

# BUSINESS CONNECTIONS

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1-800-892-0163



## Klinefelter Barn Has Urban Technology in Rural Area

*Rainbow Communications brings fiber to this  
multi-use facility of Highland Community College*

**Rainbow**<sup>SM</sup>  
COMMUNICATIONS

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# BUSINESS CONNECTIONS

**The future is now with broadband.** Rainbow Communications' robust fiber, coaxial, and wireless networks provide you with the bandwidth you need to perform an ever-increasing array of tasks. This issue of *Business Connections* details the role of broadband in our current and future offerings, and shows how it's helping our customers.

On page 3, we describe **The Future of Rainbow Communications**, which we're preparing for now by expanding our fiber and updating our coaxial and wireless networks. Businesses are increasingly relying on broadband technologies to download streaming video, use surveillance, upload files, and use multiple devices simultaneously. We're pleased to offer these technologies.

In our Business Spotlight on pages 4 and 5, you'll see how **Highland Community College** is taking advantage of broadband. The school's multi-use Klinefelter Farm is in a rural area 12 miles from the main campus. But thanks to Fiber-to-the-Barn, school and community learners can use a variety of devices to access educational materials online as easily as if they were in an urban location.

Finally, on page 6, we explore the question, **What is Wireless?** You may think of it as only the Wi-Fi connection you get in coffee shops, but there are actually several types of wireless and they all have a place in the broadband picture.

We're excited to become your broadband company, and we look forward to learning how we can make our broadband services work best for you. Give us a call any time to get the discussion started.

Sincerely,  
Rainbow Communications  
Sales Department



**L to R:** Julie Bergman, Sales Representative; Amiee DeFore, Technology Solutions Clerk; Angie Kreider, Sales Account Manager, and Jerad Enneking, Sales Representative



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# Today and Tomorrow at Rainbow Communications

## Broadband is expanding services and increasing speeds

To keep pace with evolving technology, Rainbow Communications has transitioned from a provider of services through various channels to a broadband provider. Jason Smith, Assistant General Manager at Rainbow Communications, says, “Broadband is the future. As a broadband company, we can provide the services our customers want.” This transition has brought about some specific changes:

### Serving the Unserved

Rural areas formerly without high speed Internet service will soon have access through Rainbow Communications’ broadband service. Smith notes, “Fixed wireless broadband can serve those who don’t have broadband access and provide a network for multiple applications. These applications might include security and surveillance, monitoring, and use of multiple devices on one network.”

### Expanding Fiber to Businesses

Rainbow Communications has installed a core fiber network for anchor institutions including schools, hospitals, and governmental offices in the towns of Hiawatha, Sabetha, and Seneca. Other types of businesses have similar opportunities for greater access. Smith explains, “Any business can request a fiber build-out to their location. Interested parties should call 800-892-0163, and we will do a needs assessment to determine options and charges.” Rainbow continues to evaluate the expansion of our fiber network.

### Increasing Speeds

As technology continues to evolve at a fast pace, the need for speed grows as well. Smith comments, “Speeds that are sufficient today may not be tomorrow. Things like downloading videos and software upgrades, backing up files, and the use of multiple devices require more bandwidth than customers have used in the past. With our coaxial and equipment upgrade, in early spring we can provide increased upload and download speeds as they become necessary.”



*Jason Smith, Assistant General Manager at Rainbow Communications*

### New Broadband TV Options

With three new service offerings — Rainbow NEK on Demand, Local Broadcasting Channels via Roku, and WatchTVeverywhere — customers get more choices. They can view local content or watch movies using Netflix or another TV service app. These services require more bandwidth, which Rainbow Communications’ fast, efficient fiber network can provide. “Video is transitioning toward more of a streaming service,” observes Smith, “and we’re putting customers in a position to use new devices and view more channels.”

### Technology Education

As a broadband company, Rainbow Communications strives to be a technology expert for customers. Smith says, “When customers call, we want to steer them in the right direction. Things are becoming more complex so we need to educate everyone, including our staff, on the latest and greatest equipment and better ways to do things. Our customer service people and technicians are prepared so they understand customers’ needs when they call.”

Looking back, Smith notes, “Everything we’re doing now is based on broadband. We’re no longer the voice, video, and data provider that we were in the past. The new paradigm provides opportunities to deliver current services to our customers.”

