

# Alpine Communiqué

AUGUST 2012

## Majority of Americans Over 65 Are Now Online

For the first time ever, the proportion of American adults over age 65 who use the Internet or email has passed the 50 percent threshold. Survey results released in June 2012 by the Pew Internet & American Life Project showed that 53 percent of seniors fell into this category in April 2012. This represents a significant increase; in August 2011, just 41 percent of seniors were using the Internet or email. (873-2828)

Although online access by seniors remains well behind the 82 percent average for American adults over 18, seniors' frequency of use is much closer to their younger counterparts. Indeed, 70 percent of Internet users over age 65 say they use the Internet on a typical day. This compares to 87 percent of 18-29 Internet users.

### Contact

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## KEEP LEARNING. STAY YOUNG. SPEED UP.

Are your kids getting iPads or Macbooks from the school's 1:1 Initiative? Or are you just ready to take your online activities to the next level? The start of another school year is an ideal time to make changes. So when the kids go back, take a few steps forward.

### ENROLL IN HIGH SPEED INTERNET GOLD:

- Up to 12 Mbps\* download speed
- 5 FREE premium email accounts with Google Apps
- FREE access to ESPN3.com

\$28.95  
MO.  
Only  
with a Peak Savings Pak\*



### EXTRA CREDIT:

**FREE** 1st month,  
**FREE** installation, and save  
\$50 on Wi-Fi networking  
with a 12-month agreement

**LEARN MORE  
BY CALLING  
(563) 245-4000.**

\*Service availability and Internet speed will depend on location. All prices subject to change. Contact us for complete details.

## 7 Homework Tips for the New School Year

Here's a refresher course in homework basics to share with the young students in your family:

1. Use a quiet room with an uncluttered desk and a supportive desk chair.
2. Sit up straight in the chair to get your blood flowing evenly and help prevent drowsiness.
3. Start by writing a to-do list of your homework, ordering your tasks from hardest to easiest.
4. Do the hardest tasks first.
5. Stay off Facebook, Twitter, or anything else that will distract you.
6. Speak aloud as you do your homework. This works to maintain focus and reinforce concepts. It can be especially helpful when doing math problems.
7. When you can't seem to finish an assignment no matter what you try, stop and switch to another task for awhile. This can help clear your head. After you're feeling more positive, take a fresh look at that challenging assignment.

Good luck to all students, parents, and teachers during this upcoming school year!



## A Pinterest-ing Way to Collect and Connect

Pinterest ([www.pinterest.com](http://www.pinterest.com)) offers a virtual place to house collections of the images you believe are beautiful, funny, important, or otherwise interesting. On a Pinterest pinboard, you can even collect intangibles like the snippets of stories, sayings, and ideas you used to tack onto a bulletin board or glue into your scrapbook.

Most Pinterest users are women (80 percent, according to a recent Google Ad Planner inquiry by Ignite Social Media), so collections tend toward fashion, cooking, home décor, crafts, and children. Men tend to collect images related to automobiles, sports, men's fashion, gadgets, and travel. Practically everyone on Pinterest collects images representing movies, music, books, humor, and inspiring sayings. (255-2634)

The beauty of Pinterest is you can collect whatever strikes your fancy. Pinboards are personal and often highly unique. You get a sense of who people are by looking at their pinboards and pins. If you like what you see, you can follow them or click on their pins and Repin them on your own boards. You also can add pins to your Like list or Comment on them. You can even click on a pin and go to its original source to find out more. Click on names, pins, and boards in activity feeds to see new things and meet new people.

You can use Pinterest pinboards to help you accomplish tasks from big to small. Collect ideas to help plan a wedding, decorate a home, organize recipes, document your style, or organize your office. Pin funny or inspiring images to cheer up your family during a difficult time, add to an intellectual dialogue, or introduce yourself to a new group.

Pinterest is an invitation-only website, so to get started you need to ask a friend who's already on the site to invite you. Once you receive your email invitation, you simply click the link to set up your account. The Pinterest wizard will take you through the steps, and you can start pinning!



Connect with us on Facebook: [www.facebook.com/AlpineCommunications](http://www.facebook.com/AlpineCommunications)

# Alpine Launches Google Apps™ in August

The Google Apps™ suite of communication and collaboration tools is coming your way August 7, 2012! Alpine Communications will be integrating Google Apps™ – an online cloud-based suite of email, calendar, IM, and more – into our email platform. Google Apps™ brings simple, powerful communication applications, such as Gmail, Google Calendar, Google Chat, and Google Talk, to users so you can easily stay connected and collaborate with friends and co-workers. Using Google Docs and Google Sites, which include word processing, spreadsheet, presentation and website creation tools, will also allow you to share files and pool resources in real-time, keeping versions organized and available wherever and whenever you work.



**How are Google Apps™ with Alpine Communications different from the free applications Google already offers?** (252-4200) While many of you may already be familiar with using features Google offers, integrating Google Apps™ into Alpine Communications' email platform will come with the following benefits:

- **Single location for all applications:** Access email, chat, collaboration, calendaring, and file management from one location.
- **Storage:** Gmail offers increased mail thresholds and more business management controls.
- **Improved Spam Control:** Postini is one of the leading spam solutions available on the market.
- **Calendar:** Customize sharing options, managed by individuals.
- **Support:** Friendly, local 24x7 technical support over the phone or via online chat
- **No advertising:** Free Gmail is ad-driven. Our version is ad-Free.
- **Best in class product:** Google's platform is the best in class messaging service and you get several new, tightly integrated products.

