

# MONTHLY NEWS

## August 2025

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



### Top News Inside

Member Appreciation Picnic

Music Choice Changes

Employee Promotion

Business Spotlight



### Back-to-School

Back-to-school is just around the corner and soon classes will be back in session. School supplies can be a burden on family budgets, and its effects are often felt by teachers and staff in the classroom. We want to help ease that burden by donating supplies directly to our local schools and offering support where it's needed. We are accepting school supplies during the Member Appreciation event. While you are driving through, just drop off your donation and we will do the rest. You can also drop off school supplies anytime during office hours in the month of August. **Help us ensure every student has an equal opportunity for a great education.**

**What: MEMBER APPRECIATION**

**Date: August 14, 2025**

**Place: VernonCom Warehouse Parking Lot**

**Time: 11:00 AM - 1:00 PM**



Our members are important to us and we want to show our appreciation. If you missed the "Member Appreciation Picnic" in Readstown, there's good news! VernonCom is hosting another event in Westby. This drive through picnic will take place in our warehouse parking lot behind our main office, at 107 N. Bekkedal Ave. Simply drive in the South end of the parking lot, put your order in for a brat, hot dog or hamburger, and go on with your day by exiting at the North end of the driveway!

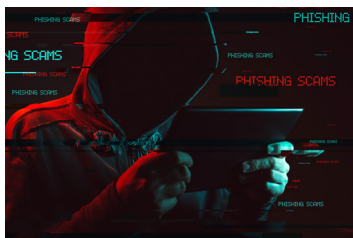
### Donate School Supplies

**School supplies can be dropped off at our office during the month of August or at our Member Appreciation Drive Through. Here are some suggested school items:**

Backpacks	Clipboard	Dry Erase markers
#2 Pencils	Folders	Glue Sticks
Colored pencils	Crayola markers	Kleenex
Pens	Crayons	Earbuds
Pencil box	Scissors	Index cards
Pencil sharpener	Glue Sticks	Locker shelf
Sharpies	Playdough	Calculator
Highlighters	Clorox wipes	Water bottle
Watercolor paint	Ziplock bags	Planner
Binders	Erasers	

## KnowB4

Have you ever wondered how phishing attacks get into your inbox? Most email clients, such as Outlook and Gmail, have built-in features to filter out potential threats. Additionally, it's likely that you have extra security measures to help protect your account. Unfortunately, scammers have found clever ways to bypass this security and creep into your inbox.



### Technical Tactics

Most security filters work by looking for specific text patterns, file formats, or links to websites that are known to be suspicious. Scammers often bypass this feature by hosting a malicious file on a legitimate file-sharing service, such as Dropbox or Google Drive. Your email filters will not see the linked file as a threat, because it is hosted on a trusted website.

Remember: Never trust a link within an email that you were not expecting, even if it is to a familiar website.

### Social Engineers

Bad guys can completely avoid security filters, by sending phishing emails that don't include links or attachments. Instead, they use a technique called social engineering. Social engineering is when a scammer poses as someone else and tricks you into sharing sensitive information. Typically, the phishing email will appear to be from someone important. Then, the scammers try to use this disguise to trick you into replying with sensitive information, sending a confidential attachment, or even wiring money to them.

Remember: Stop and think before you click. Were you expecting this email? Is this an unusual request? Is there another way that this person can, or should, securely gather this information?

### A Human Touch

Technology will never catch 100% of threats because the attackers are human. That's why becoming a human firewall is so important.

**Remember: Stay on the lookout for suspicious emails. Nothing can catch a bad guy better than a good guy!**



## Employee News



Congratulations to Jason Rider for his recent promotion as Network Operations Center (NOC) Supervisor. Jason will oversee the day-to-day operations of the NOC center. Jason's knowledge and expertise will be a great asset to the cooperative.

## La Farge 4th of July Parade



The community of La Farge puts on a wonderful 4th of July celebration and the parade is well attended by people from miles around. VernonCom employees were there to help commemorate the occasion.



POLICE • COMMUNITY PARTNERSHIPS

National Night Out is a community building event to help promote and support our police and first responders. Vendors are set up to enforce safety in our community. VernonCom is a sponsor for this special event on Tuesday August 5, 2025 from 5-9 pm. Stop by our booth and play our Phishing game.





Effective August 26th, Music Choice is making some changes to its lineup. There will be 10 new channels, 10 channels will be App exclusive and 10 channels will be renamed with different content.

