

# BUSINESS CONNECTIONS

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## Rich Traditions and New Technology

*Stacy Simmer, PR/Community Development Coordinator at Rainbow Communications, and Alan Kelley, Vice Chairman of the Iowa Tribe of Kansas and Nebraska, stand in front of the Tribe's Chief necklace that's been passed down from Chief to Chief.*

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# BUSINESS CONNECTIONS

**There are many ways for businesses to give.** Attractively wrapped packages aren't the only gifts your company has to offer. In this issue of *Business Connections*, we explore different ways that companies are sharing with customers and the community.

In the digital age, customers are checking you out online before they call or visit, and the About Us page of your website is one of the first places they go. On page 3, you'll learn how to give information customers want and **Make the Most of the "About Us" Page.**

On pages 4 and 5, read about the **Iowa Tribe of Kansas and Nebraska.** To provide needed services to members, and offer business services to the community, the Tribe requested and received its own gift — a grant to fund a Rainbow Communications fiber-to-the-premise (FTTP) installation from the U.S. Department of Agriculture.

Rainbow Communications is always looking for ways to give to our local business community. We recently hosted seminars titled **"What the Heck is Inbound Marketing and "Why Should You Care?"** Participants gained tools and resources to put inbound marketing methods into practice.

Finally, on page 7, it wouldn't be the holiday season without our annual holiday giving program. Read about how **Rainbow Communications Gives to Local Charities** and the organizations we've chosen as recipients this year. Then, get ready to decide which one you'd like to support.

Remember, Rainbow Communications has much to give in expertise. Just let us know how we can use it to benefit your business!

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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# Make the Most of the "About Us" Page

It's prime real estate on your website and a valuable tool in building customer relationships

*The About Us page is one of the most visited pages on a company's website. It's easy to understand why. After visitors see your home page, their first question is often, "Who are you, anyway?" That's when they look for the About Us page.*

Despite this, Web marketing experts have found that many companies neglect the About Us page. This can be the result of putting too much effort on a website's design at the expense of its content. It's best to get input for the About Us page from as many people in your business as possible. Then find a person in the company who can put the information in a concise form.

## The Basics

**The About Us page needs to at least answer the customer's question, "Who are you?" To do so, it should contain:**

- Contact information (This may be repeated on the Contact Us page if you have one.)
- A listing of products and/or services
- Information about what types of customers you serve
- How long you've been in business

Ideally, the page should go beyond these basics to cover content such as the following:

## Tell Your History

Provide your company's major milestones in an interesting way. You want to consider items like the inspiration for your company, its accomplishments, and how you plan to grow it. Putting these facts into a story is more likely to be of interest than a dry list.

## Provide Testimonials

Don't be afraid to tell your own success stories. Better yet, use testimonials from customers, which carry more weight than what you say about yourself. Link to favorable reviews and other positive media coverage of your company. If your business issues press releases, link to them too.

## Get Personal

Personal information about your employees may also be appropriate, but should be linked in some way to your business. For example, the fact that your company's CEO once rode a motorcycle across the country would be relevant for a company that sells cars or motorcycles, but less so for one that provides financial services.

## Get Philosophical

Incorporate some of your mission statement or business philosophy into the page. You don't need to reproduce the statement as is. Instead, adapt it so that it speaks directly to what you can do for customers.

## Get Social

Invite visitors to link to your social media page(s) from your About Us page. A potential customer will be reminded of your presence every time you post an update. Make sure you have at least one employee dedicated to cultivating relationships that are created via social media.

# Iowa Tribe of Kansas and Nebraska

Government and business  
operations benefit from  
high-speed fiber



*The Iowa Tribe of Kansas and Nebraska provides a wide variety of services to its population including education, Tribal court, vehicle registration, housing, a food commodity program, and health and social services.*

## Helpful Programs

Reservation residents and the surrounding community are served by the Iowa Tribe Police Department, which has been providing the area with 24-hour coverage since 1996. The Police Department was started with a federal grant through the Department of Justice. It consists of six full-time and two part-time officers, and also has its own K-9 drug unit.

The Iowa Tribe of Kansas and Nebraska Title VI Administration in Aging Program — also known as the Nutrition and Caregiver Program — provides services to Tribal members aged 55 and over living within or close to the Tribe's reservation. The nutrition program includes home-delivered and congregate meals prepared through the Meal Site. Other services provided for seniors include information/referral, outreach, transportation, homemaker, chore, telephoning, visiting, and caregiver relief.

The Lynn Roubidoux Scholarship/Burial Assistance program provides \$3,000 scholarships for graduating seniors planning to attend accredited schools following high school.

The burial assistance portion pays \$4,000 to the funeral home of a deceased Tribal member.

Maintenance for the reservation is the responsibility of the Maintenance and Road Maintenance departments. Areas include the structures on the reservation including cemeteries, Tribal offices, the casino complex, churches, gas station, cabins, rodeo grounds, water plant, daycare center, and powwow grounds.

