

PTD CHAT

PENTELEDATA'S CUSTOMER NEWSLETTER

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FUN FACTS

Northumberland National Bank

Northumberland National Bank serves the Central Susquehanna Valley from its headquarters in Northumberland, Pennsylvania. Their main office is at 245 Front Street with a drive-up location at 135 Queen Street. In addition, they have branch offices in Selingsgrove, Sunbury, Hummels Wharf, Port Trevorton and Middleburg. Their services include free Internet banking, Internet bill pay, loans, mortgages, and retirement planning services.

The bank's rapid growth from a single branch bank in 1998 to the current six branches and an operations center meant that they needed a dependable and reliable Internet provider to process and transmit customers' financial transactions. Their consultant helped them define the parameters to upgrade their existing network and telephone system, and after reviewing their choices, they chose PenTeleData.

When asked why PenTeleData over another provider, Stephen Hafer, Vice-President of Operations, explained, "Our previous Wide Area Network (WAN) provider was unable to provide sufficient bandwidth to all of our branch locations. PenTeleData offered the price and convenience we needed. They are easy to deal with and able to provide all of our necessary services.

"We have experienced very few interruptions and PenTeleData has also been able to monitor our network and notify us of any potential problems. Their monitoring caught a problem with a back-up power supply (UPS) at one of our branches that was malfunctioning, but had given us no alarm. Their support staff was even ready to support every facet of our deployment of a new IP phone system.

"When we decided to add a new branch in the Middleburg area, PenTeleData was very willing to extend its fiber network to be able to provide their network structure to the branch. Even though another provider in the area was in the middle of union strikes and hurricanes of 2011 caused some delays, PenTeleData came through in time for our grand opening."



Perseverance is nothing new for Northumberland National Bank. They first opened for business in the fall of 1903. The bank was immediately popular, drawing customers from both Northumberland and Sunbury. But Mother Nature did not cooperate with the new bank's endeavors. The frigid winter of 1903-04 brought on an ice jam in the Susquehanna River so severe that the bridge between Sunbury and Northumberland was destroyed, leaving only the railroad bridge intact. And so, for a long time, the only practical way to travel between the two towns was by train. The fledgling bank survived this set back and grew strong in the ensuing years, which was fortunate as there was a far worse storm to weather in the not-too-distant future, but this one was not of Mother Nature's doing.

The crash of the stock market in 1929 and the reactionary "run on banks" had a devastating effect on local banks. Pre-1929 Sunbury had three banks, and Northumberland had two. By the time the dust settled, only The Northumberland National Bank and one Sunbury bank (now Susquehanna Bank) had survived. Not that it had been easy. The Northumberland National Bank had to raise \$30,000 to stay afloat. But Charles Steele and his board reacted quickly by selling 1,000 shares of bank stock at \$30 a share to get the needed funds. The bank weathered the worst of storms for the banking world and never closed its doors, not even for one day.

Over 100 years later, the bank has continued to grow and prosper by expanding to neighboring communities as customers in the Greater Susquehanna Valley seek a financial institution that offers old fashioned community bank service from personal bankers who know and understand their needs. In fact, they have several projects already planned that will put even more demand on their WAN. Hafer shared, "I do not have any reservation that PenTeleData will be able to keep up with us and keep us ahead of the competition. In the coming years, Northumberland National Bank will still be an independent bank serving an even larger footprint in central Pennsylvania. I expect to add several new branches and probably come close to doubling our asset size. This will demand an even greater dependence upon technology and I feel certain that PenTeleData will play a major role in helping us deploy that technology."

EVENTS

April 28 & 29, 2012

Carbon County Expo
April 28th – 11AM-8PM
April 29th – 11AM- 4PM
Jim Thorpe Memorial Hall
Jim Thorpe, Pa.

August 3-12, 2012

Musikfest
August 3rd, 5PM -11PM
August 4th -12th 12PM – 11PM
Downtown Historic Bethlehem
Bethlehem, Pa.

