

December 2022

Cooperative Connection

QUALITY CONNECTIONS TODAY, TOMORROW, AND ALWAYS



Photo by: Andy Raupp

Marquette ADAMS
Telephone Cooperative, Inc.



Introducing MyMarquetteAdams MANAGED WIFI

Ultimate WIFI Deserves the Ultimate App!

ULTIMATE PERFORMANCE

MyMarquetteAdams Managed WIFI is driven by amazing Dual-band WIFI 6 performance to reach every corner of your home.



FULLY MANAGED

Every Managed WIFI system is managed by the Marquette-Adams Team so we can fix issues before they occur and ensure a simple, amazing experience.

FULLY SECURE

Now offering WPA3 protocols along with the latest integrated hardware security and automatically updated software security to ensure a safe and secure subscriber experience.

LIGHTNING FAST

No lag and no downtime with Multi-user, Multi-input, Multi-output with 8 streams of data simultaneously.



MANAGED WIFI

Professional Installation

WIFI 6 Router

Remote Support

MyMarquetteAdams App

Unlimited Data



MANAGED WIFI+

Professional Installation

WIFI 6 Router

Remote Support

MyMarquetteAdams App

Unlimited Data

ProtectIQ Network Security

ExperienceIQ Parental Controls



**Meet the GigaSpire
MyMarquetteAdams Managed WIFI Router
EXCEPTIONAL DESIGN FOR EVERYDAY LIVING.**

This router allows for optimal placement in any room - delivering lightning fast WIFI to every corner of your home.



What is MyMarquetteAdams Managed WIFI?

An android or Apple Smartphone app that puts the power of your home WIFI network right in the palm of your hand — literally!

What can I do with the MyMarquetteAdams app?

Forgotten your WIFI network name or password?

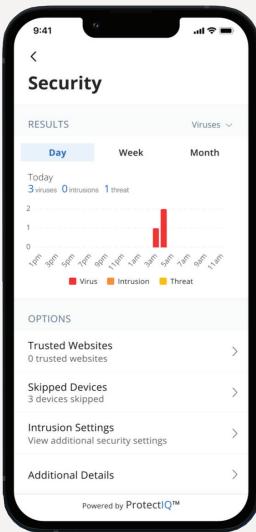
You can now view and edit this information yourself any time you want directly from the app.

Tired of giving your network name and password to friends and family when they come over?

Easily create a permanent or temporary guest network that they can connect to without needing your primary network information. Text guest network name and password to friends and family directly from the app.

Concerned that your neighbors might be connecting to your WIFI network?

Get alerts any time a new device is connected, and see all devices connected at any given time in the dashboard.



What is ProtectIQ?

A network-level security service that protects ALL devices connected to your WIFI. If it's connected, it's protected! ProtectIQ also updates every week, automatically protecting you from a growing list of threats, for every connected device in your home. No manual updates required.

How will ProtectIQ keep my network safe?

Do you worry about the security of your connected devices? Hackers continue to get more sophisticated finding new ways to gain access and wreak havoc in your networks. You need a solution that protects ALL of the devices on your network.

Did you know hackers can push into your home network through unprotected connected devices?

Devices like Amazon Echo, Nest, security cameras, and even our phones are constantly pushing data back to the cloud. Hackers are constantly looking to steal this information, but with Intrusion Prevention Settings you can rest assured that ProtectIQ is constantly monitoring the traffic in your network to block intrusions and threats.



What is ExperienceIQ?

A service that protects children or grandchildren from harmful or inappropriate content, limits screen time on devices or applications, and displays online usage through our enhanced parental control app.

How will ExperienceIQ benefit my family?

Are you concerned about your children or grandchildren seeing inappropriate content online?

Provide a safer internet experience based on what YOU feel is appropriate. You can now block entire categories of content – like pornography or violence.

Are you concerned about how much time your children are spending on apps like TikTok or Twitter?