## Getting Down to Business

Additional enterprises are operated by the Tribe, including a farm, a gas station, a utilities department that includes trash and water services, and Casino White Cloud, which opened in 1998. The casino is tucked away on the Iowa Tribe reservation and is known as the “best kept secret” among locals. It offers blackjack, bingo, slots, and a country style buffet. The casino recently implemented renovations that bring out the Iowa Tribe culture. Visitors can stay at one of four affordable country cabins that offer a quiet retreat with satellite TV, a full bath, and a queen-size bed.

Like many other organizations in the area, the Tribe depends on fiber Internet to run its various services. Vice Chairman Alan Kelley comments, “When I got to this office, there were only three computers and three dial-up connections here. But, that has increased since we got fiber. It opens up a lot of business opportunities; it opens up a whole new world, and I can’t see us surviving without it.”

### Technology Partnership

A collaborative partnership started between the Tribe and Rainbow Communications in 2010 when the Tribe inquired about the delivery of broadband services to its reservation. Rainbow Communications had the experience to provide management, supervisory, construction, and technical services to achieve the most efficient operation to the Tribe’s system.

The Tribe applied for a broadband infrastructure grant through the federal Rural Utilities Service (RUS), and received \$764,000 to provide a fiber-to-the premise (FTTP) network. The Rural Broadband Access Loan and Loan Guarantee Program (Broadband Program) furnishes loans and loan guarantees to provide funds for the costs of construction, improvement, or acquisition of facilities and equipment needed to provide service in eligible rural areas.

***Without Internet and the partnership with Rainbow Communications, we wouldn’t have been able to have a website or high-speed Internet.”***

—TIM RHODD, CHAIRMAN, IOWA TRIBE OF KANSAS AND NEBRASKA

Construction on the Tribe’s plant was completed in 2012. The installation has provided residents with access to information about healthcare services, the medical facility, business offices, pow wow grounds, and other operations. Tribal members are able to stay connected through email and the Tribal website. Rainbow Communications continues to add fiber lines as needed to accommodate the growth of the Tribe, and also provides phone systems, security/surveillance services, email hosting, and networking.



Iowa Tribe Chairman Tim Rhodd comments, “Having fiber has made a big difference in terms of speed and getting things done. Everything, including the Tribal membership enrollment system and accounting services, requires Internet. The time we save has helped us become much more effective and efficient in everyday duties. Without Internet and the partnership with Rainbow Communications, we wouldn’t have been able to have a website or high-speed Internet.”

Rainbow Communications Sales Manager Angie Kreider notes, “The combination of resources from the Iowa Tribe and Rainbow Communications has been a unique and beneficial partnership from the beginning. The Iowa Tribe had the resources to install the fiber to their area and Rainbow Communications had the fiber close to connect and provide the services. It’s been a win-win situation.”



### RUS PROVIDES NEEDED INFRASTRUCTURE TO RURAL COMMUNITIES

The U.S. Department of Agriculture’s (USDA) Rural Utilities Service (RUS) offers programs that help rural communities get access to critical services. RUS began as the Rural Electrification Administration (REA), a New Deal agency created under President Franklin D. Roosevelt in 1935. Like RUS, REA made loans available to local rural cooperatives, which performed utility installation and operation.

RUS has three main categories of programs:

- 1. Water and Environmental Programs (WEP)** provide loans, grants, and loan guarantees for drinking water, sanitary sewer, solid waste, and storm drainage facilities in rural areas and small cities and towns.
- 2. The Electric Programs** offer similar funding to improve the electric infrastructure within the U.S. Loans may cover improvements or new construction.
- 3. The Telecommunications Programs** work to ensure that rural communities have access to updated telecommunications services.

Many types of recipients are eligible for this assistance including public agencies, nonprofit organizations, cooperatives, corporations, states, territories, subdivisions, municipalities, utility districts, and Indian tribes.

# What the Heck is Inbound Marketing and Why Should You Care?

In July, Rainbow Communications offered small business seminars in Seneca and Horton to help company owners and managers understand inbound marketing and how it can be used to attract business. The seminars featured speakers Kristin Brighton and Chrissie Alquinta of New Boston Creative Group.

Inbound marketing includes promotional activities that lure customers to the company. Some of them are listed below:

- **Search engine optimization (SEO)** – strategies that companies and their Web developers can use to increase the chance their website pages will rank highly in search engine results (and therefore be found more frequently by prospects)
- **Content marketing** – the development and strategic placement of useful content (such as success stories, blog posts, articles, and infographics) that potential customers might be looking for
- **Social media** – Web applications that allow businesses to interact directly with customers and share news, information, and announcements
- **Video** – can be used to build trust by creating useful how-tos, company introductions, or facility tours
- **Remarketing/retargeting** – the use of ads targeted to people who have already visited your website to encourage them to return
- **Email marketing** – the use of email messages sent to targeted recipients to let them know about news, specials, and deals
- **Business listings** – listings in business directories that potential customers might visit
- **Data monitoring and analysis** – collecting and processing information about customers to find useful trends that help guide marketing efforts



These methods all take into consideration that, with the rise of the Internet, consumers now take a much more active role in finding companies to do business with; a much larger percentage of their awareness of your company happens before they contact you. They do plenty of initial research, and trust is a big determining factor.

