

THE RAINBOW CONNECTION

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Monday – Friday: 8 a.m. to 5 p.m.

Technical Support Center: 800-892-0163
After hours

2020 Gives You 366 Opportunities

Happy New Year from all of us at Rainbow Communications. Since 2020 is a leap year, we hope you enjoy 366 days of learning, growing, exploring, and connecting.



New Year's Message from Jason Smith

Welcome to the year 2020 and the start of a new decade! It is hard to believe we are 20 years into the new millennium. It seems like it was yesterday that we were preparing for the potential Y2K problems that were to occur with the calendar change to the year 2000!

One thing that has not changed in the last 20 years is the amount of change in consumer technology use. Consumer broadband usage continues to grow at a rapid pace. In 2019, the average monthly broadband data consumption was 273.5 GB, which is a 27% increase compared to the prior year. Streaming video, online gaming, and other online applications are now all a part of normal everyday life and continue to drive broadband usage.

Rainbow Communications strives to meet this consumer demand by providing exceptional broadband service to the rural communities we serve. In 2019 we expanded our fiber broadband service, upgraded our facilities to provide higher speeds, and added Premium Wi-Fi service to provide our customers with the best broadband experience possible.

On behalf of everyone at Rainbow Communications, I hope 2020 is a great year for you. We thank you for your business and look forward to serving your broadband needs in the New Year.



Jason Smith, General Manager-CEO,
Rainbow Communications



New Board Member of Rainbow Communications

Brian Waggoner grew up in Troy, KS and now lives in Bendena with his wife Brooke and son Max. He goes by the nickname of “Chubby,” which is how most people know him. Brian manages Consumer Oil and Propane, Inc. in Bendena and is active in the Propane Marketer’s Association of Kansas and the Kansas Propane Education Research Council. He also serves on the Doniphan County Rural Water District #5 Board.

In Brian’s spare time, he enjoys camping, socializing, and watching his son’s sporting events. “The best part of living in a rural community is knowing your neighbors and the sense of community it fosters. Everyone helps each other out,” he said.

Best Internet Speed Depends on Devices, Uses, and Expectations

“How much Internet speed do I need?” Rainbow Communications hears this question a lot from customers, and there’s no single right answer. For some customers, a download speed of up to 25Mbps may work fine. Other households may need a download speed of up to 100Mbps or more to keep everybody in the family happy.

To select the best Internet speed for your household, it’s important to consider these factors:

- **How many devices do you have in your home?** Take a look around and add up all the Internet-connected devices you own including computers, tablets, smartphones, smart TVs, video game consoles, and streaming media players. The NPD Group surveyed more than 4,000 consumers and the average number of devices per U.S. household with Internet service is now 5.7, and that number is expected to keep rising. The more devices you have, the more speed you need.
- **How do you use the Internet?** If you only have a desktop computer that’s used to check email and surf the net, then a relatively slow Internet connection may suffice. However, if you have a family of people simultaneously using your Internet connection for data-intensive activities—such as streaming HD video and music, online gaming, sharing photos and videos online, video chat, and cloud storage—then you’re only going to be happy with an upper-level speed.
- **What are your performance expectations?** If you only occasionally watch videos online, you may be willing to tolerate slow load times and buffering. But if streaming HD movies is a cherished part of your routine, you’ll be frustrated by slow speeds and the annoying lag that comes with them. Make sure the Internet speed you choose is in line with the value you place on Internet performance quality.

Think it’s time for a faster speed? Check out the offer below.

INTERNET
UP TO
\$30 OFF PER MONTH
Sign up for 25 Mbps and get
\$15 OFF/MONTH FOR 6 MONTHS.
Or get 50 Mbps or higher for
\$30 OFF/MONTH FOR 6 MONTHS.
SIGN UP NOW!

