

December 2021

Cooperative

Connection

QUALITY CONNECTIONS TODAY, TOMORROW, AND ALWAYS

Hottest Tech Toys

Page 1

Year in Review

Page 4

2022 Scholarship Opportunities

Page 5

Photo by: Kami Healey

Marquette **ADAMS**
Telephone Cooperative, Inc.

Hottest Tech Toys

to add to your Christmas List

Having trouble choosing what to get for the special people in your life this Christmas? With so much exciting new tech to choose from, we thought we would share some of our favorites to help you out!



Oculus Quest 2 Virtual Reality Headset

Virtual reality is one of the biggest tech trends right now. Get your loved ones in on the hype with the popular Oculus Quest 2 VR headset. They can watch movies with 3D sound or play all of their favorite games with friends without ever leaving the house.

Apple AirTag

There's always that one person who can't find their keys or their wallet. That's why an Apple AirTag (or two or three) will be a game-changer for them this holiday. They can attach these tiny buttons to almost anything—including a dog collar—and they will instantly sync to their iPhone. AirTags use GPS technology to track the item, so they'll never lose their keys again.



Amazon Smart Plug

A smart plug is one of those things that your giftee probably never knew they needed. This one from Amazon is Alexa-compatible and can do everything from schedule lights and appliances to turn on or off, control them remotely when you're out of the house, and even save you energy.

Fitbit Charge 5

Give the gift of health this year with the Fitbit Charge 5. It comes equipped with all of the data tracking you could need—from heart rate to steps to sleep—and built-in GPS that makes it easy to record indoor and outdoor workouts. It's perfect for anyone whose New Year's resolutions include getting healthier or more active come 2022.



DJI Mini 2 Foldable Drone

Know someone who's obsessed with gadgets? Kids at heart will get hours of entertainment from this miniature drone, which folds up into the palm of your hand and weighs as much as an apple. It has 4K video quality and can fly up to 4,000 meters, so they can explore anywhere and everywhere (and capture it all).



QUARTERLY TECH TIP

Speed tests are a great way to ensure you are getting the right amount of bandwidth through your Internet connection. Websites such as www.speedtest.net can effectively identify the download and upload speed, as well as the ping associated with your network.

It is important, however, to understand that there are a number of variables that can impact the accuracy of your speed test results. These tips can help you remove the impediments that might throw off your test so that you can achieve the most accurate results.

RESTART YOUR ROUTER & DEVICES

The first thing you always want to do when experiencing slow speeds is to restart your router. You can restart your router by unplugging it from the wall for 15-20 seconds. Then plug the router back in and give it a few minutes to come back up.

While you are waiting, restart the device you will be using to conduct the speed test. When your device powers back on, do not open any new apps or windows. You don't want anything other than the device you are using for testing to be taking up your bandwidth.

REMOVE UNNECESSARY OBSTACLES

Wi-Fi: When conducting a speed test, the best results are achieved when our device is directly connected to your router. Conducting a speed test over Wi-Fi will skew the results. If you are using a device that doesn't have an ethernet port, a slightly lower speed is to be expected. However, conducting your test right beside the router will help.

Internet-Connected Devices: For best results, disconnect and power off any additional Internet-connected devices (cell phones, tablets, smart home devices, etc.). Your router is designed to disperse your bandwidth's overall speed across multiple devices. So, even when idle, extra devices are eating up your bandwidth.

Unnecessary Applications: As we mentioned before, you want to make sure nothing is using additional bandwidth on the device you are using for your speed test. This goes double for any updates or downloads that might be happening behind the scenes.

Don't count on just one test: Conducting multiple tests at different times of the day and the week and averaging the results is a good idea.

STILL HAVE QUESTIONS? If you have any questions about your broadband connection or wish to increase your speeds, please contact our office at (608) 586-4111.



We want to hear from you!

Share your thoughts for your chance to win a Kindle Fire tablet!

- In a typical week, how many hours do you (your family) spend streaming video content?
 - Less than 1 hour
 - 1 to 5 hours
 - 5 to 10 hours
 - More than 10
- Which streaming platforms do you currently make use of? (Please check all that apply.)
 - Netflix
 - Disney+
 - Amazon Prime
 - Hulu
 - Apple TV
 - Peacock
 - YouTube TV
 - Other (explain) _____
 - I do not make use of any streaming platforms
- Of the streaming devices/services you utilize, which do you use the most and why?

Answer the 3 questions and mail them in with your bill for a chance to win. Good Luck!

Congratulations to the September Simple Survey winner: Loretta Drinkwater

Name: _____

Acct #: _____

Welcome

CHELSEY SCOTT

On September 9, we proudly welcomed our newest accounting professional to the Marquette-Adams team: Chelsey Scott.



Chelsey, a lifelong resident of Adams County, holds a bachelor's degree in accounting, and boasts seven years of professional experience. Her knowledge and enthusiasm have made Chelsey a welcome addition to our exceptional accounting department.

When she's not crunching numbers at the office, she takes part in a wealth of hobbies. She enjoys cooking, reading, and spending time in the outdoors. She also likes to challenge herself with all sorts of do-it-yourself projects and has a strong passion for interior design.

Please help us in welcoming Chelsey to Marquette-Adams team!

COOPERATIVE Q&A

What does it mean to be a member of a cooperative?

Cooperatives were created by a group of people called members to reach a common goal. In the case of Marquette-Adams, our cooperative was formed in 1951 when local residents came together to provide reliable telephone services to homes and farms throughout our rural communities. Without these founding members, Marquette-Adams Telephone Cooperative would not exist.

What makes a co-op different from other phone companies?

Marquette-Adams Telephone Cooperative is a member-owned organization. What this means is that our Board of Directors is comprised of local Marquette-Adams customers who have been elected by our cooperative members.