August 10-14, 2012

Carbon County Fair
Fri., Sun., Mon., Tues., 3PM-11PM
Sat., Noon-11PM
Carbon County Fairgrounds
Palmerton, Pa.

August 26 – September 1, 2012

West End Fair
Sun, Wed., Sat., 10 AM- 11PM
Mon., Tues., Thurs., Fri., Noon- 11PM
Gilbert, Pa.

August 28- September 3, 2012

Allentown Fair
Tues., 4 PM - 11 PM
Wed. - Sun., 1 PM -11 PM
Mon., 1PM-10PM
Allentown Fairgrounds
Allentown, Pa.



Letter from our GM

Dear Valued Customer,

Welcome to the spring edition of our quarterly newsletter, the *PTD Chat*. As always, we begin with our Partner in Business series, featuring Northumberland National Bank. Then, we share some details about DOCSIS, and how it will allow faster broadband speeds for our small business customers. You'll also read about how we choose Unleashed Hot Spots, our fiber, some important website links, our customer education contests, and how our Computer Patrol can help you with PC trouble.

In keeping with our security-focused educational materials, I encourage you to pay special attention to the article about using wireless connectivity. A few steps can help protect your computer, wireless device and identity.

Enjoy the warmer weather. We'll *Chat* again in the summer.

Sincerely,
John H. Williams
General Manager, PenTeleData

WIRELESS TECHNOLOGY: A COMMON SENSE GUIDE TO STAYING CONNECTED SAFELY

Wireless Home Networking allows you to share your high-speed broadband connection over multiple Internet devices as if they were physically connected together. Through the use of wireless or wired connections to the modem, you can share your Internet connection between computers, game consoles, and other Internet devices. Wi-Fi, which stands for "Wireless Fidelity," is a certification for wireless local area network (WLAN) products based on the Institute of Electrical and Electronics Engineers (IEEE) 802.11 standard.

The use of wireless networking has become widely available and more affordable than ever. It's easy and convenient to use, both at home and on-the-go. If you are using wireless technology, or considering it for the future, you need to know about how to reduce the risk of security threats.

Wireless Home Networking

Unsecured wireless networks allow anyone with a wireless-enabled computer or device within range of the access point to a free ride on the Internet. This practice, called piggybacking, opens your Internet connection to a surprising number of problems, including possible violations to the number of connections permitted by your Internet provider; bandwidth shortages, which may slow down your connection; abuse by malicious users, which can result in illegal activity that can be traced back to you or provide access to your computer activity and files.

The following precautions can minimize the risks associated with a wireless home network:

- > Your wireless access point or router usually comes with a default system ID. Change it to something unique.
- > Change the default password for your system to something more secure.
- > Turn off identifier broadcasting.
- > Encrypt wireless communications.
- > Use your router's built-in firewall to restrict access to your network.
- > Keep your wireless system patched and up to date.
- > Disable remote administration.
- > Disable the Service Set Identifier (SSID) broadcast.

Additional instructions for these steps will usually be included in the user's manual that comes with your wireless router.

Using Public Wireless

Using a wireless connection from your local coffee shop or airport terminal may be convenient, but public access points (also known as hot spots) are often insecure. Follow these steps to minimize your risk:

- > If possible, use a virtual private network (VPN).
- > Avoid using your passwords and personal information, even on websites that you trust.
- > Encrypt your files.

WHO CAN HOST A PENTELEDATA UNLEASHED HOT SPOT?

WHEN PENTELEDATA TECHNICIANS GO OUT TO INSTALL AN UNLEASHED HOT SPOT, WE WORK HARD TO MAKE IT EASY FOR THE BUSINESS OWNER. WE PROVIDE AND INSTALL THE NECESSARY EQUIPMENT, INCLUDING THE CABLE MODEM, ACCESS POINT AND ANY NECESSARY CABLING TO ENABLE WIRELESS INTERNET ACCESS FROM WITHIN THE HOT SPOT. WE ALSO PROVIDE ALL CUSTOMER ACCESS CONTROL, CUSTOMER SERVICE, BILLING (IF APPLICABLE), MONITORING, MAINTENANCE AND TECHNICAL SUPPORT RELATED TO THE HOT SPOT. WE EVEN SEND A BANNER, SIGNS AND CUSTOMER BROCHURES.

