



# PTD CHAT

JANUARY 2017

PENTELEDA'S  
CUSTOMER NEWS

## Partner in Business

### Cornerstone

Cornerstone is a 26-person firm in Bethlehem, PA consulting on \$5 billion of assets. Cornerstone has roots that date back more than 30 years when they began working with entrepreneurs, helping them to develop their business, estate, investment, retirement and succession plans. Through fiduciary best practices as a method of decision-making, their clients understand the value Cornerstone delivers on. Simply put, their clients came first.

Cornerstone consists of two Registered Investment Advisors: Cornerstone Advisors Asset Management, LLC ("CAAM") and Cornerstone Institutional Investors, LLC ("CII"). CAAM and CII have earned top rankings for assets under management in the Lehigh Valley. CAAM has been listed as #1 by Lehigh Valley Business with \$4.51 billion in fiscal year 2014, while CII earns the #4 spot with \$617.4 million. Outside of the Lehigh Valley, CAAM was ranked by Financial Advisor Magazine as the 38th largest Registered Investment Advisory firm in the country in their 2015 ranking. Additionally, CAAM was recognized as the 81st largest consultant in worldwide institutional advisory assets by Pensions & Investments magazine in 2015 and listed as the top independent consultant in Barron's 2016 ranking.

Cornerstone uses Ethernet and Bandwidth from PenTeleData. Chris Lakatos, Principal and Senior Consultant, ex-

plained, "Cornerstone relies on PenTeleData for a dedicated Internet connection with an upload and download SLA (service-level agreement). This means we are not sharing our bandwidth on a local loop but rather have a dedicated connection onto the Internet, which is critical for any business that relies on being networked to important vendors and software-as-a-service (SaaS) providers. PenTeleData plays a crucial role in Cornerstone's disaster recovery, load balancing and overall availability to our clients."

When asked why Cornerstone chose PenTeleData, Mr. Lakatos added, "Since 2001 Cornerstone has conducted several informal RFPs (Request for Proposal) for dedicated Internet connectivity. This sector has seen a lot of change over the years in terms of technology, competition, price and additional offerings so we find it a critical part of due diligence to evaluate our networking partner regularly. We focus on a combination of pricing, support, service and ease of implementation. PenTeleData has won our business each time we've gone out to bid."

In regard to PenTeleData's reliability and service, he said, "Our experience with PenTeleData's service has been remarkable. With the exception of an errant train pulling the fiber optic lines off of South Mountain, I don't believe we've experienced any impactful downtime, and I don't know of any downtime that could be directly attributed to problems with PenTeleData. One of the major successes in our relationship with PenTeleData is that we have required very few support calls over the years, and when we've needed their support, we've had positive

*(continued on p. 2)*



## In this issue

### Page 1:

Partner in Business: Cornerstone

### Page 2:

Manager's Desk...

Cornerstone (Cont.)

New Guide to Data

### Page 3:

Community Wi-Fi at Musikfest

Monthly Contest

### Page 4:

PenTeleData and social media

NextGen Network Update

Fun Facts



# Manager's Desk...

## Dear Valued Customers,

Welcome to the winter edition of our PTD Chat. I'd like to remind our partner cable customers that we offer PenTeleData Unleashed Wi-Fi Hot Spots throughout our service footprint. It's a free feature of our broadband services. If you're "on the go" consider using this feature as an alternative to the higher cost of wireless data.

It's easy. Just visit an Unleashed Hot Spot location. Once you're there, you'll need to associate your device with our SSID (Unleashed-Publicnet-PenTeleData). Open any website on your Wi-Fi capable device and you'll be directed to the PenTeleData Unleashed login page. You should see the PenTeleData Unleashed login page in place of your normal Internet home page. If this does not happen, enter the following URL into your browser's address bar: <http://www.ptd.net> (If the login page does not load, please click the 'refresh' button in your web browser.)

You will now be directed to the PenTeleData Unleashed login page. In the top left corner of the page, you will see the login area. If you are a PenTeleData Broadband customer, type your primary email address in the "E-MAIL ADDRESS (Wi-Fi Username)" box and the corresponding email password in the "password" box. If you are a registered PenTeleData Unleashed customer, type the email address you used to sign up for "username," and the password you chose at that time. Additional details and a list of Unleashed Hot Spot locations is on our website at [www.ptdunleashed.com](http://www.ptdunleashed.com).

As always, we're available 24/7 to answer your questions and concerns at 1.800.281.3564 or via our online chat support at [www.ptd.net](http://www.ptd.net).

Thank you for your business and continued support.

Best regards,  
Jaime Mendes,  
Vice-President of Operations, PenTeleData

## Cornerstone Continued

experiences every time. Overall we've had a very positive experience with PenTeleData and you know they're a quality provider when you don't have any stories because things just work. A coach may overlook his or her best player on the field simply because they are just doing their job time and again. We can make that same analogy to our experience with PenTeleData."

