

# ALPINE COMMUNIQUÉ

Real Access. Real Value. Real People.



Q2 2021 Newsletter

## Yaddof Charts a Course for Guttenberg's Vitality

**With Guttenberg's Community Vitality Director, Emily Yaddof, at the helm, the community has an experienced leader to navigate the choppy waters of COVID-19. With clear goals for Guttenberg, Emily is charting a course for success.**

The City of Guttenberg invested in the future of the thriving river town by creating the new position. Emily explained, "Guttenberg has a lot of great groups and community organizations working on projects. My role is to help bring people together to collaborate, so Guttenberg has a comprehensive community view of the projects these groups are working on."

Yaddof is functioning under the Community Vitality Advisory Team's purview and has two primary goals: new business recruitment and business retention; and Guttenberg beautification efforts. For example, part of the beautification goal is to improve trail connections and Emily is currently coordinating efforts to add more recreational trails to the community.

"My Community Vitality Team worked with Wellmark's Healthy Hometowns to do a biking audit last fall and the City Council approved doing a trail study this spring. I'm also exploring partnerships with other groups, like the school and the Guttenberg Rotary Club, to incorporate things like trail signage and bike racks in the community as well. Trails make communities more attractive places to live and visit, so I'm very excited to be supporting this momentum to add more trails to the community." (426-5279)

Last fall, Emily and the Community Vitality Team conducted a market analysis survey. The survey results are part of a business recruitment packet of resources that would help someone interested in starting a business in Guttenberg.

Guttenberg's 100% fiber-optic network infrastructure from Alpine Communications is a boon for attracting teleworkers. Yaddof explained, "remote work is a significant opportunity (for Guttenberg)." According to the Bureau of Transportation Statistics, 29% of Iowa's population lives in a household where at least one adult teleworked in 2020-2021 - up from 7% in 2019.



Emily Yaddof

**Companies are connecting with their employees, customers, and vendors using virtual meetings because they have fiber-optic Internet service from Alpine Communications. "They have the speed- it's reliable and efficient," shared Yaddof.**

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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 June 30, 2021, and we'll apply a \$5 credit to your account!

Guttenberg is also designated as a Smart Rural Community by NTCA - The Rural Broadband Association. Internet speeds over 1 Gigabit are available from Alpine Communications. The endless possibilities for telework, business development, innovation, distance learning, and entertainment are powered by Alpine's 100% fiber-optic Fusion Network.



## Meet the Crew - Connor Porter

We introduce you to the newest member of the Alpine Communications crew, Connor Porter.

Hailing from the great state of Washington, Connor and his family recently relocated to Northeast Iowa in the dead of winter. Alpine's new Support Technician specializes in helping customers with technical issues related to broadband, FusionTV, WiFi, and more.

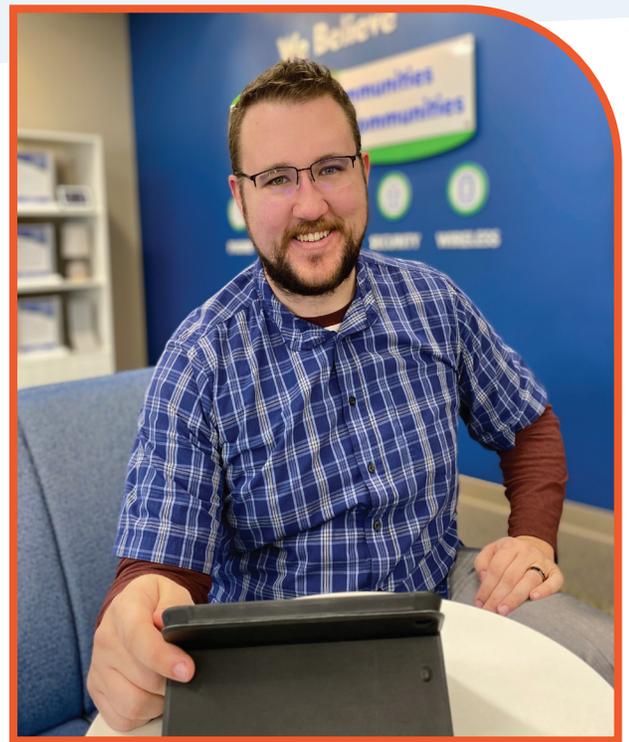
Connor brings a wealth of experience from his previous jobs as a Customer Service Representative, PC Repair Technician, Software Quality Assurance Analyst, Information Technology Support Engineer, and Consultant. He has Microsoft Certifications and is working towards various other certifications relevant to his position here at Alpine. His combined technical and problem-solving skills will provide a superior experience to customers with internet and TV issues.

