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# PTDCHAT

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NEWS



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## Partner in Business

### Knoebels Amusement Resort

Knoebels Amusement Resort, which has been family owned and operated since its start in 1926, is America's largest free-admission amusement park and offers free parking, entertainment, and picnic facilities. This means guests can choose what they would like to spend their hard-earned money on during their visit, which includes the park's pay-per-ride option. Knoebels is home to more than 60 rides and attractions, including Phoenix, the #1 wooden roller coaster in the world, and the 100+ year old hand-carved Grand Carousel - There is truly tons of fun for every member of the family. Knoebels is also known for its award-winning, affordable food - No two food stands are alike! While at the park, take a dip in its 900,000-gallon Crystal Pool filled with refreshing mountain stream water. The pool area includes waterslides, diving boards and a play area just for young children. Extend your visit and stay overnight at one of two campgrounds that include cabins and over 800 campsites for tents and campers. Visitors can also add a round of golf at Knoebels Three Ponds Golf Club right next door to the park.

Knoebels first connected to the Internet in the early days of dial-up service. Since PenTeleData was a strong and growing regional provider, they upgraded their services as technology advanced, from a collection of cable modems and a T-1 to their current fiber backbone. That connectivity supports nearly every aspect of their operations. Rick Knoebel, Co-Owner of Knoebels, explained, "While Knoebels maintains a guest-facing experience, much of our infrastructure is cloud-based and dependent on reliable network service. We utilize Microsoft 365 and other cloud platforms for daily operations including web-based payroll and reservation system. During the off-season, our campground registration staff works remotely, and contracted engineers and other team-members are able work from home or on the road effortlessly. Our Point of Sale (POS) relies on a reliable connection to process credit cards quickly and efficiently across our properties. We also conduct extensive digital marketing and online outreach which plays a major role in how guests plan their visit."



Regarding his experience with PenTeleData, he explained, "Our service has been fast and dependable. A few weeks ago, we were testing our firewall and neglected to notify PenTeleData's Network Control Center. They immediately saw our session go down, checked the other circuits, issued a ticket, and notified us. I don't think there was even a minute that went by. It illustrated how much of an asset PenTeleData is. Our interactions with PenTeleData have been great! We found them extremely knowledgeable and up to speed with the latest advancements. Not only that, but they have also been excellent teachers when we needed some additional education."

Many of us at PenTeleData look forward to our annual picnic in one of Knoebels' many pavilions, so in addition to the services we provide, we're very interested in their plans for the future. Rick Knoebel answered that for us and said "While Knoebels remains proudly traditional in many ways, our

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# Manager's Desk...



Dear Valued Customer,

Welcome to the spring edition of our quarterly PTD Chat. We're celebrating the 250th Anniversary of the United States of America, so we've designed a celebration logo to use in our marketing materials. We are also planning special ads and contests, so be sure to keep an eye out for our newsletters and contests.

Do you know that we offer a monthly contest geared toward customer education? Prizes are always technology related for Amazon gift cards. It's our way of keeping our customers up to date on important security and Internet-related tips. You can check it out and enter to win at [www.ptd.net/contest](http://www.ptd.net/contest).

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

Thank you for your business and continued support.

Best regards,

Jaime Mendes  
V.P. of Operations, PenTeleData

## Partner in Business (cont.)

underlying technology has evolved significantly. We are focused on maintaining our old-time charm which makes us stand out, but we are always improving our operations behind the scenes. This includes investment in our team, our infrastructure, and adapting new technologies to improve our visitors' experience."

PenTeleData is proud to provide connections to Knoebels and will always offer the latest technologies to support their continued success.