The Google Apps™ features are outlined below. Watch your email Inbox and visit [www.alpinecom.net](http://www.alpinecom.net) for more information about the Google integration. We will provide hands-on workshops and tutorials to help you get the most out of all Google Apps™ has to offer.

Google Apps™ Email	10Gb storage
Google Chat & Talk	Enables multi-party chat and video chat with anyone on Google's network
Google Calendar	Web-based calendar with full support of 3rd party clients (iCal, Outlook, etc) and multiple alerting options (email, pop-up, SMS)
Google Docs	Create, manage, share, and collaborate on documents, spreadsheets, presentations
Google Sites	Template driven website creation tool
Postini	Enhanced protection for your email from spam and viruses
Mobile Access	Integration with smartphones and Tablet PCs
MyPortal Page	Customizable user portal with customized content



## Join Us for Dinner on September 20th

It has been our honor and pleasure to serve Northeast Iowa for the past 15 years! To show our appreciation, we invite you to attend our annual Customer Appreciation Dinner in your honor on Thursday, September 20, 2012 from 4:30 p.m. to 7 p.m. at Johnson's Reception Hall in Elkader.

Bring the family, your appetite, and join the celebration! We are serving up FUN plus:

- A FREE supper
- Visit with your friends and neighbors
- Get to know Alpine team members
- Register to win great prizes
- Check out fantastic specials on Internet, FusionTV, Security, Wireless services

Mark your calendars for 7th annual Alpine Customer Appreciation Dinner on Thursday, September 20th at Johnson's Reception Hall in Elkader.

## INS Awards Grant to Local Organizations

Alpine Communications along with Iowa Network Services, Inc. is pleased to announce that the Elkader Park Board and the Elkader Child Care and Learning Center recently received grants through the Iowa Network Services Charity Grant program. The Elkader Park Board was awarded \$500 for park benches for the Founders' Park and the Elkader Child Care and Learning Center was awarded \$250 to purchase iPads for their preschool program. INS Created this charity grant program to support the communities it serves and to help bring INS closer to its customers. Visit [www.alpinecom.net/library/ins-grant](http://www.alpinecom.net/library/ins-grant) to obtain a copy of the INS Charity Grant application.



Pictured: Pam Freeseman and Lydia Guyer, Elkader Childcare & Learning Center; Joe Craig, INS; Tina Finley, Alpine Communications



Pictured: Sara Hertrampf, Alpine Communications; Jennifer Cowser, City of Elkader; and Joe Craig, INS

If your phone number appears in parentheses (XXX-XXXX) in this edition of the Alpine Communiqué, give us a call at (563) 245-4000 by August 31, 2012, and we'll apply a \$5 credit to your account!



## Alpine Awards \$2000 in Scholarships

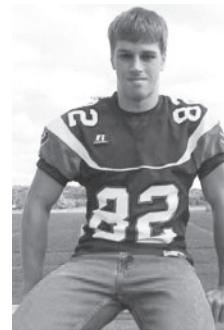
Alpine is pleased to announce the recipients of the 2012 Alpine Communications Scholarship. We awarded \$2,000.00 to four graduating seniors who reside in an Alpine Communications telephone exchange and attend Central, MFL-MarMac, Valley, or Clayton Ridge High School.



*Central:*  
Kendra Hoeger



*MFL MarMac:*  
Elizabeth Yaddof



*Valley:*  
Matthew Ihmoel



*Clayton Ridge:*  
Docker Staebler

Students are required to write a paragraph on how telecommunications technology has or will benefit them in the future. Consideration was given to students seeking higher education in the fields of telecommunications technology, communications, or computer science.

Alpine extends a special thank you to the local Dollars for Scholars program and each school district's high school guidance counselor for assisting in the selection and administration of our scholarship. (426-5978)

## Alpine Partners with Telecommunications Access Iowa

Telecommunications Access Iowa (TAI) is a program of the Iowa Utilities Board and is administered by Deaf Services Unlimited, Inc. Telecommunications Access Iowa (TAI) provides vouchers for up to 95 percent of the average cost specialized telephone equipment for anyone who needs to have barrier-free access on the telephone. You may qualify for TAI program if you can answer "yes" to all of the following questions:

- Do you live in Iowa?
- Are you older than 5 years of age?
- Do you have a telephone in your house now or are you going to get a telephone line hooked up?
- Would the telephone equipment you are requesting for make telephone use easier for you?
- Also you need to qualify by meeting the total household (adjusted gross) income guidelines

If you receive a voucher for telephone equipment, Alpine Communications is your local outlet. You can stop by and try out the different kinds of telephone equipment and we can demonstrate models and discuss features that might best meet your needs. For more information on TAI, visit [www.relayiowa.com](http://www.relayiowa.com) or call Alpine at (563) 245-4000.