**You will no longer be able to get these on Set- Top- Boxes - only by APP:**

- Music Choice Max
- Y2K
- Kids Only!
- Toddler Tunes
- Rap
- Stage & Screen
- Mexicana
- Alternative
- Love Songs
- Reggae

**Music Choice is renaming these channels:**

- **Channel 802** - Hit List will be renamed **Today's Hits**
- **Channel 805** - '60s will be renamed **'60s Generation**
- **Channel 809** - Throwback Jamz will be renamed **Throwback Jams**
- **Channel 811** - R&B Soul will be renamed **Today's R&B**
- **Channel 818** - Rock Hits will be renamed **Alt & Rock Favorites**
- **Channel 824** - Teen Hits will be renamed **Trending Hits**
- **Channel 834** - Country Hits will be renamed **Country Favorites**
- **Channel 837** - Pop Latino will be renamed **Today's Latin Hits**
- **Channel 841** - Romances will be renamed **Romantic Latin Pop**
- **Channel 823** - Party Favorites will be renamed **Pop Energy**



**These 10 channels are being renamed and adjusting their offerings to meet the needs of both mass appeal offerings and niche listeners:**

- **Channel 803** - Max will now be called Feel-Good Favorites **emphasizing uplifting soft pop and rock for everyday listening**
- **Channel 827** - Y2K will become Pop Instrumentals **playing modern, instrumental versions of mainstream/Top 40 hits**
- **Channel 825** - Kidz Only will now be called Happy Hits **with family-friendly tunes featuring Disney favorites and kid-safe pop**
- **Channel 826** - Toddler Tunes will now be called '70s & '80s Favorites **with nostalgia-rich classics for a wide demographic**
- **Channel 807** - Rap will become Country Rock **where the storytelling soul of country collides with the raw sounds of rock, bridging the genres seamlessly**
- **Channel 843** - Stage & Screen will now be called Joyful Instrumentals **with a collection of bright, motivational instrumental tracks to create a positive atmosphere**
- **Channel 839** - Mexicana will now be called Calming Classical **with a soothing collection of timeless classical music to create a calm and relaxing atmosphere**
- **Channel 816** - Alternative will now be called '60s & '70s Mellow Hits **emphasizing the smoother side of the '60s and '70s, focusing on singer-songwriters and orchestral pop**
- **Channel 821** - Love Songs will become Sleep Noise **enabling all to have sweet dreams with soft, peaceful sounds**
- **Channel 813** - Reggae will return to being called Classic Christmas **with 24/7 timeless Christmas music from Elvis Presley, Burl Ives, and more – as it was last December.**

## Business Spotlight



**Viroqua Hills Golf Course** is a semi-private golf course and a hidden gem in the state of Wisconsin. The course was established in 1934 as a private 9 hole golf course, known as the Viroqua Country Club. In 1996, it expanded to 18 holes. Not only is it known for its beauty in the region, but also its challenging nature. The course has received many awards over the years. The most recent award was given by Golfpass in 2024, who listed Viroqua Hills in the top 50 in the U.S.. It has also been listed in Golf Digest as a top course to see. These ratings are based on green fees, complexity of the course, maintenance and beauty. Scott Mason, General Manager of the course, credits Derek Volden, Superintendent and his team for keeping the course in pristine condition. There is a total of 30 employees and 7 Board members that keep the course running to its high standards. Countless hours go into keeping the course in tip top condition – that means being on the greens by 4:30 AM, or earlier, if needed. Mowing, fertilizing, weeding, and staying on top of the elements in a given year are challenging. Mother Nature is unpredictable, but the employees do what needs to be done to keep the course standards high. Ongoing maintenance, updating, and building is what keeps the beauty of the course exemplary.



Currently, Viroqua Hills has approximately 300 members with over 90 student members. They have 34 tournaments per year with "The Viroqua Open" being the largest. This year is the 57th Annual tournament, which brings in 200 golfers from all over the nation. Many of them come back each year from states such as, Texas, Louisiana, Florida, Colorado, Arizona and Iowa. Another favorite is the "Bill Michaels" tournament. Bill Michaels is a well known sports radio host who for the last 3 years has hosted a golf tournament at Viroqua Hills. His sponsorship benefits the "Big Unit Foundation", which supports Veterans, First Responders and their families. Since he started the tournament at

Viroqua Hills he has supported some non-profits in our area as well.

Not only is Viroqua Hills an attraction for golf enthusiasts, but there is also a bar and restaurant that offers sandwiches, appetizers, burgers, wraps and pizza.

*VernonCom supports Viroqua Hills internet, TV and phone. The Point of Sale is crucial to the daily needs of their business.*

No matter your skill level, this golf course is sure to be a fun adventure for anyone. See us on Facebook for a chance to win a \$35.00 gift certificate.

The course is open daily from 7:00 AM - 10:00 PM and food is served from 11:00 am to 9:00 PM.



***School is just around the corner!***  
***Make sure you have the speeds you need for your students education.***



**Advanced**  
**\$75.00**  
per month  
**100 Mbps**  
Symmetrical

**Pro**  
**\$130.00**  
per month  
**500 Mbps**  
Symmetrical

**Ultra**  
**\$200.00**  
per month  
**1 Gbps**  
Symmetrical