestled in this unique corner of the world, thrives with the power of unparalleled connection. We will bridge the gap between dreams and reality by providing reliable, ever-evolving communication solutions that empower our members to connect, learn, grow and achieve.*

### Our Company Values

**Make it Easy** - *We believe broadband should just work. That's why our top priority is a seamless member experience, from initial discovery to ongoing support. We're dedicated to making it easier than ever for you to find us, connect with us and live life uninterrupted. And, here's the thing...We're not above making things a little easier on ourselves too. Members get what they need, and our team gets to rock!*



**Do What We Promise** - *We're all about keeping our word (kinda like a pinky promise that never gets broken)! You can count on us to deliver the service and speed we promised. And if there's an issue - we'll take care of it. We keep our promises to our members, our colleagues and ourselves. Here, doing what we say we're going to do is the bedrock of our cooperative spirit.*

**Empower Progress** - *We know our members deserve the best communications solutions that open doors of possibility. We're here to empower our members to be change makers, creators and entrepreneurs by providing fast, reliable services. At our cooperative progress isn't just a fancy word. Progress means we're constantly asking "why" and "what if", because we believe in pushing boundaries that make things better for our members, our community and each other.*

Photo by Harry Peterson from our "Heart of the Driftless Photo Contest"



## From the CEO

I hope this finds you enjoying the beautiful summer in Wisconsin. Although the rain has derailed some plans, there has also been plenty of beautiful days to enjoy without the hot, humid heat of summer. There is a plethora of things to do in this beautiful part of the state, just to name a few: hiking, biking, fishing, golfing, music events, farmers markets and just driving around and enjoying the scenery. The Driftless region is

especially breathtaking in the summer with the rolling hills, green valleys and of course the lakes and Mississippi. This truly is one of the best places to live and raise a family. If you are traveling this summer, some of the most wonderful places to visit are right here in the US. There is an abundance of natural scenery from Glacier National Park to the beautiful beaches of Hawaii and so many others. The US

has some of the most vibrant and exciting cities in the world that offer museums, art, theater, and dining. Plan a trip with your family and take in some of these historic monuments and make some memories.

June was the kick off for our new logo and we hope you are starting to see it in different places and are getting used to it. VernonCom employees and our Board of Directors put a lot of time and effort into getting this just right for our members.

Make the most of your Wisconsin summer and we look forward to serving our members with the mission and vision we have exemplified in this newsletter.

Happy 4th of July!



## Cyber Security – KnowB4

### What is it?

Multi-factor Authentication (MFA) is the process of verifying that you are who you claim to be when logging in to a device or an account. If you're reading this from your work computer, you probably logged in to your computer - that's single-factor authentication. But single-factor authentication is no longer enough to keep your accounts secure. Learn more below about the various ways you can digitally authenticate your identity.

### Understanding the Types of Identity Claim Factors:

Something you own. This is using a mobile phone or device that you have in your possession to prove your identity. Typically, the device provides a code via an application, text message, email, or voice call. You then enter this code, and for successful authentication, your code must match what is expected by the service you're attempting to log in to.

Something you know. This is something you've memorized or stored somewhere, such as a PIN. You must supply the correct PIN to log in to your device or service.

Something you are. This factor is something about your physical body that cannot be altered, such as your fingerprint or retina. Biometric scanners or readers are used to confirm you're physically the person that you're claiming to be.

### Why do I need it?

In our digitally-driven world, passwords are no longer enough to keep your information safe. These days, it takes minimal effort for hackers to break into, or social engineer their way into, accounts that are only protected by passwords. Adding an extra step to access your accounts, such as entering an authentication code, means that hackers would also need to have your phone to break in.

Create an additional layer of security and make it harder for criminals to access your data by using two-factor or multi-factor authentication. Consult your IT or Security department to see if your organization has a preferred method of multi-factor authentication.

## New Billboard

### More than internet

VernonCom is people who care.



Look for our new billboard in July which will showcase on the North end of Viroqua!



