

# ALPINE COMMUNIQUÉ

Real Access. Real Value. Real People.

ALPINE  
communications

Q3 2019 Newsletter



*Pictured are Bill Meyer, Aureon; Carol DeSotel and Jane Thein, Garnavillo Historical Society; and Chris Hopp, Alpine Communications*

Aureon is pleased to announce that an Aureon Charity Grant has been awarded to the Garnavillo Historical Society in Garnavillo, Iowa. The \$500.00 grant will be used to help fund the log cabin restoration project. Alpine Communications sponsored the grant application. Visit [www.alpinecom.net](http://www.alpinecom.net) to learn more about Aureon Charity Grants.



## You're Invited to Our 14th Annual Customer Appreciation Celebration

You're a valued customer of Alpine Communications, and we'd like to thank you in person. Please stop by our Customer Appreciation Celebration on **Thursday, September 12 from 4:30-7:00 p.m.** at Johnson's Reception Hall in Elkader.

### THERE WILL BE:

- Free food and beverages
- Free giveaways for all attendees
- Great prizes for lucky drawing winners

**We hope to see you and your family there!**



Sara Hertrampf, Alpine Communications Sales and Marketing Manager, presented internet safety at the Clayton County Extension Farm Safety Day in May. Hundreds of local 4th-graders experience safety topics ranging from internet, fire, and food to firearm, animal, and electrical safety. Visit [connect.alpinecom.net](http://connect.alpinecom.net) for the full story along with internet safety resources.

If your phone number appears in parentheses (XXX-XXXX) in this edition of the Alpine Communiqué, please give us a call at 563-245-4000 by September 30, 2019, and we'll apply a \$5 credit to your account!



# Faces of the Brand – Melissa Schilling



She is a country girl at heart and her roots run deep in Clayton County. Melissa Schilling is living her best life on the rural-Colesburg acreage she shares with her husband of 4 years, Mark, and their two children, Mason and Makayla. Melissa is Alpine's Accounting Clerk with a knack for perfecting processes and a penchant for facing change with positivity. (252-3455)

As a Garber native and Central Community School graduate, Melissa never considered a career in telecommunications. However, she always dreamed of a job in finance and accounting which lead her to receiving her degree from Kirkwood and then her career at Alpine Communications. Since 2006, Melissa has accomplished a lot as part of a 3-member accounting department.

Driven by variety and challenge, Melissa enjoys the diversity that comes with her role at Alpine. "No two days are the same and our department works well together," commented Melissa.

A few events stand out in her career and helped shape Melissa into the employee she is today. "One of my greatest accomplishments is when we converted to bringing payroll in house and I was able to do it myself. That was big," recalled Melissa. She added, "Our department processes have changed so much in 13 years as a result of automation and system improvements."

There are a few things most people don't know about Melissa. She was a successful telemarketer in high school, she's allergic to horses, and Melissa has a woodworking shop in her garage where she makes furniture and home décor. If she could have any other career, it would be as a medical doctor.

Melissa points out that "I like to fix things and make everything better."

Melissa shared how much she values connections with her co-workers and vendors. "I appreciate my work relationships where we can talk about work and family," she said. Vendors will find a friendly, personable person when they call Melissa. "When someone calls me with a question, I try joking or talking about the weather to develop more of a personalized experience with them."

When asked what three words that always describe her, Melissa said, "quiet, good-hearted, and hard-working." Three words that never describe Melissa are mean, messy, and follower.

What makes Melissa laugh? "Makayla! It's fun to watch her change and some of the things she does gets to my heart. I love being a mom," described the self-proclaimed homebody.

Melissa's hometown friendliness, attention to detail, and team-centered qualities is what makes her a valuable member of the Alpine team.

## IN THE LOOP

- ✓ Melissa is a maker and shares that creating, crafting, scrapbooking, and building are her stress-relievers.
- ✓ In five years, she sees herself at Alpine, "I'm good here."
- ✓ Building their new home was the most stressful thing Melissa has ever done.

# Why Does Alpine Utilize Storytelling?

By Chris Hopp, General Manager/COO

Alpine Communications embarked on a rebranding strategy in June 2018. This was not the traditional rebranding that many companies go through – new logo, colors, maybe a mascot and many other items that give a new face to a brand that the marketplace has related to over the years. We at Alpine Communications are very comfortable with what we have become, but we felt as though you, the market, would welcome a re-introduction to the provider that believes connected communities become thriving communities. (255-2696)

We chose to share our unique advantage in the form of storytelling. Storytelling allow us to share stories of our fantastic employees, our commitment to connecting our communities, advances in communications technology and services, and our standards. The utilization of storytelling allows you the extraordinary ability to stimulate the feelings of knowing you can, and should, be served by a broadband provider that promises personal, timely, reliable service from people who live here.