## Our NEW MyBizMobile: Empowering Mobility for Your Business Without Replacing Your Systems!

MyBizMobile brings professional calling, messaging, and collaboration together in a single, easy-to-use application available on smartphones and PCs. No complexity. No steep learning curve. No upfront equipment costs. Just reliable

business communications and predictable pricing—wherever work happens. In fact, you can get up and running quickly, with minimal disruption and maximum flexibility. You'll have auto-attendants, call forward, transfer, hunt groups, caller ID, voicemail-to-email, night forwarding, and more. Since it's scalable, you can easily add users, extensions, or direct numbers as your business grows. Built-in resiliency ensures business continuity during outages, emergencies, or unexpected disruptions, keeping your customers connected when it matters most.

**MyBizMobile delivers the flexibility and the reliability your business needs. Call us today at 855.22FIBER(34237) or learn more at [www.penteledata.net/mybizmobile](http://www.penteledata.net/mybizmobile).**

## Happy 250 USA!

"We hold these truths to be self-evident, that all men are created equal, that they are endowed by their Creator with certain unalienable Rights, that among these are Life, Liberty, and the pursuit of Happiness."

— Thomas Jefferson, *The Declaration of Independence*

These words and the signatures of some very important men marked the beginnings of the United States of America. We're proud to celebrate our country's anniversary with some fun marketing materials, so watch for our latest billboards, contests, and new video spots featuring our patriotic logo!



# Our Founding Fathers

*You're probably familiar with names of the United States Founding Fathers: George Washington, Thomas Jefferson, John Adams, Benjamin Franklin, Alexander Hamilton, John Jay, and James Madison, but we'd like to share some details about some of our favorite Founding Fathers in the cable industry. (Ok, you're right, we might be a bit biased!)*

The early days of the cable industry can best be described as a story of hard work, determination, entrepreneurial spirit, and a deep love of community. Blue Ridge Communications and Service Electric, both PenTeleData partners, trace their beginnings back to two dedicated men who took great risks to benefit their families and towns. John Walson and Claude Reinhard were the visionary men behind the cable companies that are part of our partnership.

John Walson Sr. was born in Forrest City, Pennsylvania in March 1915 and graduated from Mahanoy Township High School. In 1945, his love of electronics led Mr. Walson and his wife, Margaret, to obtain a General Electric franchise, selling appliances in Mahanoy City, including television sets. Unfortunately, it was very difficult, even impossible, to receive the three Philadelphia network stations in Mahanoy City because the town is surrounded by mountains and is located some 86 air miles away. Because of this situation, Mr. Walson erected an antenna tower on top of a nearby mountain so he could take his customers to that location and demonstrate his television receivers. In searching for ways to increase his sales. In 1947, Mr. Walson decided to purchase some heavy-duty twin-lead army surplus wire and ran the wire on trees from a nearby mountain to his appliance warehouse. Eventually, the line was extended to Mr. Walson's appliance store, and several homes along the way were connected to the community antenna system. This began the cable industry in America. In 1948, Service Electric Cable TV, Inc. began as a successor corporation to the community antenna television business started by John Walson.

Claude Reinhard, "The Great Risk-Taker," grew up on a small farm in Northampton County in the early 1900s. He spoke only Pennsylvania Dutch until attending the local one-room schoolhouse. After

learning English, Claude excelled in school, eventually becoming a research chemist at the New Jersey Zinc Company. His employer invested in Claude's education and provided him with a scholarship to Cornell University where he graduated.

In the late 1940s, Claude and his wife, Evelyn, were raising their family in Palmerton, PA. He continued to work at the New Jersey Zinc Company but was discouraged at the limited number of channels, only two, that were available to his home. Despite running various types of antennae from the vacant lot next to his home, he still couldn't pick up channel 10. Claude was a chemist, so if there was a problem, he sought a solution. This time, the problem was that he loved baseball, which was broadcast on channel 10. He pointed to the mountain and told his sons, Fred and Don (still active with our company and on our board of directors), "We're going to put an antenna up there." The solution, he knew, was in the Blue Mountains. By 1951, with the help a few investors, the Palmerton TV Signal Corporation began. They raised an antenna and ran cable from high upon the Blue Mountain and a pole line from the mountaintop to the Sokol Hall on Lehigh Avenue in Palmerton. Claude and the investors recruited ran the cable a block at a time. It worked. Claude could no longer find the time to manage his role at the zinc company and run his cable business. He faced a choice: Stay in a stable, family-supporting job or take a gamble on himself. He took the risk. By the mid-1950s the company further expanded its interest in communications when they purchased Palmerton Telephone Company. These were the early days of what became Pencor Services, Inc. and Blue Ridge Communications.