# Highland Community College

*A farm environment plus  
modern technology equals  
first-rate education*



*L to R: Jason Smith, Assistant General Manager; Angie Kreider, Sales Manager; James Lednicki, General Manager; Dr. Craig Mosher, Vice President for Institutional Advancement; David Reist, President*

*Highland Community College (HCC) was the first college in Kansas and has been operating for over 150 years. Several thousand students attend courses offered by HCC each year, and the College is home to about 60 full-time staff and several hundred adjunct instructors.*

## **A Path to Success**

HCC, which operates in a rural setting in northeastern Kansas, provides an excellent starting point for career preparation or further education at four-year institutions. It offers in-person courses at over 30 locations as well as the opportunity for online studies. The main campus is located in Highland, KS, which includes athletic teams and numerous student services such as housing, clubs, events, and support services. In July 2008, Northeast Kansas Technical College in Atchison, KS, merged with the College, enabling the College to expand its educational offerings.

## **Klinefelter Farm**

HCC includes the 480-acre Klinefelter Farm, 12 miles from the Highland campus, where a number of College and community activities take place. A new five-mile trail system is available to the general public for cross country meets, mountain biking, walking, bird watching, wildflower walks,

and school outings. The Farm also features an orchard, streams, a vineyard, gardens, and hedgerows.

At the Farm, Kansas State University and the Land Institute work on research plots, on projects designed to help third world countries. A Native American heirloom seed garden has been expanded to 11 varieties, and Farm personnel host a garden for the Brown County Healthy Foods Coalition. Additional Farm activities include a viticulture program that involves tending vineyards on the property, camping, beehive management, and sustainability conferences.

Another activity on the Farm is the Scottie Challenge Course, which offers low ropes team training for junior high and high school students, or business and corporate events. Trained facilitators put on one-day events based on the needs of each group.

The Klinefelter Barn, which is also part of the Farm, was renovated in 2012 and now serves as a conference center for groups of up to 80 people. The Barn is used by HCC and the community for educational workshops, primarily related to agriculture and sustainability. Wendell Ganstrom, Klinefelter Farm Projects Manager/English Instructor, says, “An average of two events are held at the Barn each week. We don’t rent the facility out to private parties. Instead, we look for topics of interest to the community and have experts come in and give workshops about them.” Recent topics have included growing food locally, beekeeping, wildlife habitats, and wine tasting and judging.

### Technical Assistance from Rainbow Communications

In October 2014, Rainbow Communications installed an LTE tower on a corner of the Farm and fiber up to the Barn. These services will allow HCC to provide broadband Internet service to those that participate in activities in these areas. Ganstrom explains, “Everyone has iPhones, iPads, and other devices. We needed serious broadband to handle all of that.” In addition, the broadband service allows instructors to stream video from other locations for educational purposes. “For example,” notes Ganstrom, “we recently had an instructor stream a lecture from Kansas State University.”

***We meet the people who work at Rainbow Communications on the street so we know who they are. They’re not just a voice from a corporate office somewhere.”***

— CRAIG MOSHER,

VICE PRESIDENT FOR INSTITUTIONAL ADVANCEMENT, HIGHLAND COMMUNITY COLLEGE

In addition, the tower will allow Rainbow the opportunity to provide LTE wireless service to rural areas that previously didn’t have access to high speed Internet service.

Rainbow Communications also provides HCC with a community TV channel that broadcasts its football games and other college-related content.

Craig Mosher, Vice President for Institutional Advancement at HCC, has been impressed with the “remarkable speed” of the Internet service and Rainbow Communications’ “service attitude.” He says, “We meet the people who work at Rainbow Communications on the street so we know who they are. They’re not just a voice from a corporate office somewhere.”

Ganstrom concurs. He, personally, has been a customer of Rainbow Communications since 1975. He says, “In the little town of 200 where I live, fiber optic cable was installed years before it was installed in other places, even bigger towns.”



LTE tower near Klinefelter Barn



## HIGHLAND COMMUNITY COLLEGE DEGREE PROGRAMS

Highland Community College offers more than 60 areas of study. Degree programs are listed below:

- Agriculture
- Art
- Biology
- Business
- Chemistry
- Criminal Justice
- Education
- Early Childhood
- English
- Enology
- Health Sciences
- History
- Mathematics
- Music
- Personal Fitness Training
- Photography
- Physical Education
- Precision Agriculture
- Pre-Professional Programs
- Psychology
- Risk Management
- Sociology
- Spanish Language
- Speech Communications
- Theatre
- Viticulture

# What is Wireless?

These technologies offer convenient alternatives for getting online



Often there is confusion between the many different terms in wireless technology. When the term “wireless network” is used, one generally thinks of a home Wi-Fi network or a cellular (mobile) wireless network. However, there are a variety of wireless technologies that help serve residents and businesses in areas where DSL, cable modem, or fiber broadband networks are unable to reach.

## Wi-Fi

This is the “wireless” you’re probably most familiar with. The name refers to wireless local area networks, which operate using radio waves. Many businesses and municipalities provide this type of localized Internet access for customers and citizens, and many residents have Wi-Fi networks set up in their home. Wi-Fi can be used by numerous devices including laptop computers, smartphones, video game consoles, and digital cameras.