Meridian, Idaho, is Connor's hometown. He migrated to Auburn, Washington, where he attended Green River College and met his wife, Ellie. They now have two children, Macy and Nathan, and one large dog, Olive.

"My wife and I are happy to be out here in the country, away from the hustle and bustle of busy Seattle life. I'm looking forward to exploring the area and growing my family," shared Connor about their move to the Midwest.

Connor and Ellie have bought a home in Elgin, and they have big plans to renovate it together. They love to tackle home improvement and construction projects as one of their favorite pastimes. "I also enjoy gaming – tabletop or video games," he added. Dungeons and Dragons, multiplayer strategy video games, and exploring cutting edge topics of technology are his special interests.

When asked what the most significant piece of advice a family member or mentor has ever given him, Connor



said, "It's not about how you handled the situation; it's about how you let the situation affect you."

**Join us in welcoming Connor to Alpine Communications when you see him in the community or speak with him on the phone. We are excited to share his expertise so customers can connect the way they need to!**

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## Yaddof Charts a Course for Guttenberg's Vitality

She explained Guttenberg's amenities, such as the Mississippi River, low cost of living, culture, and fiber-optic broadband, attract remote workers to move to smaller communities. Furthermore, rural areas give residents space and the ability to maintain an active lifestyle.

"I was speaking with someone from Guttenberg who works remotely, and she said, 'I love working from home! I have high-speed Internet, and I can look out my window and see the view of the Mississippi,' described Yaddof. The two-mile river walk sets Guttenberg apart from other towns. "Many people are within a few blocks of the Riverwalk. It's convenient to walk down there, admire the beauty of the Mississippi, recharge, and take a break from the screen," she said.

According to Yaddof, eCommerce is an opportunity for Guttenberg enterprises, too. She shared, "COVID-19 has

prompted businesses to launch eCommerce sites, which means customers can support them from a distance when they preferred not to travel." She notes how many Guttenberg restaurants, manufacturers, and shops have pivoted their operations, too. "Companies are connecting with their employees, customers, and vendors using virtual meetings because they have fiber-optic Internet service from Alpine Communications. "They have the speed – it's reliable and efficient," shared Yaddof.

Guttenberg remains a resilient, innovative community that is on the course for a bright future. Emily invites community members to contact her to share ideas for Guttenberg or for help with solutions to challenges they are facing.



**Call Emily at 563-252-1161, ext. 214, or email her at [guttenbergcvd@gmail.com](mailto:guttenbergcvd@gmail.com)**

# Ripple Effect Grant Helps Attract Success to Northeast Iowa

A local effort to promote the recruitment and retention of a strong and diverse workforce for Clayton County has received a \$1,250 Ripple Effect grant.

The Ripple Effect grant application was made on behalf of Clayton County Conservation by Alpine Communications, one of the city's providers of internet, television, cellular, and phone services. In addition to the \$1,250 Ripple Effect grant, Alpine Communications will provide a matching grant of \$1,250 for a total of \$2,500 in grant funding for the project. (252-3455)

The project, Attracting Success: Northeast Iowa Professionals Thrive in Rural Landscape, consists of a marketing campaign, production of four short promotional videos, creation of a new website, and a fall 2021 Summit for Northeast Iowa professionals.

These efforts are all geared towards updating the way Clayton County recruits and retains the next generation of workers and community leaders in Northeast Iowa. This will be achieved by highlighting the favored lifestyle professionals in the area enjoy.

The marketing campaign will showcase telework opportunities utilizing access to readily available quality fiber-optic broadband. Additionally, the region's scenic beauty, cultural amenities, and access to recreational opportunities year-round will all be featured. The project aims to encourage professionals to visit Northeast Iowa, engage in the culture and lifestyle, and connect with employment opportunities in Clayton County.

