

# MONTHLY NEWS

October 2025



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

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## OCTOBER IS CO-OP MONTH

October is Co-op month and a great time to celebrate our members. We appreciate your business and support and we thank you for being a member of our cooperative. During the month of October, go to our website: <https://vernoncom.coop/co-op-month-giveaway/> for a chance to win one of ten - \$50.00 bill credits.



## Our 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 Mission:

To connect our members with exceptional communication solutions with ease and integrity.

## October is Cyber Security Awareness Month

Cyber security is a hot topic we all need to take seriously. Criminals are becoming more savvy in accessing private information. According to KnowB4, Phishing attacks are surging at an unprecedented 1,265% rate since 2022, largely driven by AI advancements. October is cyber security awareness month, so here are some tips to keep you safe online:

*Using strong, unique passwords for every account, with a password manager*

*Back up important data especially your offline external drive, 4 times a year at a minimum*

*Use multi-factor authentication (MFA) to help secure your accounts. MFA requires an additional security code when logging in*

*Always use unique, strong passwords for each of your digital subscription accounts. Never reuse the same password across many accounts, and change your passwords regularly*

*Share your photos and videos safely. Your phone adds hidden location details to your photos, called geotagging. You can remove geotagging from your pictures and videos through your smart phone's settings*

*Be careful what you share! Don't show personal documents, ID cards, or credit cards in photos you share online*

*Check URL's for things like misspellings, unofficial domain names, and sneaky sub-domains to protect yourself against phishing links*

*Update software regularly*



## CPNI

Your privacy matters! Because it is Cyber Security month, we want to update you about CPNI (Customer Proprietary Network Information). This is the telecommunications version of HIPPA (the healthcare accountability act), which is regulated by the FCC. When members set up service all telecommunications providers are required to have privacy information on file to protect you and your account. When a customer signs up for service a password is required to be placed on the account, authorized users and a pin number. In order for us to talk to you about your account, we have to ask this information prior to giving out any details on your account in order to know who we are talking to. It is very important you keep this information on file for your own records and any authorized user, in order to retrieve access information on your account. When a member calls we are required to ask this information in order to prove we are talking to the account holder. This is for your security.



Robo calls are still a top complaint among consumers. Whether it be on your landline phone or cell phone, here are some tips to avoid phone scams:

- Don't answer unknown numbers
- Beware: Caller ID showing a local number, does not necessarily mean it is a local call
- If you answer the phone and the caller asks you to hit a button, just hang up
- Do not respond to any questions especially those that can be answered "yes"
- Never give out personal information of any kind
- If you get an inquiry from someone who says they represent a company or government agency, hang up and call the phone number on your statement account to verify authenticity.

## School Supplies Donation

During the month of August, VernonCom accepted donations and also purchased supplies for local schools and students who are in need of supplies. Donating directly to the schools helps not only students, but teachers and staff throughout the year. A quote from Malala Yousafzai, *"Let us remember: One book, one pen, one child and one teacher can change the world"*.







## Vernon County Fair

The Vernon County Fair is over, but VernonCom worked diligently to get a new WiFi system installed just in time for all fair goers to enjoy. This donation is now in place for many years to come. VernonCom invests in our local communities by providing reliable communication solutions that empower our members to connect.



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monthly newsletter by email?**

**Visit**

[https://vernoncom.coop/  
newsletter-sign-up/](https://vernoncom.coop/newsletter-sign-up/)  
**to sign up!**

## Employee News



Congratulations to Kathy Madden (left) and Stephanie Franz (right) who have reached the one year mark of employment at VernonCom. Kathy is a Member Support Technician and Stephanie is a Marketing Specialist. Awards were presented by CEO, Garin Mayer.

## Readstown Labor Day Parade



Mother Nature cooperated for the Readstown parade with a picture perfect day for Labor Day.

## Cashton Fall Festival Parade



Parade goers enjoyed the parade and festivities at the Cashton Fall Festival on Sunday September 7th.



## Business Spotlight



The Daily Brew in Westby is a small coffee shop with a big personality. At the corner of Hwy 14 and Washington Street, The Daily Brew not only offers coffee, but a great selection of drinks and food. Garrick and Kassi Olerud identified a community need in Westby where people could gather, socialize, use WiFi, get a great cup of coffee and a bite to eat. The coffee shop opened on June 1, 2021, after seeing the building vacant for 3 years.

Their motto is: *"Where coffee and Community come together"*. They serve fresh coffee from Bean Juice daily, along with a variety of other drinks like espresso, lotus, flights, teas, cold brews, wine, and beer. They also prioritize using local products and offer a great variety of food where breakfast and lunch are served everyday.

Their constant flow of new ideas is a result of their entrepreneurial spirit. This summer, they introduced a food truck in partnership with Zandrea Mason, which is available for events in local communities. (Pictured above are their three children Piper, Peyton, and Rexton) in the food truck. Wednesday nights are burger nights, where \$2.00 from each burger is donated to a specified nonprofit, club, organization or sports. The first Friday night of the month are interactive social nights for trivia or puzzle nights. "Brew it Forward" is a way to pay for someone's coffee or meal. They also supply coffee and offer support to "Norse Brew", which is a coffee cart in Westby's Middle and High School.

They credit their success to their employees. Amy Ellefson is the manager and she manages 25 total employees, five of which are full-time.

The coffee shop is open Monday, Tuesday and Thursday from 6:30 am - 4 pm. Wednesday and Friday, from 6:30 am - 8 pm. Saturday 7:00 am - 3 pm and Sunday 7 am - 1 pm.

Daily Brew uses VernonCom for their POS and internet connection with three different WiFi networks and they also have our TV product.

Visit our website for a chance to win a \$35.00 gift card from The Daily Brew.

## Customer Service Week October 6-10, 2025




We would like to recognize our Member Support staff. This team supports our members with a variety of needs. Whether they answer the phone, talk with our members about our services, billing questions, or help solve technical needs, this friendly, knowledgeable team is always ready to help. They are (bottom left) Patty Johnson, Therese Flock, (top left) Kathy Madden, Joan Dickman, Tracy Thelen and Jen Krings.

## Sun Outage

A sun outage is an interruption of geostationary satellite signals caused by interference of the sun when it falls directly behind a satellite, trying to receive data from or transmitting data to. Disruption in TV service could occur. This occurs in the spring and the fall of the year. Here is the schedule for possibilities of sun outages in October.

Sun Outage	Start Time	End Time
Oct 7 - 12	12:00 PM	4:00 PM



**103 N Main Street**  
**Westby, WI 54667**

**Lobby Hours:**  
8:00 am - 4:30 pm (M-F)  
(608) 634-3136  
[www.vernoncom.coop](http://www.vernoncom.coop)

**Payment Options**  
Go To: [www.vernoncom.coop](http://www.vernoncom.coop)  
and click "Pay Now"  
Call (855) 940-3938

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

