

BUSINESS CONNECTIONS

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Customers Bank on Strong History and Expanding Future

Mark Twombly, President of Bendena State Bank and Bank of Highland

BUSINESS CONNECTIONS

Doniphan County is home to more than 8,200 residents, many of whom Rainbow Communications is proud to call customers and neighbors. In this issue of *Business Connections*, we're featuring Doniphan County as one of the northeast Kansas counties we serve with Internet, phone, TV, and more.

On page 3 you'll find **5 Ways Your Business Can Benefit from Fiber**. Rainbow Communications is committed to bringing fiber services to more customers, and we're now working on a fiber buildout to businesses in Troy, Wathena, Highland, and Elwood in Doniphan County along Highway 36.

The **Business Spotlight on Bendena State Bank and Bank of Highland** is featured on pages 4 and 5. The former is already using our fiber services, and the latter will connect to fiber once the Highland buildout is finished. Rainbow Communications is pleased to help provide the technology these bank locations need to stay connected and operate efficiently.

Discover what's been happening lately at **Doniphan County Economic Development** on page 6. (Here are two hints: One program will make local businesses "Proud," and a "General" will add dollars to the Troy economy.) Then check out page 7's **Returning to Your Roots**, in which Doniphan County native Pat McKernan talks about his education career.

Regardless of where your business is located in our service area, it's important to Rainbow Communications. Please contact us whenever you have questions or need assistance.

Sincerely,
Rainbow Communications
Business Solutions Department



L to R: Julie Bergman, Business Solution Specialist; Jerad Enneking, Business Solution Specialist; and Angie Kreider, Business Development Manager



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5 Ways Your Business Can Benefit from Fiber

If fiber is available to your business location, you'll want to strongly consider taking advantage of it. Fiber connectivity offers important advantages to companies of all sizes including:

1. Much Faster Internet Speeds

Today carriers with fiber networks are commonly delivering speeds of 1 Gigabit per second—equal to 1,000 Mbps—and those same fibers could easily be used to deliver 100 Gigabits per second or more to large enterprises. Employees waiting on slow Internet inhibits productivity, so make sure the speeds at your business are fast enough for current demand.

2. More Effective Cloud Access

Most businesses use the cloud in some capacity from customer relationship management (CRM) tools to data storage. Fiber Internet's speed and bandwidth capabilities provide faster access to your data and applications stored in the cloud. For example, you'll be able to quickly access cloud-hosted information via your software-as-a-service (SaaS) tools and provide better service to customers.

3. Higher Reliability

Fiber is impervious to weather, electrical surges, radio waves, and other environmental conditions that can result in signal loss and failure. Plus the newest networks are being built with fiber and are therefore less apt to suffer the adverse impacts of age. Given the fact that downtime can bring your communications and productivity to a halt, doesn't your business need the higher reliability of fiber?

4. Symmetrical Bandwidth

Fiber provides symmetrical bandwidth, meaning the upload and download speeds are equal. With fiber Internet your employees can send data out just as fast as they can download it, which is particularly vital if your business routinely uploads large files.

5. Minimal Latency

Latency is a term used to describe delays that occur while processing data over an Internet connection. Fiber Internet eliminates many of the latency issues, particularly when downloading or uploading video or high-definition content. The business benefits of lowering your latency could include better voice quality for Voice over Internet Protocol (VoIP) users and the ability to move more apps to the cloud.

FIBER BUILDOUT IN DONIPHAN COUNTY

Rainbow Communications has long recognized the importance of fiber in meeting increasing bandwidth needs. Our first fiber buildout was completed in 2010 and included Fiber-to-the-Home and Fiber-to-the-Business installations in our ILEC (incumbent local exchange carrier) communities of Bendena, Denton, Everest, Huron, Muscotah, Robinson, Whiting, and Willis.

In the last eight years, Rainbow Communications has done Fiber-to-the-Business installations in our CLEC (competitive local exchange carrier) communities of Hiawatha, Horton, Sabetha, and Seneca. At the start of 2017, we began our fiber buildout to businesses in Elwood, Highland, Troy, and Wathena in Doniphan County along Hwy 36.

Angie Kreider, Business Development Manager, says, "Fiber provides businesses with more reliable and robust Internet connections. This allows them to increase their bandwidth speeds, install Hosted PBX phone systems, and utilize cloud products more efficiently. Rainbow Communications is proud to bring fiber to our communities and help businesses achieve their goals."