Who is entitled to this kind of VIP treatment? How do we choose our Hot Spot locations? What obligations must the locations fulfill?

First and foremost, the company must be a PenTeleData or partner commercial customer. The business must provide a service that allows access to the public – somewhere that our customers can visit for an extended period of time. Examples include restaurants, cafes, coffee shops and large outdoor areas. The Wi-Fi services are intended for the location's customers, not to be resold or used for business purposes by the Unleashed hot spot host. The host site must also provide space for PenTeleData provided signs, banners and brochures in mutually agreeable locations.

Interested business owners can visit our website: <http://www.ptdunleashed.com/hostahotspot.shtml>. There is an option at the bottom of this page: "Click here

to request Hot Spot information." This will take you to the online form that must be completed for every potential Wi-Fi location.

The Unleashed Wi-Fi service is a benefit for our high speed customers and is not for business or personal use by the hot spot host site. Unleashed Wi-Fi hot spots from PenTeleData are an added free feature included with high speed Internet services from our partners (Service Electric, Blue Ridge Communications, CATV Service Inc., Palmerton Telephone and Ironton Telephone). Only our broadband customers receive it for free. If your business would like a service that allows free access for all customers, please contact our Computer Patrol at 1.877.610.9090.

If you are a broadband customer and would like more information about PenTeleData Unleashed Hot Spots, visit www.ptdunleashed.com.

IMPORTANT LINKS TO SOME OF OUR WEBPAGES:

Helpful security tips and our Monthly Customer Education Contest: www.ptd.net/securitytips

Chat Newsletters: www.ptd.net/newsletters

How to identify a phishing e-mail: www.ptd.net/stopphishing

A list of e-mails that have been sent by PenTeleData: www.ptd.net/announcements

Webmail: <http://webmail.ptd.net>

Account management: www.ptd.net/accountmanagement

How to choose a password: www.ptd.net/better_password_practices

Our fiber campaign: www.penteledata.net/fiber

Industry news updates: www.penteledata.net/industrynews

WHAT IS DOCSIS 3.0?

DOCSIS (Data Over Cable Services Interface Specification) refers to an international telecommunications standard. DOCSIS 3.0 allows cable television operators to add higher speeds and additional options to their existing fiber-coaxial infrastructure.

At PenTeleData, we know that big businesses require dedicated connections to ensure their network stability but we also know small businesses rely on fast and reliable Internet services as well, so we're working to provide DOCSIS broadband speeds up to 35 Mbps to our commercial customers. It is not currently available but will be in the coming months. Stay tuned for updates and details in future editions of this newsletter.

CONTEST

APRIL 2012:

PenTeleData is giving one lucky winner a family 4-pack of tickets to see the Lehigh Valley IronPigs vs. Louisville Bats on Saturday, May 19th @ 6:35 PM.

How to play:

Rack your brain and figure out the answer to the brain teaser below.

Then send us an e-mail with your full name, address, daytime telephone number (where we can contact you), and the answer to the brain teaser below, to chat@corp.ptd.net. All entries must be received by 4/30/12.

Good Luck!
PenTeleData

Brain Teaser:

Of the words 'ought', 'thorough', 'ghost' or 'sight', which one best relates to the word 'mug'?



FUN FACTS

Starch is used as a binder in the production of paper. It is the use of a starch coating that controls ink penetration when printing. Cheaper papers do not use as much starch, and this is why your elbows get black when you are leaning over your morning paper.