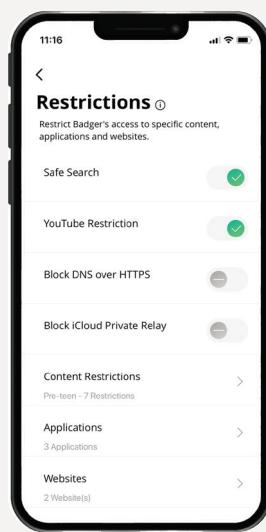
It is very easy for kids to get lost in these social applications. Now you can set time limits to create healthier routines and enforce boundaries.

Are you worried about what your kids might accidentally see on YouTube?

YouTube has great content for your kids, but it also has lots of content you may consider inappropriate. YouTube Restrictions will keep your kids safer by blocking specific videos AND blocking comments displayed under videos.

Do you work from home?

Set a priority for your work laptop to make sure you always have the bandwidth you need for video conferences. **Are you a gamer?** Set a priority when you are gaming to make sure your gaming traffic is prioritized. **Are you a streaming family?** Give priority to all your streaming traffic so no one gets spinning wheels of “not enough bandwidth”.



THE TOP APPS PARENTS SHOULD KNOW THEIR KIDS ARE USING

TikTok

This popular video-sharing app allows users to create and share short videos of themselves lip-syncing, dancing, or performing other creative acts. While TikTok can be a lot of fun for kids, there have been concerns about its safety, as the app has been known to host inappropriate and even pornographic content.

SNAPCHAT

This messaging app is extremely popular with kids and teens, as it allows users to send disappearing photos and videos. However, Snapchat also has a number of safety concerns, including "Snap Map" which can show your child's location to anyone on their contact list.

FORTNITE This online multiplayer game has taken the world by storm, with kids and adults alike spending hours upon hours playing. While Fortnite can be a fun and harmless game, there have been concerns about its violence and addictive nature.



TIPS FOR PARENTS

1. Talk to your kids about the apps they're using and why they like them.
2. Set limits on how much time your kids can spend on their devices, apps, games, or specific websites.
3. Monitor your child's activity on their devices, including their app usage and web browsing history.
4. Be aware of the apps your kids are using and research their safety concerns. Block specific apps or limit time using ExperienceIQ Enhanced Parental Controls.
5. Teach your kids about cyberbullying, online predators, and other dangers associated with the internet.

Instagram

This photo-sharing app is extremely popular among young people, but it can also be dangerous. In addition to the potential for cyberbullying, Instagram also exposes users to a constant stream of ads and sponsored content.

YouTube

This video-sharing platform is one of the most popular websites in the world, with billions of users. While YouTube can be a great resource for educational and entertaining content, it's important to monitor your child's activity on the site, as there is a lot of inappropriate and even disturbing content available.

SIMPLE SURVEY

1. What is one of the features of the MyMarquetteAdams App?
2. List one of the ways ExperienceIQ can benefit your family.
3. List one of the ways ProtectIQ can keep your home network safe.
4. What two tools are included in the Managed WIFI+ package that are not included in the Managed WIFI package.
5. The GigaSpire router, which is included in all Managed WIFI packages, allows for what?

Name: _____

Account #: _____



Thank you, Jerry!

Greetings, this is Jerry Schneider. By the time you read this article I will be the retired previous Chief Executive Officer and General Manager of this Cooperative. I would like to thank all of you (members, fellow employees, and our Board of Directors) for the opportunity to serve this Cooperative the past 13 years and 10 months. It was truly a wonderful way to finish off my 36 years in the telecommunications industry.

It has been great working with a Board of Directors and group of employees where our goal is truly to provide excellent service at an excellent value. Our mission statement remains a reminder to us all of what our Cooperative is about: The Marquette-Adams Telephone Cooperative, Inc. is committed to continue the Cooperative spirit upon which this company was founded, to provide high-quality telephone service to its customers; and to continue to investigate new technology and endeavors for the benefit of the company and its members.

As General Manager, I have always encouraged consistent evaluation of opportunities that provide value to our membership and enhance the quality of life of our neighbors. Over the past 13 years we have grown from 707 cable miles to 1,620 as of 2021, and we anticipate another 300 miles by the end of 2023. As a result, our service area has expanded from less than 200 square miles to over 500.