If you have questions about fiber availability, call 800-892-0163 or visit www.rainbowtel.net.



Bendena State Bank and Bank of Highland

114 years, two locations, and one communications provider

Josh Falk, Vice President of Bendena State Bank and Bank of Highland

Since 1904 Bendena State Bank has served the personal and commercial banking needs of the Bendena community. The bank started at the corner of Main & Commercial Streets, then in 1989 moved to a renovated barn on the north edge of Bendena. In 2011 it purchased and merged with the Farmers State Bank in Highland, and that bank became a branch of Bendena State Bank called Bank of Highland.

Bendena State Bank and Bank of Highland offer interest-bearing savings, Super NOW, and NOW accounts; certificates of deposit; IRA accounts; and safe deposit boxes. They also offer personal loans, agricultural loans, vehicle loans, real estate loans, and commercial loans—all with in-house servicing.

Since customer convenience is so important in today's fast-paced world, online banking is now provided as an option. Customers can check balances, view account statements, transfer funds, and much more from any Internet-connected device. This technology is something the original Bank directors and officers could not have imagined back in 1904. It's also one reason why Bendena State Bank and Bank of Highland have Rainbow Communications as their provider.

More Technology for Enhanced Performance

Both branches use multiple services from Rainbow Communications including Internet, phone lines, an IP-connected phone system, and surveillance and security. Bendena State Bank is currently using fiber Internet and Bank of Highland will switch to that Internet service early in 2018 after Rainbow Communications completes the fiber buildout in Highland.

Bank President Mark Twombly says, "We're longtime customers of Rainbow Communications and have always tried to subscribe to the newest and best services it was offering in order to enhance our banking capabilities. For example, we need fast and reliable Internet connections since so much banking is done online."

Benefits of Fiber from Rainbow Communications

Twombly adds, “Having fiber optics at Bendena State Bank makes it possible for us to provide real-time banking transactions through a hosted data processing service. Without our high-speed fiber Internet connection, that system wouldn’t work well. What high speeds do is enable our online banking customers to see their transactions immediately on their devices.”

Once the Highland fiber buildout is completed, Rainbow Communications will begin providing a new service to Bendena State Bank and Bank of Highland. Angie Kreider, Business Development Manager at Rainbow Communications, explains, “When both locations have fiber Internet, we’ll set the banks up with TLS, which stands for Transparent LAN Service. This will connect their networks and IP-connected phone systems together to operate on the Rainbow Communications fiber backbone.”

“We’re longtime customers of Rainbow Communications and have always tried to subscribe to the newest and best services it was offering in order to enhance our banking capabilities.”

— MARK TWOMBLY, PRESIDENT, BENDENA STATE BANK AND BANK OF HIGHLAND

Twombly is looking forward to having TLS. He notes, “One benefit will be having a more reliable intercom system — with no dropouts — between our locations. Our employees will be able to just press a button on their phone sets to talk to someone at the other location, which will enhance efficiency.”

The Power of Local

What does Twombly appreciate most about the people of Rainbow Communications? He replies, “We like doing business with local people. Rainbow Communications’ employees know us, and they know our account. They understand our communications systems and equipment at the



Bendena State Bank Staff

two bank buildings. We’ve had a strong working relationship with Rainbow Communications for many years and couldn’t operate as efficiently as we do without their services. It’s great to have access to fiber, and Rainbow Communications is the only provider offering fiber in this area. It’s a fantastic company, and we’re so lucky to be customers.”

It appears to be a mutual admiration society. Kreider says, “Bendena State Bank and Bank of Highland are customers that are a complete joy to work with. They’re very supportive of Rainbow Communications and great partners in business.”



SAVE TIME AND MONEY WITH HOSTED PBX SERVICE

Rainbow Communications offers Hosted PBX service to businesses. It provides many benefits including:

- **Low up-front cost and set monthly expenses** – Pay for only what you need.
- **End-to-end secure and reliable solution** – Superior disaster recovery compared to premises-based system.
- **Flexible infrastructure that grows as you grow** – In-network feature upgrades happen seamlessly.
- **Allows you to focus on your business and not your phone system** – Rainbow Communications handles the maintenance and upgrades.
- **Multiple device integrations with our downloadable apps** – Manage calls anywhere with an Internet connection.
- **Easy management and administration from any browser** – Tailor calling features to individuals or groups.
- **Unified Communications features** – Take advantage of instant messaging, video chat, and presence (co-worker status) across all your devices.