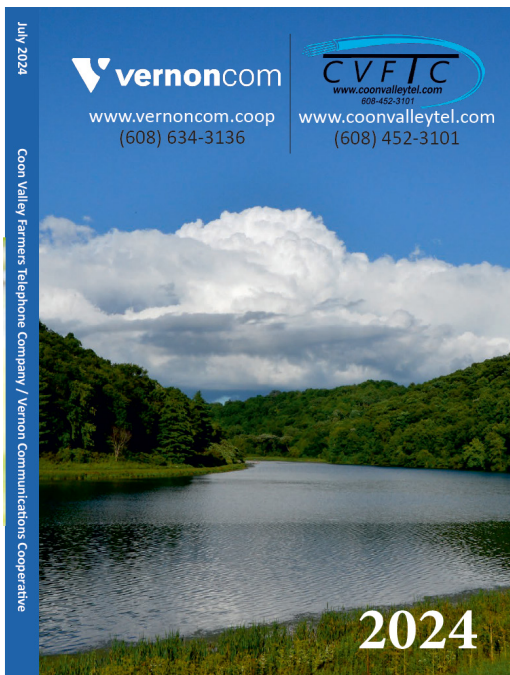


## NFL Streaming



Football season is just around the corner and we want to keep you informed on the 2024-25 football season schedule. The NFL has scheduled certain games and has given exclusive rights on streaming platforms such as Peacock and Prime. This means you will not be able to view those games on our regular TV channel line up. Our members will have to subscribe to those streaming options in order to view those games.

## 2024 Directory



The 2024 Directory will be distributed sometime in July. The directory is a shared book with Coon Valley Farmers Telephone. If you are a telephone member you will soon receive the new book in the mail! If you are not a telephone member and are interested in receiving a book, you can stop by our office and pick one up.

## Westby Road Construction

The road construction in Westby is in full swing and we just want to remind you the entrance to our office is on East State St. There is no current entry in the front of our office building and for your safety please stay away from that part of the building due to hazardous materials and heavy equipment. There is a lot of construction and large machinery moving all day long and your well being comes first. Thank you for your patience and understanding during this road construction. The good news is the final road is going to be a great asset to the community and downtown Westby.



The drop box located next to the sidewalk is a convenient way to pay your bill without having to come inside. Just follow the arrows, drive up and put your payment in the box. You can also conveniently call our pay by phone number (844) 827-4766.





After 15 years of serving delicious food, Borgen's is making a move to Old Towne Inn for the summer! Road construction is not going to let Borgen's affect them because they moved the restaurant over to Old Towne Inn to be more convenient for customers and staff. Just because Borgen's is moving does not mean they are not still serving the same delicious food and catering. Blane Charles is the owner of Borgen's and Old Towne Inn, and he has grown up in the restaurant business since he was 16 years old. With 46 years of experience under his belt, Blane is dedicated to serving your favorite homemade meals that make you feel at home. Additionally, Blane's wife Mary, who is a full-time registered nurse, lends a hand in the business along with two of their sons who also play a part in the restaurant as well. Borgen's is all about homemade comfort food and desserts. Additionally, Borgen's hours will remain the same from 7:00 am - 2:00 pm Wednesday-Sunday when you can enjoy their signature hand-rolled meatballs, lefsa, and a slice of their legendary pie. Additionally, with the restaurant temporarily moving, there will be a bar open at 11:00 am, making it a great spot for a casual lunch or evening hangout. Furthermore, do not forget to have Borgen's cater your party or event. They offer delicious options, including their signature honey-glazed chicken and beef tips. On the other hand, Old Towne Inn is your traditional supper club that is perfect for a sit-down dinner with your friends and family. They serve mouthwatering, house-smoked ribs, juicy pulled pork, or a perfectly cooked steak. In addition, every Friday you can have an all you-can-eat chicken and fish buffet, with their famous salad bar. Old Towne Inn is open for dinner from 4:30 pm to 8:30 pm Wednesday-Sunday. Both restaurants use VernonCom internet services for their POS (point-of-sale), system to make sure their business runs smoothly. Additionally, they play music, have cable TV, and even offer Wi-Fi access for their customers. Borgen's and Old Towne Inn are your one-stop spots for your favorite homemade comfort meals. For a chance to win a \$35.00 gift card to Borgen's, go to: <https://vernoncom.coop/spotlight/>

## Employee News



We would like to welcome Olivia Nelson to our team for the summer. Olivia attends UW-Eau Claire and will be a Senior in the Fall. She is working as a Social Media and Marketing intern, helping in the Marketing department. Olivia loves to shop, go for walks, spend time outside, hang with friends and family and watching new TV programs. Olivia is learning a lot and using her education to broaden her

knowledge and prepare for her working career. She helps with such things as special events, graphics, promoting our new logo, social media and more.



Our office will be closed on the 4th of July, but you can see us at the Independence Day parade in La Farge beginning at 10:30 am.



Know what's below.  
Call before you dig.



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### Lobby Hours:

7:30 am - 4:00 pm (M-F)  
(608) 634-3136  
[www.vernoncom.coop](http://www.vernoncom.coop)

### Payment Options

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(Have your account number)  
EFT (Automatic Payment) - Sign up  
and get a one time \$5.00 credit.