PTD CHAT

Partner in Business
The Lion Brewery

The Lion Brewery, Inc. is a tale of two local breweries. Lion Brewery, Inc. started as the Luzerne County Brewing Company with the acquisition of land from Delaware and Hudson Company in 1905. The land was purchased for one dollar on the terms that the company would build a brewery capable of producing 100,000 barrels per year in just the first year and sell each barrel for no less than a dollar a piece. If the terms were not met, the land would return to the Delaware and Hudson Company. The Luzerne County Brewery survived the terms of sale and was able to remain strong through the Prohibition years, 1920-1933, by brewing cereal beer. Cereal beer is more commonly known as "near-beer," as it has an alcohol content of about 0.5%, which is about a tenth of most beers. Ted Smulowitz purchased the Luzerne County Brewery after Prohibition in 1933 and renamed it The Lion Brewing Company. The Smulowitz family privately owned and operated the brewery until 1993.

The Lion Brewing Company underwent many changes during the sixty-year Smulowitz ownership. Post-Prohibition, the beer brewing industry as a whole grew by leaps and bounds until around 1960, when the big breweries began to take control of the market. In an attempt to stay competitive, in 1974 the Lion Brewing Company bought the Stegmaier name, making it the only remaining brewery in Luzerne County and largest brewery in northeastern Pennsylvania.

In 1857, Charles Stegmaier set up shop in Wilkes-Barre, PA. He started with a bottling business and by the turn of the century had the largest brewing business in Pennsylvania outside of Philadelphia and Pittsburgh. Charles experienced many professional changes over the next 23 years. In 1880 a partnership was formed between Charles and his son, Christian E. Stegmaier, under the name of C. Stegmaier & Son. A new brewhouse and storage facility were built in 1894, allowing increased annual capacity to 300,000 barrels. By the standards of the time, this was an extremely large brewery. Charles and Christian incorporated the firm in 1897 as the Stegmaier Brewing Co. Charles, who continued active management of Company affairs until 1902, operated the firm with Christian and his other sons, Fred and George. The Stegmaier family were highly esteemed as citizens of the city; they were extremely charitable and contributed greatly toward the growth and development of Wilkes-Barre. The company enjoyed many productive years before closing and selling the Stegmaier label to the Lion Brewery, Inc. in October, 1974.

Today The Lion Brewery, Inc. produces under both labels. In addition to its own line of beers, Lion Brewery's bulk of production is done under contract to other companies, with Lion the largest North American brewer of Malta, a non-alcoholic malt based drink popular in the Caribbean and

Hispanic communities. The firm also makes alcoholic beverages, soft drinks and energy drinks under contract as well, some to organic or kosher standards.

So, why did Lion Brewery choose PenTeleData for service? Angelo DeCesaris, Information Technology Director at Lion's Brewery explained, "We were looking specifically for a new network provider, with the intention of changing and expanding our communications ability at a later date. Our intention was to use dedicated connections as the first step in our long term communications plans. We were looking for a com-

PenTeleData.

In this issue

Manager's Desk...

Dear Valued Customers,

Welcome to the summer edition of our PTD Chat. As always, we have a lot to share with you this time around. If you'd like to know more about what's going on here at PenTeleData, and don't want to wait until our next newsletter, visit our website at www.ptd.net and scroll to the bottom of the page to like us on Facebook and follow us on Twitter. We share important information, current events, industry news, Internet security alerts and regular contests with lots of great prizes.

As always, we're available 24/7 to answer your questions and concerns at 1.800.281.3564 or via our online chat support on our homepage.

Thank you for your business and continued support.

Best regards,
Jaime Mendes, V.P. of Operations, PenTeleData

The Lion Brewery Cont.

munications provider to link all our locations together with a fiber solution that would be reliable, fast, and priced affordably. Additionally important was the provider's location, not necessarily requiring an office in Wilkes Barre but within our business community. We are not a centrally located organization; our production facility located on Pennsylvania Avenue includes separate buildings for Brewing, Bottling and an Ingredient storage facility. Additionally, our finished product storage and packaging inventory warehouse are within a one-mile radius.

