



In our rural areas, nothing means more to the local economy than the success of our small businesses. Some of these businesses create new jobs, while others provide critical resources to the families in our communities. Bella Goose Coffee is one such small business that has been doing big things. Now, they're expanding, and Marquette-Adams is more than happy to help support that growth.

The Bella Goose team has graciously offered some insight into their brand: who they are, what they do, and what the future holds for this growing business.



Bella Goose opened its doors in 2014. Our purpose since the beginning has been to share what we love most with our community through radical hospitality, amazing food, homemade pastries, and of course, great coffee. The Wisconsin Dells and surrounding communities have responded with overwhelming enthusiasm and support for our company and the experiences we offer. Yes we are a place where people can get their caffeine fill, but even more, we are a place where people can find connection and belonging.

As our company grows, we continue to focus on adding value to those around us by building a strong foundation for the future. Since opening our flagship store in Wisconsin Dells, we have added a few more locations:

- 1 Bella Goose Coffee – Downtown [744 Eddy St. Wis. Dells, WI]
- 2 Three cafes in Chiang Mai, Thailand
- 3 NEW IN 2023 – Bella Goose Roastery - Briggsville, WI

We see Briggsville as an amazing community and hope we can contribute to the rich history of the area. The building we are in is the old Kimball General Store, where years and years of memories were made. We are excited to share in the history of that space. Oh yeah, and it's on beautiful Lake Mason!

Initially this building will serve exclusively as our roastery and bakery production site. All of the amazing coffee, house-made syrups and baked goods found in the Dells will be produced in this new Briggsville location! It is our hope to expand and offer retail options in the future. Please check our social media for updates.

Marquette-Adams supported us in this project in multiple ways. When considering our communications service provider, their reputation and long-standing history of supporting the county residents made them our first choice for service! Their internet and phone service is second to none, and with our company reliant upon timely customer service and responsive interaction we needed reliability.

Additionally, we were awarded grant funds from Marquette-Adams. Their financial support has been invested in the building and will go a long way towards getting our operations going. We are so thankful for this partnership with them and value working with other companies that are investing money into their surrounding communities.



PHOTO CONTEST 2023

Did you know that the average person takes more than 82,000 photos with their phone each year? Probably not... because that is a completely made-up statistic. But be honest, you have a ton of photos on your phone, right? Well, we would love for you to share some of them with us!

It's time once again for our annual photo contest. We will choose one winner to display on our 2023 directory, and four additional winners to feature on the cover of our quarterly newsletters. So, click into your photo album right now, pick out a few that would look good on the cover of our directory or newsletter, and send them in for your chance to win. Good luck!

Submit entries to
bmccue@maadtelco.com
 by March 31st



Cover Photo by: Paula Senkowski

ISSUE NO. 35
 MARCH 2023



Cooperative Connection

QUALITY CONNECTIONS TODAY, TOMORROW, AND ALWAYS



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HOLIDAY HOURS:

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

- Friday, April 7: Good Friday
- Saturday, April 8: Easter Holiday
- Saturday, May 27: Memorial Day Holiday
- Monday, May 29: Memorial Day

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

WISHING EVERYONE A HAPPY SPRING!

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2023 Annual Meeting

10:30 AM on April 15, 2023
Oxford Elementary School
All Stockholders Encouraged to Attend.

Please RSVP to Jodi Elliott no later than April 4, 2023.
jelliott@maadtelco.com



Meet the New GM



2023 is well underway, and as always, the new year offers the promise of new opportunities and possibilities. As for Marquette-Adams, it also means the beginning of a new era under new leadership. Please join us as we welcome CEO/General Manager, Darren Moser.

Darren grew up in North Dakota, later attending Augustana College in Sioux Falls, South Dakota, where he earned a BA degree in Business Administration and Accounting. Darren's education, however, did not end there. For more than 28 years he has worked hard to expand his wealth of knowledge and expertise, navigating diverse roles, including General Manager, CFO, and other leadership positions within the telecommunications industry.