"Alpine Communications hosted the Connected Communities Summit in October 2019 to showcase and educate community leaders, small businesses, and area stakeholders on leveraging fiber-optic broadband to grow our region. The "Attracting Success" project will utilize broadband as one of the many amenities Clayton County offers for young adults, families, and entrepreneurs. The COVID-19 pandemic has amplified the importance of quality broadband connections, especially in rural areas. Remote workers who use broadband services also appreciate Clayton County's natural beauty, space, affordability, and culture. It's exciting to see the Connected Communities Summit's mission come full circle to a video campaign, website, and summit to attract people to our area," said Chris Hopp, General Manager/COO of Alpine Communications.



*Pictured are: Brittany Morales, IADG; Jenna Pollock, Clayton County Conservation; Todd Van Epps, Aureon; and Chris Hopp, Alpine Communications*



**The COVID-19 pandemic has amplified the importance of quality broadband connections, especially in rural areas. Remote workers who use broadband services also appreciate Clayton County's natural beauty, space, affordability, and culture.**

**Chris Hopp**, General Manager/COO of Alpine Communications

A check presentation was made at Alpine Communication's office on Wednesday, February 10th. "Northeast Iowa is known for its natural scenic beauty. Few people know the vibrancy of our young and diverse workforce. The Ripple Effect Grant will help Clayton County highlight the growing trend of young professionals and their families choosing to live in rural areas. Clayton County is rich in natural scenic beauty; outdoor recreation; student-centered education; broadband connection that supports teleworking; diverse, locally sourced, dining and cultural experiences. All of this accompanied by the quaint charm of rural Clayton County communities," says Jenna Pollock, Director of Clayton County Conservation Board.

**Lanette Schutte, Alpine's customer service supervisor, shared the importance of being a Smart Rural Community Gig-Certified Provider.**



**It means that our community can stay relevant. Young families can stay in the area because they are able to work from home. It means that parents can still go to work and have the peace of mind knowing their kids are protected when home alone because the technology allows for smart security devices to work. It means that family and friends can communicate and keep their relationships flourishing even when on different continents or time zones."**



**Lanette Schutte,**  
*Customer Service Supervisor*



*Fiber-optic pedestals and fiber markers indicate the location of internet, digital TV, and phone cables and equipment. Please watch for them on your property and take care to avoid them if you are burning ditches or mowing.*

## Call 811 Before You Dig

**If you plan to begin any project that involves digging — such as building a patio, putting up a fence, or planting bushes and trees — remember to call 811 at least 48 hours before work begins.**

Every digging job requires a call to 811 to have underground utility lines marked. In some cases, lines are buried close to the surface and could easily be damaged by even shallow digging. Calling 811 to request a utility locate will prevent service interruptions to your neighborhood, serious injuries, and costly repairs to underground lines. Caution – don't allow digging if utility lines aren't marked.

When you call, simply tell the operator where you're planning to dig and what type of work you'll be doing. The affected local utilities will send a locator to your property, free of charge. Then you'll know what's below and be able to dig safely.

As one of your local service providers, Alpine Communications thanks you in advance for your cooperation! (873-2659)



**Know what's below.  
Call before you dig.**



## Combating Spoofed Robocalls with Caller ID Authentication

Alpine Communications recently implemented a new Caller ID Authentication solution to minimize the effects of robocalling and Caller ID spoofing for customers.

Caller ID Authentication meets the standards of the 2019 Traced Act, which was set forth by the Federal Communications Commission (FCC) and requires voice providers to implement measures to reduce the effects of unlawful robocalling. Caller ID Authentication technology also allows consumers and law enforcement alike to more readily identify the source of illegal robocalls and reduce their frequency and impact.

This service will give customers with Caller ID service more confidence that the caller ID information they receive is accurate. "Alpine is excited to implement this Caller ID Authentication solution," said Chris Hopp, general manager. "We are committed to delivering an excellent customer experience to the communities we serve, and this Caller ID Authentication technology will minimize the impacts of unwanted spoofing and robocalling for our customers."