"The dedicated connection was installed and operational in the fall of 2015 and we have not experienced any issues or service interruption. The expanded and reliable connections have made us more operationally efficient. Many of our customer transactions occur over the Internet requiring the immediate response times we are experiencing. We have been extremely pleased with the service as evidenced in our working with PenTeleData to provide new network communications between locations. We are hopeful to roll out a new communication link between our production facility and finished goods warehouse the summer of 2016.

"The installation of our dedicated connection was flawless, and on time. What PenTeleData told us about installation during the sales process was exactly what happened. All of the people involved in the installation were professional and made sure we were entirely comfortable prior to signing off on the process. We received calls after the install was complete just checking to make sure all was fine. We were provided with contact phone numbers should an issue arise; fortunately, we have never had to use them."

Over 100 years old and going strong, The Lion Brewery, Inc., had survived Prohibition and industry consolidation to find its niche making a range of alcoholic and non-alcoholic drinks. It continues to produce a popular line of regionally distributed beers under its own brand names, while contract brewing of Malta, soft drinks, and other craft beers had helped underwrite the modernization of its plant and prepare it for new challenges. PenTeleData's Next-Gen Network has also been carefully planned for continued growth, so we're proud to support their ongoing success today and for many years to come.

NextGen Network Update:
Optical Wave Services

A short time ago we mentioned that our engineers continue to work on our Next-Gen Network, which will give us the ability to offer Optical Wave Services. At that time, we had the transport equipment turned up between two of the eight nodes of the ring – Lehighton and Stroudsburg. Now, the Lehigh Valley, Milford, Hawley and Mount Pocono systems are complete, so we can help businesses grow with Optical Wave Services. Optical Wave Services allow us the capability to carve out a wavelength of light just for your business. With fiber optics, pulses of light are sent from one side of our network to the other but typically they pass through several routers along the way. With optical wavelength service that data transfer (pulses of light) will not pass additional routers which would slow it down. We are able to create express lanes for those business customers who require it through our network for the most important sectors of our economy to connect your business – literally at the Speed of Light! For example, an MRI at one medical facility can be sent fast and direct through the network to another campus with no pit stops for immediate review and diagnosis. ***Think of it like a direct airline flight to anywhere you wish minus any connecting flights or stops!***

PenTeleData's Cloud-Based DDoS Mitigation Solution:
Protecting Regional Hospitals

Many companies consider Internet access mission critical, but for the healthcare industry, lives depend on it. A Distributed Denial of Service (DDoS) attack has the potential to cause prolonged outages or complications, so when patients are involved, it's essential to be proactive and there's no room for error.

PenTeleData is proud to protect two of the largest regional hospitals from DDoS attacks. For one health network, our onsite hardware learns their normal or typical Internet behavior, then constantly compares that history with what is occurring now and evaluates if there is any suspicious traffic. If it suspects something as a "bad actor" it will challenge the activity and if it fails the challenge, it is blocked by the hardware at the edge of their network. If this is a volumetric attack and the hardware sees that the Internet line is nearing saturation, it redirects to the cloud for mitigation and returns clean traffic back to its destination. All of this happens automatically – our customer should not notice any effects of the attack and continues to operate as usual.

For another health system, their set-up is similar, just on a varied scale. We will provide extended protection in the form of a Web Application Firewall that protects their Web Servers from attacks. This firewall works in conjunction with the onsite DDoS hardware to block known attacks at the edge of their network. Once the traffic is blocked at the edge, they are prevented from going "door to door" within the network. In other words, think of a company that depends on E-commerce. If the server that hosted the "shopping cart" was taken down that business wouldn't be in business too long. Our firewall keeps that attack from taking down the hospital's other servers.