**To read more about these visionary men, visit [www.penteledata.net/founders](http://www.penteledata.net/founders)**

## CONTEST

APRIL 2026:

PenTeleData is giving one lucky winner a family 4-pack of tickets to an IronPigs game on Thursday, June 4th at 6:35 pm. Lehigh Valley IronPigs vs. Rochester Red Wings

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 4/30/26.

**Good Luck! PenTeleData**

## Brain Teaser:

What makes this number unique: 8,549,176,320?

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



# Managed Endpoint Detection and Response Stops Ransomware Attack Before It Begins

There was a time when managing security threats was simple for the average business. Anti-virus (AV) solutions and training employees not to click on unknown links kept software and websites up to date. Unfortunately, threats have evolved. It's become necessary to fortify against threats that can get around traditional AV. We can help.

During a recent security event, our Endpoint Detection and Response (EDR) system once again proved why it is one of the most critical layers of our cybersecurity stack.

One of our VIP users received what appeared to be a legitimate "Balance Sheet" Excel document. Hidden inside the file was a ransomware payload designed to deploy the moment the document was opened. Compounding the severity of the situation, the user insisted they needed Domain Admin credentials—essentially "the keys to the kingdom"—to perform their task.

Had ransomware been executed under domain level privileges, the consequences would have been

catastrophic. The attack would have had the ability to pivot across systems, encrypt servers, and potentially cripple the customer's infrastructure. Recovery could have taken days or even weeks, depending on the spread and the need for manual rebuilding, not to mention the public relations nightmares and regulatory issues that come along with ransomware.

Fortunately, our EDR solution detected the malicious behavior the instant the file attempted to execute. It automatically quarantined the threat, blocked the process, and alerted our security team—preventing what could have been a full scale outage.

## Interested in references?

View our testimonials from Eric Williams at Martin Guitar and Kurt Landes from the Lehigh Valley IronPigs at

<https://www.penteledata.net/spots>

 **PenTeleData**  
I.T. services

## WINNER

### January 2026 Contest Winner

**Congratulations to Danielle Bitushinky of Walnutport, PA.**

Susan was the winner of a 4-pack of tubing tickets to Blue Mountain Ski Area.

QUESTION: Forrest left home running. He ran a ways and then turned left, ran the same distance and turned left again, ran the same distance and turned left again. When he got home, there were two masked men. Who were they?

ANSWER: the catcher and the umpire

## FUN FACTS

About 90 percent of people are right-handed, says Corballis. The remaining 10 percent are either left-handed or some degree of ambidextrous, though people with "true" ambidexterity—i.e., no dominant hand at all—only make up about 1 percent of the population.

The term Down Under is a colloquialism which is variously construed to refer to Australia and New Zealand, or to Australia or New Zealand alone. The term comes from the fact that the countries are in the Southern Hemisphere, 'below' many other countries on the globe.

Due to a metal shortage during World War II, Oscars® were made of painted plaster for three years. Following the war, the Academy invited recipients to redeem the plaster figures for gold-plated metal ones.

In 1930, the Galvin Corporation introduced one of the first commercial car radios, the Motorola model 5T71, which sold for between \$110 and \$130 (2009: \$1,700) and could be installed in most popular automobiles.

A map of all NCAA Division I basketball teams. In 2013–14, there are 351 schools in 32 Division I basketball conferences. The conferences for 2013–14 are: America East Conference.

Interestingly, there is also a lot of oxygen on Venus and Mars, which is perhaps not surprising, since they are the closest planets to Earth and probably formed in similar conditions. In their cases, however, most of the oxygen is there in the form of carbon dioxide.