Mr. Lakatosh also told us about their future plans for technology, "When considering our goals and objectives we, quite obviously, see an ever expanding role in technology. Our core competency is not in hosting websites, running email servers, managing backups or defending against hackers so we leave those tasks to the experts. Technology, along with selecting the right partners to deliver that technology, allows us to focus on our unique abilities while enhancing the client experience, all without needing to have a team of in-house technologists." PenTeleData is proud to offer the services to support those goals. The PenTeleData partnership has invested more than \$300 million in fiber optic infrastructure with nearly 10,000 miles of fiber optic cabling that serves existing customers in all facets of life from their homes to business, including banking, healthcare, education, government, retail sales, and the wireless industry. From fully redundant connections to peering with large national content providers, we make sure that connections are always available and backed by the support of our 24/7 Network Control Center. Our fiber optic based Next Generation Network offers less signal degradation, easier performance upgrades, greater speeds, DDoS Mitigation, Quality of Service, Optical Wave Services, IPv6, and Layer 2 VPNs.

## PenTeleData's New Guide to Data

We recently created a quick reference for everything data related. These booklets will serve as an educational piece for any customer who asks for a copy.

### Topics include:

- > The creation of PenTeleData...What was the need for this partnership?
- > What role does each of us have regarding the network and services?
- > What is Data?
- > Data Examples and Resources
- > How can I monitor my data usage?
- > How do I know that the PenTeleData partner that provides my broadband service is measuring my usage accurately?
- > Why do I exceed the amount of data included in my plan/package?

## PenTeleData Community Wi-Fi at Musikfest

PenTeleData and Service Electric are proud to have provided community Wi-Fi at Musikfest. During the ten-day festival, there were more than 10,000 log-ins with 61% of those from unique devices. Service was provided through a trial run for community Wi-Fi with hopes of expanding it throughout our footprint. Doing so could potentially open an opportunity to join a consortium that would allow regional and/or national Wi-Fi roaming capabilities to our customers.

Of the 3,202 valid email addresses used to sign in for Wi-Fi service, we received 463 survey responses (14.46%). This is a terrific response rate and provided valuable information to help us with future Wi-Fi planning.

If you'd like to request a copy, please email [chat@corp.ptd.net](mailto:chat@corp.ptd.net).

## Contest

### JANUARY 2017:

PenTeleData is giving one lucky winner a family 4-pack of tubing or skiing passes to their choice of Blue Mountain Ski Area in Palmerton, PA; CamelBack Ski Area in Tannersville, PA; Ski Sawmill in Morris, PA; or Ski Denton in Coudersport, 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](mailto:chat@corp.ptd.net). All entries must be received by 1/31/17.

Good Luck! PenTeleData

### Brain Teaser:

If you had only one match and went into a VERY cold and dark room, what would you light first...the oil lamp, the wood fire, or the gas stove?

540 Delaware Avenue | PO Box 197  
Palmerton, PA 18071

[www.penteledata.net](http://www.penteledata.net) | [www.ptd.net](http://www.ptd.net) | 1.800.281.3564

PenTeleData

# PenTeleData...

At the Bank, At the Store, In Schools....In fact, we're Almost Everywhere You Need Us – Including Social Media!

**We're proud to provide the connections that make your daily transactions more convenient, but how can you get even more of PenTeleData? Check us out on Facebook, Twitter and Instagram!**

We'll keep you up to date on important security tips, the latest industry happenings, ticket giveaways, customer education contest announcements and much more. We'll provide useful information that we feel is helpful and current while at the same time give you the opportunity to win some cool stuff.

While you're at it, visit our monthly customer education tips at [www.ptd.net/Contest](http://www.ptd.net/Contest) for even more chances to win some really great prizes. You'll find some helpful information each time too!

## NextGen Network Update

Our engineers continue to work on our NextGen Network with a continued expansion of our transport network into the western half of our footprint toward Bloomsburg.

We will be increasing our bandwidth capabilities through our core network to 200 Gbps to meet our anticipated growth. In addition, we're planning to upgrade our network to support an expanded Layer 2 Ethernet services offering.

## Fun Facts

The moon was formed ~4.5 billion years ago, about 30–50 million years after the origin of the Solar System, out of debris thrown into orbit by a massive collision between a smaller proto-Earth and another planetoid, about the size of Mars.

The first pay phone was invented in 1889 and by 1902, there were over 81,000 pay telephones in the United States. In 1889, the first public coin telephone was installed by inventor William Gray at a bank in Hartford, Conn.

While Evel Knievel never actually broke "every bone in his body," ultimately, the 433 broken bones he suffered during his career earned an entry in the Guinness Book of World Records as the survivor of "most bones broken in a lifetime."

Halley's comet will next appear in the night sky in the year 2062. It orbits the sun every 75-76 years, so this is the time between appearances. Halley's comet was recorded by Edmund Halley in 1682. It was seen again in 1758, 1835, 1910, and 1986.

Polar bears live in the Arctic in areas where they can hunt seals at openings in the sea ice called leads. There are five nations with polar bears: U.S. (Alaska), Canada, Russia, Greenland, and Norway. Polar bears do not live in Antarctica. Penguins do.

Apes do not possess a tail, unlike most monkeys. Monkeys are more likely to be in trees and use their tails for balance. Apes are considerably larger than monkeys, with the exception of gibbons, which are smaller than some monkeys.

WINNER

October 2016 Contest Winner

**Congratulations to Brett Shamory of Selinsgrove, PA.**

**Brett was the winner of a Family 4-Pack of tickets to see Penn State vs. Michigan State Spartans.**

QUESTION: In British Columbia you cannot take a picture of a man with a wooden leg. Why not?

ANSWER: You can't take a picture with a wooden leg, you need a camera.