

## **From our CEO: Better connected**

*Originally published in the March/April issue of the Connected Magazine*

### **Why rural broadband outshines the big guys**

A high-tech web threads its way throughout our region, extending to homes, businesses, government offices, medical facilities and more. WCTEL is at the center of that web, the hub linking you to the power of the internet. Together — because you're very much a part of this success — we've created an amazing resource.

But have you ever wondered how we stack up against other service providers? I'm sure you see advertisements for national communications corporations, and you may be curious if your local company keeps pace. Truthfully, there's a vast separation between how WCTEL and corporate-owned businesses operate. Rather than a focus on returning value to faceless shareholders, we prioritize giving you, our neighbors, the best service possible at the most reasonable price.

When you consider the technological wonder of it all, it really is amazing. A global system of computers shares digital information, whether it's something as large as a streaming movie or as small as a few lines of text in a social media post. Physical cables link the servers, and some cables even run beneath the ocean.

WCTEL is the local stop on this system, and we maintain the networking equipment needed to tap those massive streams of information. Then, we provide you access through the lines we've installed across the community — our community.

The differentiation between us and those national companies accelerates as we translate that amazing infrastructure into packages of services you can obtain. As you can see, there are plenty of moving parts, but we work hard to boil all of them down into straightforward, understandable service plans.

Here's one example. Our fiber optic internet network is designed to allow you to upload information as fast as you can download it, a balance so important for how we communicate. Maybe you work from home and share files with the office or rely on videoconferencing. Or perhaps you're a gamer who wants an edge on the competition. In both cases, that two-way speed is essential. Can performance vary at times? Certainly. Wi-Fi router settings and other variables in the home and at work can make a difference, but our network is designed to serve your needs as consistently as the technology allows. Can all the national companies say the same thing?

Similarly, it can be easy to promise one thing and deliver another. When you do business with WCTEL, we strive to provide what we promise. We want you to take full advantage of our services, and we do not put a cap on your use. Many of the corporate-owned companies do not work that way. In fact, it's common for those national providers to either slow down service or charge additional fees to customers who exceed usage limits. That's just not how we do business.

While we enjoy the advantages of living in a rural community — and there are many — rest assured you have access to a communications network comparable to that of most metropolitan areas. In fact, many of those people living in cities would be envious, not only of the internet services available to you, but also the friendly customer support and honest communication WCTEL provides. In the end, we are neighbors helping neighbors, and that makes all the difference.