The seminars covered these methods in detail and provided descriptions of companies that have used them successfully. These companies made the shift by changing their perspective of what marketing looks like and setting up processes and systems to meet new goals. Seminar participants were able to gain tools—including reference materials and resources—to put inbound marketing methods into practice immediately.

Participants at both seminars overwhelmingly reported they were “very satisfied” with the events overall, as well as specific aspects like price, content, location, and speakers. The comments below are from the exit surveys:

*“I thought it was very helpful and I learned so much.”*

*“Great job – excellent content! Very excited to implement what I learned!”*

*“Got some great ideas to try in the office! Thanks for hosting these events!”*

*“Very informative. The speakers definitely know their stuff!”*

## Rainbow in 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.*

## The Gift of Giving: We'll Make a Holiday Donation in Your Company's Name

Rainbow Communications could give you cookies or candy to say thanks for your business in 2015. But we hope you agree it's much sweeter to instead 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're again offering you the opportunity to select one local charity from the list and we'll make a donation to that charity in your company's name. Thanks to your participation, Rainbow Communications has been able to donate an increasing amount to the community each year through The Gift of Giving:

2010: \$4,052.00  
 2011: \$5,015.00  
 2012: \$5,600.00  
 2013: \$6,260.00  
 2014: \$6,460.00

We hope to increase the amount even more this year.

### Choose a Charity

All business customers of Rainbow Communications can expect to receive a letter and response card in mid-November. Simply select one of the charities on the list—which ever one is most near and dear to you—and return the card to us by the specified date.

### The 2015 charities are:

- The Christmas Bureaus of Brown County, Doniphan County, and Nemaha County
- Community Food Pantry, Sabetha, KS
- Eleanor's Pantry, Elwood, KS
- Help Your Neighbor, Highland, KS
- Nemaha County Food Pantry, Seneca, KS
- North Brown County Food Pantry, Hiawatha, KS
- South Brown County Food Pantry, Horton, KS
- Native American Family Services, White Cloud, KS
- Muscotah, Tough Times - Muscotah United Church Helping Ministry

Please watch for The Gift of Giving mailing from Rainbow Communications and return your postcard quickly. Participating in The Gift of Giving costs you nothing and can make a priceless difference in someone's life.



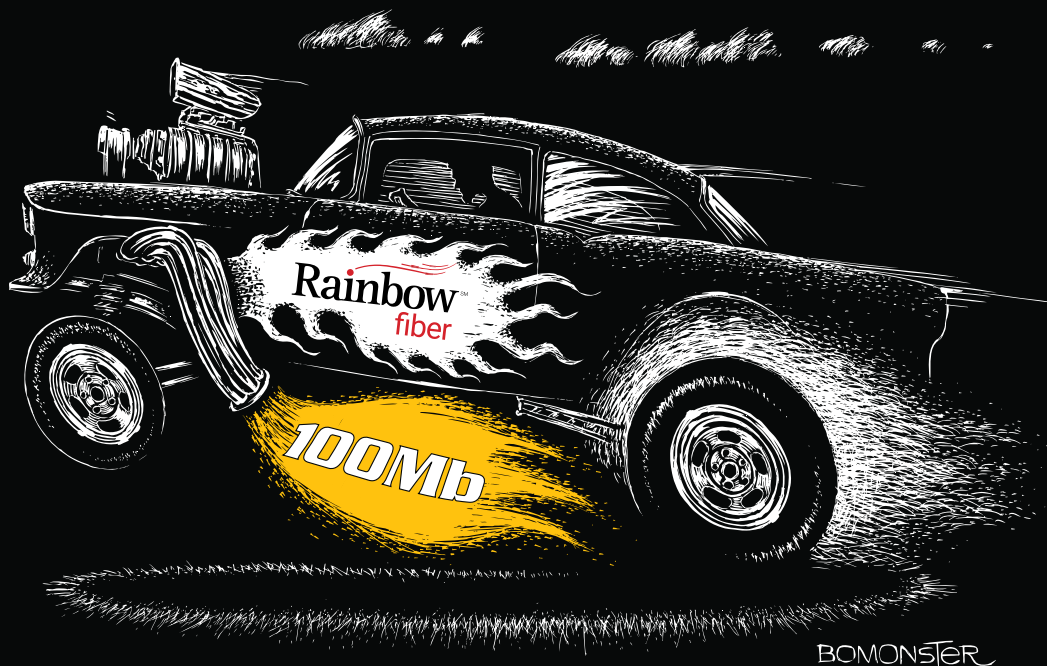
Rick Allison, Nemaha County Food Pantry; and Julie Bergman, Rainbow Communications (2014)



Al Schirmacher, Muscotah United Church; and Angie Kreider, Rainbow Communications (2014)

*You're the brains, let us be*  
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COMMUNICATIONS

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