We also have consistently kept our technology at the forward edge. Since 2014, our services have been delivered across a 100% fiber-to-the-premise network. We've deployed the latest technology at the customer premise, replacing older equipment when needed. Our backbone network has progressed from 1 to 10 Gigabit rings to 100 Gigabit rings during the past decade – this has allowed your internet traffic to not be bogged down on the backbone and since it is now ringed, it minimizes the customer impact in the event that a cable is damaged.

We took on long-term debt in order to accelerate our network upgrades and early grant-assisted expansion. Since 2014 we have funded large expansion projects from grants and our own cashflow; this has resulted in our long-term debt being half of what it was in 2014. Our cashflow is roughly twice what it was 13 years ago; primarily because we have more customers and have kept expenses moderate.

In the last 13 years, our access lines and television service have doubled and our internet service has four times as many subscribers.

My discussion on our progress and current state of affairs is meant to communicate that the Cooperative is on solid ground. This has been made possible by a supportive Board of Directors, dedicated staff, and customers/members who have put their trust in us and utilize our services.

The Cooperative Board has chosen a new CEO/GM, Darren Moser. He has an abundance of telecom experience that we feel will help lead this Cooperative through challenges and opportunities ahead.

Thank you for the opportunity to help lead this Cooperative. It has truly been a privilege and blessing. I wish you all God's richest blessings.



YEAR IN REVIEW

As 2022 draws to a close, we look back at yet another exciting year of expansion, growth, and change for the Marquette-Adams team. And as we prepare to turn the calendar to 2023, we can honestly say that the best is yet to come!

New Neighborhoods

In October of 2021, an unprecedented \$100 million in grant funding was awarded to projects to provide fiber internet access across Wisconsin. In total, 83 projects were selected to receive funding, seven of which will be completed by Marquette-Adams, more than any other internet provider in the state.

So, this September, with the support of not only these grants, but also financial contributions from the impacted towns and counties, Marquette-Adams officially kicked off an ambitious two-year, seven-project expansion effort. This growth initiative will ultimately make it possible for more than 2,600 rural residences across Marquette, Adams, and Columbia County to access high-speed internet service for the first time.

New Technology

We at Marquette-Adams pride ourselves on providing the latest technology and service solutions to our valued customers. For years, we've offered the very best in internet technology, from our all-fiber network to our cutting-edge WIFI routers and mesh devices. We've now taken it a step further by offering a Managed WIFI solution that provides the ultimate WIFI experience. The MyMarquetteAdams App, along with ExperienceIQ and ProtectIQ tools allows you to take control of your home network literally from the palm of your hand. Managed WIFI is available now. Visit www.MarquetteAdams.com/manage-wifi/ for more information.

Holiday Hours:

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

- ★ Friday, December 23 – Christmas Holiday
- ★ Saturday, December 24 – Christmas Eve
- ★ Monday, December 26 – Christmas Holiday
- ★ Saturday, December 31 – New Year's Holiday
- ★ Monday, January 2 – New Year's Holiday

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!

New Leadership

Having led our Cooperative for more than 13 years, Jerry Schneider recently retired at the end of November. While his guidance and friendship will certainly be missed, the Cooperative's future is in good hands under the leadership of our new CEO/GM, Darren Moser.

Odds & Ends

Though this article has primarily focused on the "new," know that we 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 just a few examples of the ways we've engaged with our communities this year:

- Provided \$12,000 in scholarships to local students
- Supplied economic development and educational support to local entities in the form of grants
- Participated in numerous parades and local events
- Hosted our annual Customer Appreciation Movie in the Park
- Celebrated Co-op Month by providing special offers and giveaways throughout October
- And much more!

As you can see, we've enjoyed another great year, and we can't wait for you to see what we have in store for you in 2023!



Marquette  **ADAMS**
Telephone Cooperative, Inc.

CEO/MANAGER: Darren Moser

NEWSLETTER EDITOR: Brenda McCue

Ph: 608-586-4111 | 800-331-5619

Fax: 608-586-5209

113 N. Oxford St. | P.O. Box 45

Oxford, WI 53952

www.MarquetteAdams.com