Stories are engaging, and when authentic, create brand advocates. A good story will make you feel something. That something, for Alpine Communications, is knowing that you want to be served by a company that you can relate to and that you understand. Our stories are meant to grasp your values and your commitment to excellence – we want our stories to be engaging and inspiring. Through these actions and experiences, we want you to take pride in being served by a company that truly cares about our communities and you.

We invite you to share your experiences with our team and unique ways that you are connecting to your communities through the use of technology at [connect.alpinecom.net](https://connect.alpinecom.net) and submit your ideas for future stories which we will showcase online, in print, and digitally.



## Alpine's Fiber-to-the-Home Expansion Benefits Rural Guttenberg, Elgin, and McGregor Residents

Alpine Communications is excited to announce another phase in creating connected customers through fiber broadband. More than 140 residents who reside in a select region south of Guttenberg, Iowa and stretching beyond Millville, Iowa will receive Alpine's 100% fiber-optic Fusion Network by the end of 2019. The announcement of this construction project rounds out a year of fiber-to-the-home expansion for Alpine Communications. Two additional fiber construction projects are occurring in the Canoe Road neighborhood in Elgin, Iowa, and parts of rural McGregor, Iowa along US Highway 18 to more than 180 residents.

Chris Hopp, Alpine Communications General Manager, emphasized the importance of connecting rural customers to fiber broadband. He said, "We're making a major investment to the customers we serve by bringing fiber optics to rural parts of our service area. Fiber technology gives our community members virtually unlimited bandwidth, blazing-fast internet speeds, exceptional TV picture quality, reliable connections, and so much more. Fiber technology has also been known to increase home values and boost economic growth for the places that have it."

Recently, Iowa Governor Kim Reynolds said, "Connecting our rural communities is fundamental to all aspects of growth and prosperity. By continuing to invest in our broadband infrastructure, Iowa will be extremely well-positioned for the disruptive 21st-century economy." Alpine Communications is doing its part to ensure rural Iowa is positioned to thrive.

Visit [connect.alpinecom.net](https://connect.alpinecom.net) to read stories about how customers and communities are benefitting from fiber-optic broadband over Alpine's Fusion Network. If you want fiber to your home, register your interest at [join.alpinecom.net](https://join.alpinecom.net).

# Alpine Broadband Connects District 1 Holstein Show

When the organizers for the Iowa Holstein Association's District 1 Holstein Show needed high-speed internet and WiFi at their event, they turned to Alpine Communications for a local, reliable connection.

The Iowa Holstein Association's District 1 Open and Junior Holstein Show was held at the Clayton County Fairgrounds in National, Iowa on July 2, 2019. Producers from Clayton, Fayette, Winneshiek, and Allamakee counties showcased their registered Holstein dairy cows. (873-2659)

District 1 Holstein Show Program Coordinator, Erin Hunt of Elkader, described how the internet is an important resource for the organization and success of their regional event. "We use Facebook and email to communicate with our members to prepare for the event. There is a lot of paperwork that needs to be completed before the show for both the entrants and organizers. This year, members completed all but one registration online," she shared.

Alpine Communications High-Speed Internet and WiFi were crucial for checking in cattle. Committee members used broadband for tracking data on the animals, sending live show results to the Iowa State Holstein Association, and communicating between committee members.

"It seems like we are always finding new ways to use technology," said Hunt. She continued, "It's convenient that all the information we need is online and available to us at the click of a button."

As a lifelong dairy producer, Erin Hunt understands the importance of promoting, merchandising, and breeding registered cattle. Regional events build community among their fellow Holstein producers and industry partners.



*Pictured is Erin Hunt, District One Holstein Program Coordinator, who is a lifelong dairy producer.*

Alpine Communications values dairy producers, especially those who are customers, friends, and neighbors. They appreciate the opportunity to provide high-speed internet and WiFi at the District 1 Holstein Show.

"The show attracted people from all over the country including agriculture businesses and banks. They attended the show out of a genuine interest in the breed and to support their clients," said Erin.

The Iowa Holstein Association's District and State shows bring buyers from other states. "These events create many opportunities. They improve the producers' marketing of their animals and the genetics of the cattle. There is potential for animal sales at the shows," noted Hunt.

Technology plays a huge role in modern dairy operations from monitoring herd health to boosting milk production. Access to broadband enables producers to adopt the technology, which can transform their operation, improve farmers' quality-of-life and bottom line.

Alpine Communications values dairy producers, especially those who are customers, friends, and neighbors. They appreciate the opportunity to provide high-speed internet and WiFi at the District 1 Holstein Show. As a champion for rural connectivity, Alpine takes this role seriously. Visit [connect.alpinecom.net](https://connect.alpinecom.net) and share your technology stories.