## WHAT IS ROBOCALLING?

Robocalls are calls made with an autodialer or that contain a message made with a prerecorded or artificial voice. Keep in mind that many robocalls are legal and the term "robocall" covers a wide array of calls, such as school closing announcements and prescription or medical appointment reminders. The most complex part is identifying the illegal calls in real time to be able to block them without blocking lawful calls. Caller ID Authentication is helping Alpine to identify illegal calls.

## WHAT IS SPOOFING?

Spoofing is when a caller deliberately falsifies the information transmitted to your caller ID display to disguise their identity. Scammers often use neighbor spoofing so it appears that an incoming call is coming from a local number, or spoof a number from a company or a government agency that you may already know and trust. If you answer, they use scam scripts to try to steal your money or valuable personal information, which can be used in fraudulent activity.

*Source: Federal Communications Commission*



All of the people I spoke with on the phone were considerate, well-spoken and helpful. I think there were 5 in total. Chris was very personable, thorough, and professional. He called me to tell me when he would be arriving at my home. He explained the problem and even took time to explain DSL speeds etc. to a VERY untech savvy person like me. He helped me reset my password too!!! **Overall, Alpine has impressed me with your ability to provide same day service** - something I never expected. Your employees are very well trained and give excellent customer service. You have a lot to be proud of. Thank you for far exceeding my expectations!"

**AMY, ELKADER**



## 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

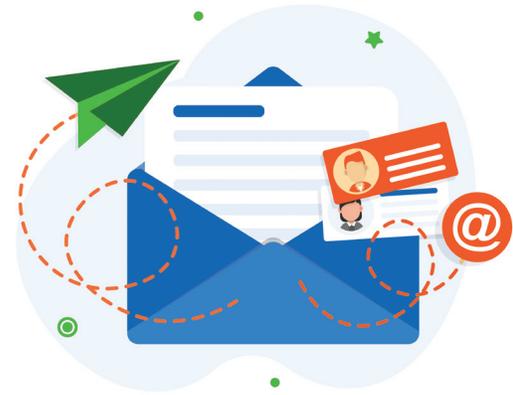


Please leave a review  
and help us grow:



# Alpinecom.net Email Delivers Benefits to Your Inbox

Alpine Communications Internet includes complete access to @alpinecom.net email, powered by Zimbra, with a suite of convenient features to help you stay organized and connected.



## @alpinecom.net Email Advantages:

- Unlike free email providers, your @alpinecom.net email address is private and ad-free. You don't have to deal with annoying ads in your email interface, or companies purchasing your information.
- Some free email providers track online activities, search history, which emails you open, websites you visit, and much more. Alpine Communications takes the opposite approach and by default, does not monitor or record user activity, not even IP addresses. (245-1622)
- Greyml anti-spam and antivirus protection reduces attacks to your email and devices. On any day that your account receives spam messages, you will receive a Daily Digest email with a link to access your spam. You can change the frequency of this notice or stop it all together if you like.
- You receive 24x7 Internet technical support from Alpine Communications at 1-888-264-2908. Enjoy peace of mind knowing we're right here to answer your email questions and give you step-by-step help.

Each internet subscriber receives five @alpinecom.net email addresses with their service. **Call 563-245-4000 to create new email accounts today.**

## Get Ready for 10-Digit Dialing for Local Calls

**Soon you'll need to dial the 563 area code before local phone numbers.**

In July 2020, the Federal Communications Commission adopted an order approving the designation of 988 as the 3-digit dialing code for the National Suicide Prevention Lifeline. To facilitate implementation, area codes across the country where the 988 prefix is a working prefix and which now use 7-digit local dialing must transition to 10-digit local dialing. This includes the 563 area code in our service area.

Starting April 24, 2021, you should begin dialing 10 digits (563 area code + 7-digit phone number) for all local calls. If you forget and dial just 7 digits, your call will still be completed.

Starting October 24, 2021, you'll need to dial the 563 area code plus the 7-digit phone number to make local calls. In addition to changing your dialing routine, you'll also have to reprogram 7-digit local numbers to 10-digit numbers if you use speed dial or any other system that automatically makes calls for you.

**For more details, please visit [www.alpinecom.net](http://www.alpinecom.net) or call 563-245-4000.**

### MCGREGOR & MARQUETTE

Get ready for  
10-Digit calling to  
Prairie du Chien.

