

THE RAINBOW CONNECTION

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Sabetha Office

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Monday – Friday: 8 a.m. to 5 p.m.

Technical Support Center: 800-892-0163

After hours

Community Events

October 5

Octoberfest, Horton

November 30

Breakfast with Santa, First Baptist Church, Hiawatha

November 29

Santa Claus Comes to Town, Seneca



Rainbow
COMMUNICATIONS

Same Group. New Name.

The Kansas Broadband & Technologies Conference, formally known as the Kansas Broadband Conference, got a new name and look but its mission has not changed. Its Broadband Awareness & Solutions for Kansas (BASK) committee is a group of volunteers comprised of telecommunications industry leaders—the same group that put on the 2016 and 2017 conferences.

Stacy Simmer, Community Relations Manager for Rainbow Communications, has served on the BASK committee since 2016. “It’s been challenging, yet rewarding, to organize and plan the conference,” said Simmer. “Every year it gains more momentum, and I can’t wait to see what this will turn into five years down the road.”

The conference’s vision is to create a network of Kansans working together to economically strengthen and culturally enrich the state through the use of broadband. Since the first conference in 2015, the event has featured speakers such as U.S. Senator Jerry Moran; Chairman of the Federal Communications Commission, Ajit Pai; CEO of the NTCA – The Rural Broadband Association, Shirley Bloomfield; and the Lt. Governor of Kansas, Lynn Rogers.

Goals for the 2019 conference included:

- Involve more community stakeholders.
- Improve general knowledge of technical and innovative uses of broadband.
- Increase the perceived value of broadband.
- Enhance digital literacy and the understanding of its applications.
- Assist communities with resources to accomplish their vision.

Moving forward, the Kansas Broadband & Technologies Conference will be held every two years. For more information, visit www.kansasbroadbandconference.com.



Three Big Benefits of Premium Wi-Fi

Premium Wi-Fi from Rainbow Communications offers several advantages:

1. It gives you superior Wi-Fi performance throughout your home.

No more dropped connections and no more dead spots — just reliable, high-speed Wi-Fi that works.

2. It's worry free. We'll take care of managing and updating your Wi-Fi network on an ongoing basis,

so you don't have to think about it. If you ever have an issue with your home's network, our technical support team can access your Wi-Fi router remotely over the Internet and get you back up and running quickly.



3. It's much less expensive than buying the latest consumer-grade Wi-Fi systems.

Many of these systems, especially those using Mesh Wi-Fi technology, can cost upwards of \$500. Premium Wi-Fi from Rainbow Communications, on the other hand, provides a hassle-free managed home Wi-Fi service for a just a few dollars a month.

Simplify Your Life Online with Premium Wi-Fi

In today's increasingly connected homes, a fast, reliable Wi-Fi connection is no longer a luxury. We depend on Wi-Fi in so many ways: communicating with friends and family, sharing photos and videos, streaming movies and music, and interacting on social media. More and more, we also rely on Wi-Fi to connect a whole array of smart devices to manage mission-critical systems in our homes such as smart locks, smart thermostats, and smart security systems.

When it works the way it should, Wi-Fi is an amazing technology. When it doesn't—when we experience poor performance or can't connect at all—it has a negative impact on our daily lives. Connecting over Wi-Fi is the only option for most of our devices. So when it's not working, it can be extremely frustrating. As a result, many people are rethinking the logic of trying to buy, install, and manage equipment themselves that's so important to their daily lives. Instead, they're looking to their service provider for a hassle-free Wi-Fi experience that makes their online lives better.

Rainbow Communications offers the solution. With Premium Wi-Fi, we deliver the latest Wi-Fi technology and take care of managing it within your home network. We offer a variety of Wi-Fi service levels, depending on your needs, including Wi-Fi extender units placed in different rooms to extend coverage of the strong Wi-Fi signal throughout your home.

If you're ready to leave poor Wi-Fi performance and technical hassles behind and start enjoying a superior online experience, call Rainbow Communications at 800-892-0163 and order Premium Wi-Fi service today.

Understanding Internet Connection Speeds

When you order your home Internet package from Rainbow Communications, you have several options from which to choose. Speed is often the most important factor since a faster Internet connection will improve your overall online experience. The challenge is that the fastest Internet speeds typically cost the most. That's why it's important to understand how Internet connection speeds work to ensure you select the right speed for your household's needs.