## Satellite Internet

One of the first wireless services available, satellite Internet, used to require a dial-up modem and dial-tone service to work. It now requires a small dish antenna, satellite modem, and subscription plan from an Internet provider. One of the advantages is that it works in remote areas where other technologies aren’t available. However, this type of service may be less robust than other types in terms of performance and bandwidth.

## Fixed Wireless Broadband

Fixed wireless broadband can provide Internet access to both homes and businesses where other types, such

as DSL and fiber, aren’t available. Users of fixed wireless broadband must install a transceiver to communicate with transmission towers, also known as ground stations, which are operated by Internet providers. Contrary to popular belief, latency is not a big problem with fixed wireless broadband.

## Mobile Network

Used by mobile devices, mobile network technology requires a subscription with a mobile service company. Mobile broadband is designed to provide Internet access from anywhere, rather than from one fixed location (such as a home or business). However, data transmission speeds may be much lower than with other types of broadband, and service interference is fairly common. The technology has passed through several generations, with fourth generation (4G) being the most recent.

## Long-Term Evolution (LTE)

Also known as 4G LTE, this newer type of wireless is offered by many Internet providers worldwide, and soon to include, Rainbow Communications. This fixed and/or mobile wireless technology enables providers to increase the capacity, quality, and speed of data transfer through data networks. Because it is a simpler technology, LTE is less expensive to operate than other types of wireless services. For customers, this can mean faster speeds at lower rates.

*LTE technology from Rainbow Communications enables faster, better wireless service. For more information, call 800-892-0163.*

# Celebrating the Season

Rainbow Communications shares the holidays with the community



*Our motto at Rainbow Communications is, “Big Enough to Deliver, Small Enough to Care.” In addition to local customer service, this caring extends to our support of many community programs and organizations.*



Top row: Jackie Petersen, Stacy Simmer, Angie Kreider, Beverly Armstrong  
Bottom row: Deanna Lanter, Julie Bergman, Samantha McClain, Rachel Knudson, Vicky Ptomey

## Halloween Frolic

Hiawatha has the oldest continuous annual Halloween parade in the nation, called the Halloween Frolic. 2014 was its 100th year, and we went all out and built a float. Our *Wizard of Oz* theme was, “You’re never too far from home with Rainbow Communications.” The float included all the characters from the movie, using Skype and FaceTime, playing video games, etc. The float building process, which started the week of October 14, brought the company together and provided some fun times! We used a lot of recycled materials from around the office to reduce costs and challenge ourselves to be creative.

## The Gift of Giving

For the end-of-year holidays, we could have given cookies or candy to say

thanks for your business in 2014. But we hope you agree it’s much sweeter to help our neighbors who are hungry and in need.

Rainbow Communications began The Gift of Giving program in 2010 as a way to thank our business customers while truly embracing the holiday spirit of helping others. We again offered you the

opportunity to select one local charity from a list, and we made a donation to that charity in your company’s name. In 2013, with your participation, Rainbow Communications was able to donate \$6,260 to the community through The Gift of Giving.

### The 2014 charities were:

- The Christmas Bureaus of Brown County, Doniphan County, and Nemaha County
- Community Food Pantry in Sabetha
- Eleanor’s Pantry in Elwood
- Help Your Neighbor West in Highland
- Muscotah United Church Helping Ministry (new this year!)
- Native American Family Services in White Cloud
- Nemaha County Food Pantry in Seneca
- North Brown County Food Pantry in Hiawatha
- South Brown County Food Pantry in Horton

Every year The Gift of Giving has grown because more businesses are responding. We received 10 percent more responses in 2013 than in 2012, which means significantly more money for these charities.



Rick Allison, Nemaha County Food Pantry; and Julie Bergman, Rainbow Communications



Al Schirmacher, Muscotah United Church; and Angie Kreider, Rainbow Communications

# Bringing Internet where you need it.

Rainbow Communications offers wireless Internet services so you can always have the high-speed connection you need to work most efficiently and effectively in rural areas.

**Choose the plan that's right for your business:**

**1.5 Mbps – \$54.95/mo**

**3 Mbps – \$59.95/mo**

**6 Mbps – \$89.95/mo**

*All prices listed require a 12-month agreement. First month service charge, \$100 installation fee, and equipment fee (\$595.00 OR \$5.00/mo) are due prior to installation.*

## Turning vision into value.

At Rainbow Communications our business account team is committed to ensuring that your business receives the best value and the right solution for all your communications needs.



[www.rainbowtel.net](http://www.rainbowtel.net)

*Please give us a call to discuss your needs. You can also scan the QR code below with your Smartphone's QR Scanner App to enter and store the contact info for each of our team members!*



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