Sign Up for Higher Speed at a Lower Price

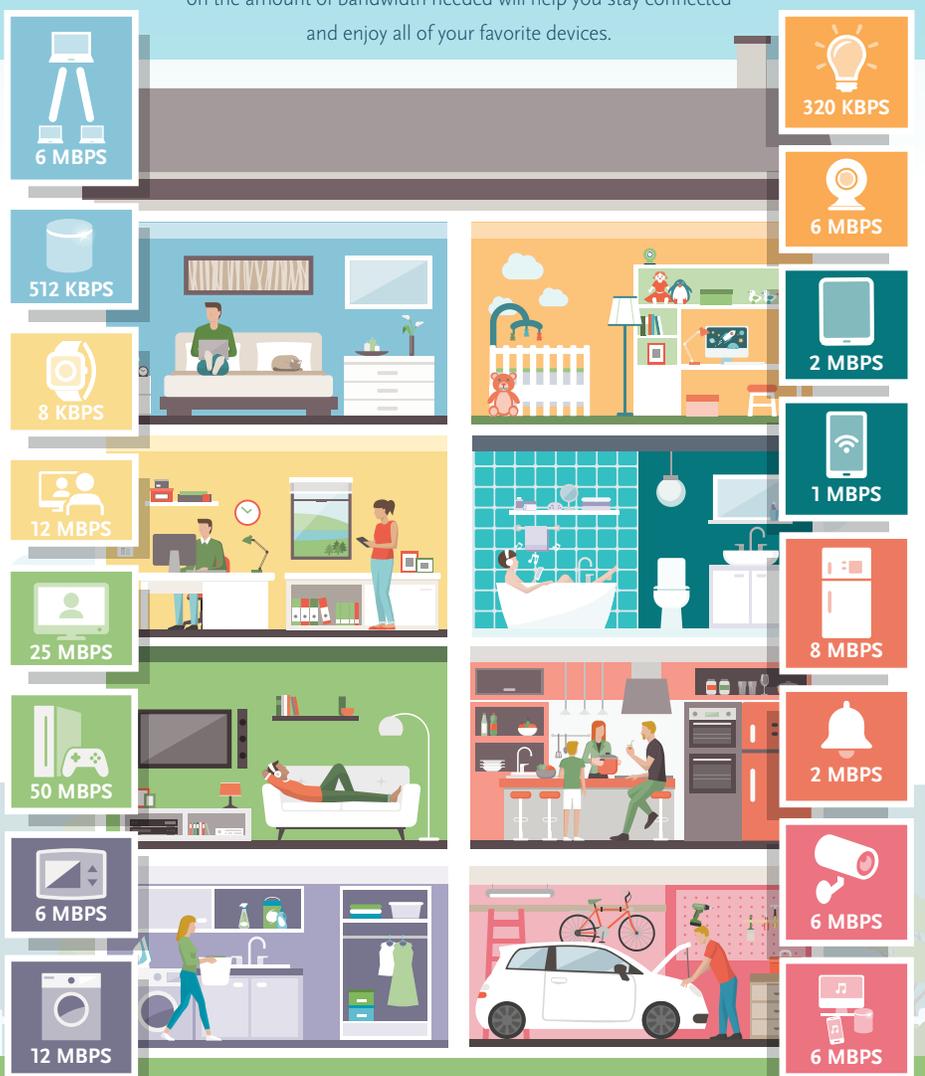
Rainbow Communications is currently offering great deals when you sign up for a new Internet plan. Save \$15/month for 6 months with a 25 Mbps plan or \$30/month for 6 months with a 50 Mbps or higher plan. Act now, since you must sign up by January 31, 2020 to receive the discount.

For complete details on this offer and to learn more about the range of Internet speeds, call us today at 800-892-0163 or visit www.rainbowtel.net.

HOUSEHOLD BROADBAND ESTIMATOR

How much bandwidth does your house need?

Whether you're streaming your favorite Netflix show, changing your Nest Thermostat, or playing your favorite online games – you are likely using more broadband than you think. Take a quick look at this household estimator and see how closely it relates to your home. As your local broadband provider, our mission is to deliver exceptional broadband service. Educating customers on the amount of bandwidth needed will help you stay connected and enjoy all of your favorite devices.



Connected homes like this require a lot of bandwidth – this home example would need more than 100 Mbps! Don't forget when calculating your household to consider the number of devices that will be used at the same time.



Rainbow Athletes of the Month



Michael Moreno
Senior
Hiawatha High School, Football
September, 2019



Kobe Davis
Senior
Riverside High School, Football
October 2019

It's Time to Save Yourself Time

Resolve to make 2020 the year you get the most out of every minute. After all, time is our most precious resource. Rainbow Communications offers services to help you maximize your time including high-speed Internet, Premium Wi-Fi, and eBilling. When you use solutions like these, you'll have more time for the people and activities you value most.





LOCAL BUSINESS SPOTLIGHT

Country Place Senior Living



Resident Shirley Heideman and Director Kristi Sheele.

Located at 1700 Community Drive in Seneca, Country Place Senior Living has been intentionally designed to feel like home. It's a place where seniors can feel comfortable, remain active, and maintain their dignity. Guided by the motto, "Life as you want it... Care as you need it," this community places a special emphasis on helping residents successfully navigate the events and challenges of daily living while providing an enriching and empowering environment.

The Seneca location of Country Place Senior Living is one of 12 residences across the state of Kansas, many in underserved rural communities. It offers Assisted Living and Memory Care for permanent residents as well as Respite Care and Adult Day Services for those seniors who need care temporarily.

In addition to the home-like environment and the compassionate, professional expertise of its staff, Country Place Senior Living also believes in the power of innovation and the importance of technology updates. To that end, the community chose to have fiber Internet installed by Rainbow Communications and recently began using our Business Premium Wi-Fi and Hosted PBX services as well.

Director Kristi Scheele noted, "We decided to switch to fiber Internet from Rainbow Communications due to its advantages with delivery and consistency. Overall, we experience much better reliability with Rainbow Communications, and the fiber Internet speeds are noticeably faster than what we got with our previous Internet provider. We rely on their Internet service to complete reports, obtain resources, take part in continuing education, and connect with care providers and residents' families."

She added, "I also appreciate the fact that Rainbow Communications has such a knowledgeable customer support team. They're extremely responsive whenever we need something."

Scheele shared these plans for 2020: "In addition to integrating new technology, we're also looking forward to completing several cosmetic updates to our residence. We keep striving to improve the experience for our Country Place Senior Living residents."

Washington DC Youth Tour

High School Students: Win an all-expenses-paid trip to our Nation's Capital! For more information, visit www.rainbowtel.net or call Stacy Simmer at 800-892-0163 x2104 – stacy@rainbowtel.com

Scholarship Information

Administrator: Foundation for Rural Service
Award Amount: \$2,500 (with other scholarships available)
Deadline: March 1, 2020
Eligibility: Parent or guardian must be a Rainbow Communications customer.
Year of Study: High school senior

Download the scholarship application at www.frs.org.

Applications must be submitted online at www.frs.org by March 1, 2020.

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