In 1982, its inaugural year, The Weather Channel lost \$10.6 million, and came dangerously close to being shut down. In fact, the network didn't make any money until 1985. Since then, The Weather Channel has steadily grown to where it is now seen in more than 67 million homes, or 98 percent of homes with cable television.

PEZ Candy was first marketed as a compressed peppermint candy over 70 years ago in Vienna, Austria. The name PEZ was derived from the German word for peppermint... Pfefferminz. Today, over 3 billion PEZ candies are consumed annually in the U.S.A. alone.

Silly Putty started as a mistake in a New Haven laboratory, and turned into a consumer hit in the 1960s by sheer chance. According to engineers, Silly Putty is a self-contradiction. Chemically, it is a liquid, but it resembles a solid. The molecular structure will stretch if the structure is slowly pulled. But if tugged, it snaps apart. The toy has a rebound capacity of 75 to 80 percent, whereas a rubber ball has only about a 50-percent bounce-back. A silicon derivative, Silly Putty won't rot; it can withstand temperatures from -70 degrees Fahrenheit to hundreds of degrees above zero. On top of all that, it picks up newsprint, often sharper than the original.



JANUARY 2012 CONTEST WINNER!

Congratulations to Maryann Siter of Bethlehem, Pa.

Maryann was the winner of a Family 4-Pack of tubing passes to Blue Mountain Ski Area in Palmerton, Pa.

QUESTION: I go forever forward, never looking back. My limit no one knows. More of me you lack. I can crawl, stand still, or fly, but am never gotten back. What am I?

ANSWER: time

Are You Having Computer Problems?

IF YOU'RE HAVING PC TROUBLES, YOUR COMPUTER IS RUNNING SLOW, OR YOUR COMPUTER WON'T START, COMPUTER PATROL CAN HELP.

Since 1994, PenTeleData and our partners have been providing Internet services to homes and businesses throughout Pennsylvania and New Jersey. We've seen the small problems that can be frustrating to a home user, and we've seen the colossal issues that can challenge large hospitals and universities. Let us use that experience to help you. No matter the significance of your computer problem, we'll strive to find you a reasonable and affordable solution.

If you live near Palmerton, PA, visit Computer Patrol "The Store" at 528 Delaware Avenue or call them at 610.826.9090. If you bring your computer in, we'll give you a free repair estimate.

If Palmerton is too far for you to travel, or you'd rather have a technician come to your home, Computer Patrol will visit you. Call for pricing and details at 1.877.610.9090.

PENTELEDATA: YOUR RECOMMENDED SOURCE OF FIBER.

Would you trust a blocked artery to a plumber? How about a clogged sink to your cardiologist?

Any company can claim to offer a reliable network, but whether it's true, well that's another story. Our 99.999% reliability isn't just a made up number, it's a well-known fact. Check out what some of our customers have to say about our fiber at www.penteledata.net/testimonials.

It may be time to rid your system of copper. Some providers offer Ethernet over copper with the promise of high speeds at low prices. Unfortunately, it's one of those services where "you get what you pay for." Depending on how the technology is used, Ethernet over Copper can be subject to speed and distance limitations. At PenTeleData, our Ethernet connections are fully redundant and utilize our private, locally-owned fiber optic network, backed by our 24/7 Network Control Center.

To learn more about our fiber please visit www.penteledata.net/fiber.

Will You Be The Next Winner Of Our Monthly Customer Education Contest?

With copyright infringement and online criminals on the rise, we've taken an active stance to protect our customers. Just visit www.ptd.net/securitytips for monthly security tips and a customer contest. After reading the article, scroll to the bottom of the page to answer a few true or false questions. All correct entries are eligible to win the current prize. Be sure to check back every month!

By the way, "Like Us" on Facebook or "Follow Us" on Twitter to stay up to date on important security tips, the latest industry happenings, ticket giveaway announcements and much more. Don't worry – we won't overwhelm you with irrelevant or way too frequent posts. Visit our homepage, www.ptd.net for direct links.