Mid-Summer Update:
The Lehigh Valley IronPigs and PenTeleData I.T. Services *(Insert Cheers and Applause Here!)*

At the time of this writing, the IronPigs have 24 wins so far this season. From a business standpoint, it takes more than just a good team of ball players to make a team successful. It also takes dedicated fans (If applicable, give yourself a round of applause here), a good staff (we're definitely clapping for them), and a good I.T. Team (that's where PenTeleData comes in to play). On game day, network reliability is one of the most important factors.

PenTeleData I.T. Services make sure that all hardware and software is ready for business. This includes internal communications, ticketing, financial reporting and the day-to-day functioning of the point-of-sale terminals, wireless scanners, ticket printers, and computer and server configurations. Of course, making sure that transactions are secure becomes part of that responsibility too.

To learn more about how PenTeleData I.T. Services can help your business, visit us at www.penteledata.net/IT.

Contest

JULY 2016:

PenTeleData is giving one lucky winner a family 4-pack of tickets to CamelBeach Waterpark, or tickets to CBK Outdoor Adventures in Tannersville, PA.

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 **7/30/16**.

Good Luck! PenTeleData

Brain Teaser:

They come out at night without being called, and are lost in the day without being stolen. What are they?

PenTeleData.

Everything You Want to Know about Data Usage

Data isn't free. If it was, all data providers would offer an unlimited plan. In fact, there was a time when some wireless providers did promote and encourage unlimited usage. That didn't last very long. After all, consumers started using IP based services for everything from streaming music, watching movies and video, gaming, social networking, paying bills and browsing websites on a computer. Greater network capacities equate to higher costs to the network provider. Communication providers realized that it wasn't economically feasible to continue those offerings.

PenTeleData and our partners provide Internet, that is, we provide the fiber and cabling to a home or business. We must purchase bandwidth to transport the information our customers send and receive through our "pipelines" or data connections. Bandwidth is the measurement of data that is sent and received by an electronic device. In other words, the amount of information downloaded or uploaded through an Internet connection, including streaming videos and music, downloading webpages, online gaming and more.

The average PenTeleData customer needed very little data in 2009. Fast forward to the present. The current per user average is 10x what it was in 2009. Most households are consistently increasing their data consumption. So how much data is enough? We offer some resources to help. The first is a usage calculator at www.penteledata.net/calculator, designed to show the varying totals based on activity. Another is our data Frequently Asked Questions page at www.penteledata.net/datafaq.

Here are some examples of the amount of data it takes for popular online activities:

- Web Surfing – .018 GB (average per hour)
- Emailing – .00001 GB (average per email without attachments)
- Social Networking – .05 GB (average per hour)
- Streaming Video – .75 GB (average per hour standard definition video)
- Streaming Video – 2 GB (average per hour high definition video)
- Streaming Music – .006 GB (average per hour 4 minute songs)
- Uploading/Downloading Photos – .005 GB (average per photo)
- Video Chatting – .34 GB (average per hour)
- Online Gaming – .02 GB (average per hour)

Disclaimer: Data calculations are only an estimate. Actual data usage will vary.

How Do Our Partner Pricing and Bandwidth Allowances Compare to Wireless Data Packages?

In this case, we'll use the residential packages offered by one of our partner companies as our example.

Cable Partner Example:

- 1.5 Mbps/384 kbps – 200 GB per month - $27.95
- 5 Mbps/384 kbps – 450 GB per month – $37.95
- 10 Mbps/800 kbps – 550 GB per month – $42.95
- 15 Mbps/2 Mbps – 700 GB per month – $52.95
- 60 Mbps/3 Mbps – 800 GB per month – $69.95
- 100 Mbps/5 Mbps – 1000 GB (1 TB) per month – $109.95

Verizon Wireless 4G Shared Data

- 1GB - $30
- 3GB - $45
- 6GB - $60
- 12GB - $80
- 18GB - $100

*Per line device charges also apply.