Download vs. Upload Speeds

When you're choosing an Internet speed, there are two speeds you need to consider: the download speed and the upload speed. The download speed is the speed at which data travels from a remote location on the Internet to your Internet-connected device. For example, if you're watching a video on YouTube, the download speed is the rate at which the information in the video stream travels from the YouTube server to your computer or phone. The upload speed is the speed at which data travels from your connected device to a remote location on the Internet. For example, if you post a video or a photo on a social media site like Facebook, the upload speed is the rate at which the information travels from your device to the Facebook server.

Why Download Speeds are Often Faster

With most Internet plans, the download speed is greater than the upload speed. This is because most of our online activities—like web surfing, video streaming, and application downloads—involve downloading a lot of data. And for certain activities, like online gaming and video streaming, the faster you can download data, the better. The upload speed may also be important for you, depending on the type of activities you do online. An amateur photographer who regularly uploads high-resolution images to a photo sharing site may want to consider ordering an Internet plan with a faster upload speed. Likewise, if you work for your employer from home or operate a home-based small business, you may also require a faster upload speed.



Choose the Speed You Need

The speed of your Internet connection has a big impact on the quality of your online experience. So when you're choosing an Internet plan, make sure both the download and upload speeds are fast enough to meet your needs.

To learn more, visit www.rainbowtel.net or call 800-892-0163.



How is Internet Speed Measured?

Let's start with the concept of speed, or bandwidth, as it's sometimes called. Measured in Megabits per second (Mbps) or Gigabits per second (Gbps), your Internet speed is the amount of data that can be transferred every second over your Internet connection.

Your speed determines the type of activities that you can do online and how quickly you can do them. A connection speed of 1 Mbps, for example, allows you to browse web pages easily, but it's not fast enough for you to stream HD videos on Netflix. According to Netflix, that requires a minimum connection speed of 5 Mbps. If you tried to stream HD video at 1 Mbps, your video would be poor quality and would likely stutter or pause altogether.

By contrast, a speed of 1 Gbps — one thousand times faster than 1 Mbps — is blazing fast, allowing you to do almost anything, including letting multiple family members stream 4K video simultaneously.

Rainbow Athletes of the Month



Joseph Gruber
Senior
Sabetha High School, Baseball
June 2019



Elliott Strahm and Cauy
Rockey of Sabetha
Matt Baumgartner of Nemaha Central Shrine Bowl, Football
July 2019



Gabe Garber
Senior
Sabetha High School
Sabetha Raptors Summer Legion Team
August 2019

LOCAL BUSINESS SPOTLIGHT

Fiabesco



Morgan Kimmi, Fiabesco Owner

Fiabesco is Italian for fairytale. The founder of this women's fashion boutique, Morgan Kimmi, said, "I chose Fiabesco as the name because it's the way owning a boutique makes me feel, and most importantly, it's the way my customers should feel when both shopping and wearing Fiabesco. My business is centered around helping women feel beautiful."

Kimmi graduated from Kansas Wesleyan University with a triple major in Business Management, Business Marketing, and Business Leadership. She started Fiabesco online in 2015, opened the Fiabesco store in 2016, and is currently working on her MBA.

Located at 841 Central Ave. in Horton—and online at fiabescoclothing.com—Fiabesco carries trendy, yet affordable, women's fashions and accessories in a wide range of sizes, styles, and brands. This summer, the Little Boutique was added inside the store, which offers clothing and jewelry for little girls.

According to Kimmi, visitors to Fiabesco are often surprised by the affordable prices and delighted by how they feel in the clothes. She explained, "One thing I hear from first-time customers is that they almost didn't come inside Fiabesco since they thought the store looked expensive. But our clothing is truly affordable. I love to help women shop, especially the ones who traditionally haven't liked shopping because of body image issues. The best part of helping customers is to see what clothing can do to help women boost their confidence and believe in their beauty."

To market Fiabesco, Kimmi relies almost exclusively on Facebook. She posts a photo each day, usually a selfie modeling a new Fiabesco outfit, and a video about once a week. Kimmi also created a private Facebook group called Fiabesco VIP. Its 3.9K members enjoy the prestige of being asked for their opinions about fashions and what Kimmi should buy to sell at the boutique.

Fiabesco gets its Internet service from Rainbow Communications. We're pleased to have a role in this fairytale and hope Fiabesco operates happily ever after.

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