What are the perks of cooperative membership?

Each year, our board members allocate the co-op margins back to our members, which are distributed in the form of Capital Credit checks.



NOVEMBER CAPITAL CREDIT ALLOCATIONS:

On November 18, 2021, Marquette-Adams dispatched a distribution of allocated patronage to our members, representing the second partial distribution of the year 2003. This allotment of capital credits was approved by our Board of Directors following a careful review of the Cooperative's financial position. In the ever-changing technological landscape in which telecommunications companies exist, Marquette-Adams continues to carve its own path by successfully achieving significant growth and expansion, while at the same time maintaining a healthy bottom line. Continuing to return capital credits to membership during periods of expansion and network upgrades is truly a testimony to the strength and stability of our Cooperative and its members.

Note: If you had active service with Marquette-Adams Telephone Cooperative in 2003 and did not receive a patronage check by the end of November, please contact Lori Lynn Podoll at (608) 586-7032 to inquire about the status of your allocation.



2021 YEAR IN REVIEW

It's been 70 years since Marquette-Adams Telephone Cooperative first began providing essential communications services to the members in our rural communities. Through seven decades, Marquette-Adams has consistently made efforts to provide the latest and very best in communications technology; improving and expanding our service offerings and ensuring that our infrastructure has the capability and capacity to ensure that our members remain sufficiently connected for decades to come.

Now, as 2021 comes to a close, we'd like to take this opportunity to tell you a little bit about what made our 70th year one of our best yet:

NEW NEIGHBORHOODS

Marquette-Adams became a 100% fiber-to-the-premise provider in 2014, giving us the ability to deliver unprecedented broadband speeds and making it possible for our rural customers to work, learn, stream, and stay connected like never before.

While we take great pride in providing these services, there are numerous residents who reside just beyond the boundaries of our service territory and lack access to the strong, reliable broadband connection that our current customers depend on every day. Marquette-Adams, through both grant-funded and self-funded initiatives, continue to pursue opportunities to expand our geographic footprint because we understand that nothing strengthens a community and stimulates the local economy more than a well-connected population.

So far this year, our fiber expansion efforts in the towns of Dakota, Harris, Newport, Wautoma, and Westfield (just to name a few) have made it possible for more than 300 rural residences to access high-speed Internet for the first time, enabling them to accomplish far more than ever before from the comfort of their homes.



NEW FACES

As our membership and service area continues to grow, so too does our determination to staff our office with talented individuals who will allow us to maintain the highest level of quality and service that our customers have come to expect from us.

In March, we welcomed Gregg Werner, our new Sales Manager to the team. Gregg hit the ground running and has taken the lead in collaborating with local businesses to provide effective communications solutions that have helped these organizations to better serve their customers, as well as generate new business.

Chelsey Scott joined our accounting department in September. Her experience and work ethic has already impacted the strength of our fantastic accounting team.

NEW SERVICES

In June, Marquette-Adams launched an alternative service-delivery solution in the City of Adams called Fixed Wireless. Fixed Wireless service uses radio waves broadcasted by equipment that we have strategically placed on water towers in the community. This technology allows us to transmit our state-of-the-art communications services to homes and businesses within a direct line of sight that otherwise would not have access to Marquette-Adams fiber. We will continue to observe the merits of this service delivery method in order to determine any potential future uses of the technology in additional communities.

You may be asking yourself, with so many new things going on, what happens to all of the other Marquette-Adams projects? Well, there's no need for worry, as we fully understand what this cooperative means to the communities and

members we serve, and we have no intention of letting our tried-and-true initiatives slip through the cracks. Below are a few examples of the ways we've engaged with our communities this year:

- Provided \$12,000 in scholarships to local students
- Continued our "Smart Park" initiative – providing Wi-Fi to numerous local events
- Supplied economic development and educational support to local entities in the form of grants
- Participated in numerous parades and community events
- Celebrated Co-op Month by providing special offers and giveaways throughout October

And we capped off our year with a 70th Anniversary Customer Appreciation Celebration with a cookout at Oxford Village Park



where hundreds of members gathered to enjoy food, fun, games, giveaways, and of course, great company.

So, although Marquette-Adams has been around a very long time, you can clearly see that we've only just begun to scratch the surface with regard to the Cooperative's potential. We feel that given our trajectory, our commitment to offering the very best in service and entertainment, and with the continued support of our many outstanding members, surely the best is yet to come!



\$12,000 IN SCHOLARSHIPS

in Spring 2022

If you're planning to attend a college, university, technical or trade school in 2022, this opportunity is for you!

Visit www.MarquetteAdams.com/scholarship-opportunities for details.

A copy of the official scholarship application is available for download on our website. Or, if you prefer to collaborate with your high school guidance counselor instead, he or she can also provide you with a copy of the application. While you're there, be sure to check out the additional scholarship opportunities available through the Foundation for Rural Service and the Wisconsin State Telecommunications Association. You may be eligible to apply for all three!

Don't Wait. Apply Today!

SCHOLARSHIP DEADLINE IS MARCH 1, 2022.

Holiday Hours:

Marquette-Adams Telephone Cooperative's office will be closed on the following dates:

- ★ **Friday, December 24 – Christmas Eve**
- ★ **Saturday, December 25 – Christmas Day**
- ★ **Monday, December 27 – Christmas Holiday**
- ★ **Friday, December 31 – New Year's Holiday**
- ★ **Saturday, January 1 – New Year's Day**

Our technicians are always available should a service issue arise, and our 24-hour Technical Support line will remain available during all holiday hours. To reach Technical Support, call (608) 586-5910.

Wishing you a Happy Holiday!



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