ATT Wireless 4G Shared Data

- 300 MB - $20
- 2GB - $30
- 5GB - $50
- 15GB - $100
- 20GB - $140
- 25GB - $175
- 30GB - $225
- 40GB - $300
- 50GB - $375

*Per line device charges also apply.

It's important to note that some wireless providers are not as popular in some parts of our area, simply because of a lack of coverage. These are often the providers who still offer unlimited plans. Some utilize other network providers and don't have the expense of building and maintaining networks of their own.

In terms of cost, it's easy to see that cable is still a more affordable and faster option. That's why most customer choose to switch to Wi-Fi instead of cellular data in their homes, even when cellular data is available.

The Cable Industry's Impact

The cable industry, comprised of network builders and a diversity of programming creators, has made significant contributions to the economic health and vitality of our United States.

Through a commitment to quality products and services plus capital investments that annually eclipse tens of billions of dollars, the cable industry continues to be a leader in offering consumers both infrastructure and content that is enabling a transformation in information, entertainment and connectivity. In fact, cable's High-Speed Internet networks are available to more than 93% of U.S. households. 85% have access to DOCSIS 3.0.

Here are some other measurements of the cable industry's impact, as published by the National Cable & Telecommunications Association (NCTA):

In Pennsylvania alone:

- Direct & Indirect Jobs - 109,940
- Cable Operator Employees -12,879
- Total Economic Impact -$16.4B

Overall (Across the United States):

- $386 Billion - Total industry impact
- 2.7 Million Total Jobs
- Personal income earnings of cable employees - $116 Billion
- Total industry cash and in-kind donations – More than 1 Billion
- At least 300 Cable Employees in every congressional district
- Number of jobs added by the cable industry since 2002 – 1.25 Million
- $2.45 Billion in capital infrastructure since 1996
- **28%**--*Is Cable & Telecom's percentage of the $171.9 Billion invested in the U.S. economy in 2014*

Internet Traffic Composition:

Real-Time Entertainment accounts for almost 73% of downstream traffic in North America During peak periods, with 36.5% coming from Netflix.

- 72.6% Real-Time Entertainment
- 8.5% Other
- 4.8% Social Networking
- 7.1% Web Browsing
- 7.1% eCommerce

SOURCE: SANDVINE GLOBAL INTERNET PHENOMENA REPORT, 1H 2015

Estimated Total of Cable's Wi-Fi Hot Spots in the United States: 400K

Fun Facts

Buckingham Palace has 775 rooms. These include 19 State rooms, 52 Royal and guest bedrooms, 188 staff bedrooms, 92 offices and 78 bathrooms. Buckingham Palace is 108 metres long across the front, 120 metres deep (including the quadrangle) and 24 metres high.

Wild monkeys eat bananas, but the bananas that monkeys are fed in zoos are cultivated for humans to have more sugar. These bananas are just too sweet for primates. Head of Conservation and Advocacy at the Paignton Zoo, Dr. Amy Plowman, says that giving the bananas to monkeys is like feeding them cake or chocolate.

Sharks have a tongue referred to as a "basihyal". The basihyal is a small, thick piece of cartilage located on the floor of the mouth of sharks and other fishes. It appears to be useless for most sharks with the exception of the cookiecutter shark.

According to a tradition believed to have been derived from the Romans, the wedding ring is worn on the left hand ring finger because there was thought to be a vein in the finger, referred to as the 'Vena Amoris' or the 'Vein of Love' said to be directly connected to the heart.

Sunburn can occur in less than 15 minutes, and in seconds when exposed to non-shielded welding arcs or other sources of intense ultraviolet light. Nevertheless, the inflicted harm is often not immediately obvious. After the exposure, skin may turn red in as little as 30 minutes but most often takes 2 to 6 hours.

WINNER

April 2016 Contest Winner

Congratulations to Mary Chaponis of Bethlehem, Pa.
Mary was the winner of a family 4-pack of tickets to a Lehigh Valley IronPigs game.

QUESTION: What has a foot but no legs? ANSWER: a snail