Having spent years gathering valuable experience in the Dakotas, Montana, and most recently Minnesota, you may be wondering what drew Darren's attention to our cooperative in central Wisconsin as an attractive destination at which to continue his career. When asked that very question, Darren, without hesitation, cited not only the longstanding reputation of Marquette-Adams as a high-quality, community-focused rural telecom, but also the enormous potential of the cooperative given our robust all-fiber infrastructure, as well as our team of hardworking professionals.

From a more personal standpoint, however, Darren also alluded to the beauty of the area and the access it offers to the outdoors, allowing him sufficient opportunity to enjoy some of his hobbies, hunting and golfing.

Outside of the office, you may find Darren spending time with his wife Lisa, or his children Brittany and Nick, who are grown and reside in La Crescent, MN. It's possible, too that you may find him out on the ice enjoying one of his favorite pastimes, hockey. Fun fact, Darren actually participated in the 2018 and 2019 USA Hockey National Tournaments as an on-ice official.

So once again, join us in welcoming Darren to the team. We look forward to learning from him as we work together to elevate our cooperative to new levels for years to come.

Easter Coloring Contest

Stop by our office to pick up your entry today! Contest winners will win a special prize and have their photo displayed in our May eNewsletter. All entries are due Thursday, April 6.



Guest Network



As most of us are aware, home network security is extremely important. If your WIFI network is not properly secured, it leaves you vulnerable to a variety of security threats. Determined hackers can use your internet service for free, introduce malware onto your devices, and steal your personal data.

Fortunately, these threats can usually be addressed with some simple measures, like using the right type of WIFI security, setting a strong WIFI password, and changing it every few months.

Your house guests may pose a threat to your home network.

But there is another type of threat to your home network you may not be aware of: your house guests. If your network is not set up correctly, visitors who access your WIFI network pose a potential security risk to your devices and data.

Here's how.

Let's say that you have two laptops, four smartphones, and a tablet in your home, any of which could be connected to your WIFI network at any given time. Let's also say that you have several smart home devices connected to WIFI, and you have a portable USB hard drive plugged into your WIFI router to share files with other family members. Whenever a guest logs onto your primary WIFI network, they will also have access to every one of these devices. While it's unlikely that any of your friends would intentionally sabotage your network, there's a chance that the device they are using to connect to your network is infected with some sort of malware. If so, there's a possibility that this malware could be spread to other devices connected to your network.

Why you need a guest WIFI network

Fortunately, there's a simple way to address this particular threat. The GigaSpire router that is included with Marquette-Adams Managed WIFI service gives you the ability to create what is called a Guest WIFI Network. Unlike your primary WIFI network that you and your family members use, the guest network restricts what your guests can do on your network. Specifically, it gives visitors access to your internet connection and nothing else. They can't see any of your devices on the network and they don't have the ability to access them. Most importantly, they can't accidentally introduce malware or compromise your devices or data in any other way.

If you already subscribe to Marquette-Adams Managed WIFI and have not yet downloaded the MyMarqAdams App, you can do so now in the App Store, Google Play, or via the QR code below.

Don't wait -
Set up your guest network and begin protecting your devices today!



TEST YOUR KNOWLEDGE

Answer these 5 questions and mail them in with your bill for a chance to win a FREE KINDLE FIRE HD! Hint: All answers can be found in this newsletter. Winner will be drawn April 3. Good luck!

When and where will the 2023 Annual Meeting take place?

List one of the reasons you should set up a guest network.

What about Marquette-Adams appealed to new GM, Darren Moser as an attractive destination at which to continue his career?

What is the deadline for the 2023 photo contest?

Where will Bella Goose open their new roastery in 2023?

Name: _____ Acct #: _____



KNOW WHAT'S BELOW!

- Electric
- Gas, oil, or petroleum
- Communications
- Potable water
- Reclaimed water, irrigation
- Sewer
- Proposed excavation
- Temporary survey