## Smart Devices - DIY or DIFM Alpine Makes the Choice Clear

Spare time is a rare commodity these days. Between work, families, school, chores, and other commitments - who has time to tackle technology? If you are part of the 1-in-4 Americans who are interested in a video doorbell this year, what is keeping you from installing one?

Visit [connect.alpinecom.net](https://connect.alpinecom.net) and get the full story on how the experts at Alpine can eliminate frustration and save time when installing new devices.



# On 99 County Tour, Alpine Communications Attracts Attention of Senator Grassley

When we say we believe connected communities become thriving communities, sometimes the best opportunities are to connect with the well-connected. Recently, Alpine Communications was happy to share the good work we're doing with someone of influence: United States Senator Charles Grassley.

When the United States Senate is not in session, Senator Grassley visits all 99 counties in Iowa to keep in touch with issues that matter to his fellow Iowans. Clayton County was the 17th county Senator Grassley visited in 2019. Senator Grassley made Alpine Communications the third of five meetings for the day. Senator Grassley took notice of Alpine Communications as a locally-operated communications company delivering fiber broadband services to rural Iowa. Since broadband is a key focus of America's infrastructure discussions on the Hill, Grassley took interest in hearing from Alpine Communications.

First, Chris Hopp, Alpine General Manager, gave Senator Grassley a private tour through Alpine's central office which is the hub of connectivity for Alpine's six exchanges in Clayton and Fayette counties. The discussion included a variety of topics: cybersecurity, Alpine's role in preparing for natural disasters, over-the-top video, and telemedicine. Hopp and Grassley talked through broadband, the future direction of technology, and what Alpine would like to see to enable them to connect their communities. (426-5453)

Next, Senator Grassley was received by more than 35 people including Alpine employees, community leaders, industry peers, and business representatives from across Alpine's service area.

With an openness that engaged the audience, Senator Grassley entertained questions and topics included prescription drugs, economic development, infrastructure, trade, internet privacy, bipartisan relations, national debt, and immigration.

Early in the open Q&A session, Kristie Austin asked Senator Grassley what the biggest thing is we need to think about as Iowans. Grassley responded, "We need to brag more about Iowa. I think we are great in productivity and quality of



**Recently, Alpine Communications was happy to share the good work we're doing with someone of influence: United States Senator Charles Grassley.**

our products and we don't brag enough. We have a much better educational system than what we talk about. I think it's pretty nebulous to say this, but whatever we can do to strengthen the family. The family is the foundation of our society."

Guttenberg's Mayor Bill Frommelt asked about the possibility of bridges becoming part of the transportation infrastructure bill, specifically between Cassville and Guttenberg areas. Grassley spoke positively about getting an infrastructure bill passed in 2019. "I can say from this standpoint that there is a great deal of talk about bipartisanship."

"Bridges and broadband. Broadband is always highly talked about as being part of it [infrastructure bill]," noted Grassley.

The Q&A session wrapped up with questions from Joe Tarton of Fusion Products in Guttenberg on the growing national debt and from Elkader Mayor Josh Pope about immigration. Grassley encourages constituents to email him by completing the form at <https://www.grassley.senate.gov/constituents/questions-and-comments> when they can't see him face-to-face.

Alpine Communications believes connected communities become thriving communities. We appreciate Senator Charles Grassley's time and attention to the needs of our customers and communities.



**CONNECT WITH US:**

923 Humphrey St.  
PO Box 1008  
Elkader, Iowa 52043

Hours: 8:00 a.m. – 5:00 p.m.

Monday – Friday  
563-245-4000  
or 1-800-635-1059  
www.alpinecom.net

Technical Support:

1-888-264-2908

SecureIT Tech Support:

1-877-373-3320



**HIGH FIVE**  
*for Summer Savings*



Summer is the perfect time to enhance the Alpine services you enjoy all year long! Save big when you upgrade your internet plan, improve your WiFi, and take your FusionTV to the next level.



**Pick Up the Pace with an Internet Upgrade**

Upgrade to Platinum or faster internet service and get your **first month free\***



**Eliminate Network Woes with WiFi Connect**

WiFi Connect only \$5.00 per month for 6 months – **Save \$29.70\***



**Whole-Home Cloud DVR Delivers FusionTV On Your Terms**

Cloud DVR only \$5.00 per month for one year – **Save \$59.40\***



**Stunning Quality with FusionTV in HD**

HD Programming only \$5.00 per month for one year – **Save \$59.40\***

Upgrade online at [www.alpinecom.net/upgrade/](http://www.alpinecom.net/upgrade/)  
or call 563-245-4000 today.

Valid through 9/30/19. Some restrictions apply. Contact Alpine for complete details.