For details on Hosted PBX service pricing and availability, call Rainbow Communications at 800-892-0163.

Doniphan County Economic Development

New Doniphan Proud program offers education, marketing, networking, and resources

Adrienne Korson is Director of Economic Development for Doniphan County, which strives to make Doniphan County a better place to live and work. She notes, “One of the first things I noticed after starting this job was the lack of presence on digital media of businesses in Doniphan County. Businesses that had been around a long time just assumed everyone already knew they were here, and many of them had no Facebook pages or websites.”

Digital Media Made Easy

Korson and her team got to work, updating the county-wide website for Doniphan County to make sure local businesses were represented there. They also developed the Doniphan Proud program to strengthen existing businesses and attract new businesses to Doniphan County.

“Whether you’re a new business or you’ve been around for a generation, having a strong digital presence is vital to your success. That’s why we offer Doniphan Proud business pages to act as a website for a business that doesn’t have one. These pages can include photos and videos, business location with map, contact information, business details and hours, social media links, and more. You can choose a plan with professional management or one you manage yourself. Both are effective and affordable marketing tools for businesses plus a source of revenue for our department,” says Korson.

New Businesses and Successful Events

Other steps forward being celebrated by the Doniphan County Economic Development include:



Adrienne Korson, Director of Economic Development for Doniphan County

- Dollar General and D.C. Drug Independent Pharmacy are coming to Troy.
- Kindred Biosciences, a biopharmaceutical company focused on saving and improving the lives of pets, has acquired a manufacturing facility in Elwood.
- Eclipse in the Heartland events in August brought visitors to Doniphan County and encouraged residents to provide Airbnb and bed & breakfast accommodations—important since Doniphan County has no hotels. These events also raised \$13,000 that will go into a Doniphan County Community Foundation Fund, designated for community and business support and growth.
- Nor-Am Cold Storage has finalized the purchase of the former Affiliated Foods distribution center in Elwood, KS from Associated Wholesale Grocers.

What’s ahead for the Doniphan County Economic Development? Korson replies, “We’re currently working on our strategic plan, which will be finished in March 2018. Its purpose is to unite the county in creating a vision for how our community will develop, and this will result in the economic development team’s work plan for the next three years. Part of this discussion will be on the importance of strengthening the broadband network in Doniphan County. Rainbow Communications has been extremely supportive and involved. It’s a blessing to have them in our community.”

Learn more about Doniphan County Economic Development resources at www.dpcountyks.com.



Returning to **Your Roots**

In this magazine, we periodically highlight people in our community whose career path brought them back to their roots. For this issue, we recognize Pat McKernan, Superintendent/Elementary Principal at Troy Public Schools/USD 429.

Pat McKernan is a Doniphan County native who grew up in Wathena. He says, "I've spent most of my professional career working in smaller school districts and living in rural communities. What I particularly enjoy about Doniphan County are the people and the beauty of the land. My kids grew up in Seneca. My youngest was the first to graduate from Nemaha Central High School, and the other three graduated from Nemaha Valley."

Educated at Kansas State University, McKernan held several education positions before beginning his current job as Superintendent/Elementary Principal at Troy Public Schools/USD 429. Most recently, he was Nemaha Central High School Principal.

"I did teach and coach at Platte County R-3 schools in Missouri and really enjoyed that. However, something about Kansas kept drawing me back," McKernan notes.

He adds, "I was looking at job opportunities a couple of years ago and thought this one in Troy would be a great chance to continue my career with the new challenge of serving as Superintendent at Troy Public Schools/USD 429. This was my first superintendent job after being a high school principal for 24 years. I enjoy working with a variety of people in this position. I get to interact with staff, teachers, students, and parents at all levels."

What's ahead for Troy Public Schools/USD 429? McKernan answers, "Our schools have the potential for great growth in curriculum offerings. We're also in the process of working towards a 1:1 technology initiative for the district, which will put computer devices in the hands of every student."



GO FURTHER
GO FASTER
GO FIBER

The Rainbow Communications Fiber-Optic Network offers Internet speeds up to 1 Gig, roughly 100 times faster than the average broadband speed, which means your business can quickly increase efficiency, productivity, and collaboration.



For details on pricing and availability,
call 800-892-0163.