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Partner in Business
Historic Hotel Bethlehem

Historic Hotel Bethlehem is a luxury historic destination hotel where elegance meets authentic colonial charm. Located on the site of Bethlehem's First House and adjacent to the Moravian Church Settlements, a UNESCO World Heritage Site, it proudly sits on the #1 Top Main Street in the U.S. and has been named the #1 Historic Hotel in the country by USA Today for five years in a row.

The Hotel Bethlehem was built in 1922 as a community hotel and remains the center of social life in Bethlehem and the Lehigh Valley. The 134 room/suite hotel has two ballrooms, two restaurants, 15,000 square feet of on-site meeting space plus 5,000 square feet in an offsite Executive Conference Center. In addition, it has three retail shops including "The Shoppe" Ladies Boutique, Hotel B Ice Cream Parlor, and Grandpa Joe's Candy Store. Steel Magnolia Spa/Salon opened above the Ice Cream Parlor in 2024 to round out the true Historic Destination experience.

Bruce Haines has been serving for 25 years as managing partner of Historic Hotel Bethlehem and was a co-founding partner. When asked why they chose PenTeleData to provide their Dedicated Internet Access, he shared, "We chose PenTeleData from the time we reopened the hotel in 1999 after the hotel had been bankrupt and closed for two years. PenTeleData's reputation as a Lehigh Valley stalwart business was the primary reason for the relationship."

He added, "Having both business and public Internet service is most important to the hotel. Demand spikes to the public area Internet from on-site conferences and meetings making it necessary to ensure flexibility in a reliable manner. This variability not only applies to the hotel location but at the Executive Conference Center as well. We have always been able to count on PenTeleData to adjust to our demand cycles from hotel guests whether in guest rooms or public space. When we expanded our reach to the Executive Conference Center and to 462 Main Street across the road, PenTeleData was there to expand our reach with creative ways to make cost efficient growth manageable. Reliability is one of the strengths we have been able to always count on PenTeleData to meet the needs of our business demands. We have always been able to get 24/7 attention from PenTeleData, including many New Years Eve emergencies with a crowded facility rocking in all areas of our property as just one example."

Regarding the relationship between Historic Hotel Bethlehem, PenTeleData, and our cable partner Service Electric Cable TV and Communications, Mr. Haines shared a story about a common success story. He explained, "Working together, we were able to accomplish a public Internet capability on Main Street in a creative way that benefitted the whole community, including our tourists. That idea originated from lunchtime brainstorming sessions between our collective leadership teams looking for ways to make the Internet experience go beyond the walls of the hotel itself. Going forward, our business goal is continued growth and PenTeleData leadership is always the first to ask what they can do to help us succeed."

PenTeleData

Manager'sDesk...

Dear Valued Customer,

Welcome to the fall edition of the *PTD Chat*, our quarterly newsletter. As we enter the last quarter of the year, what are your company's goals? Maybe you need increased Internet capacities. Maybe you could use a more affordable phone system. Maybe you need an I.T. Team but don't want the expense of hiring your own employees. No matter what your plans may be, it's likely PenTeleData can help. Visit our website at www.penteledata.net to learn about all of our services or call us for a more personalized assistance.

Thank you for your business and continued support.

Best regards,

Jaime Mendes
V.P. of Operations, PenTeleData

The Future of AI is Now

Artificial intelligence (AI) is used for everything from healthcare and finance to manufacturing, education, transportation, and customer service. Innovations in the field of artificial intelligence continue to shape the future of almost every industry.

In fact, PenTeleData I.T. Services team uses some products that include some AI features. These include EDR – Endpoint Detection and Response (EDR) and Managed Detection and Response (MDR). Both are security products. Basically, they are next level anti-virus programs that use AI to detect threats. They further use AI to mitigate those detections. For example, it analyzes the network and if it sees an anomaly, it will use AI to determine if that is a normal behavior, like someone who is on vacation and accessing the network legit from Mexico or if someone's account was compromised and there is a bad actor using it. They will then use AI to determine the course of action such as disabling the account, resetting the password, blocking all access etc. This monitoring allows instant action without human intervention.

Broadband Fiber: It's the Way Forward!

There's nothing better than a physical network, and our Broadband Fiber represents a leap forward in terms of speed, reliability, and performance. The PenTeleData partnership has made significant investments to ensure that our network is at the forefront of technology with dependable connectivity. Unlike Starlink satellite and 5G, which is affected by congestion, weather, and limited service availability, Broadband Fiber offers reliable, symmetrical speeds.

PENTELEDATA'S BROADBAND FIBER WILL BE FULLY DEPLOYED IN THE NEXT FEW YEARS AND HERE'S WHY IT'S THE WAY FORWARD:

Higher speeds: The fiber optic cables that make up our network are the fastest and most reliable broadband technology, capable of delivering vastly higher bandwidth than traditional copper wires or wireless.
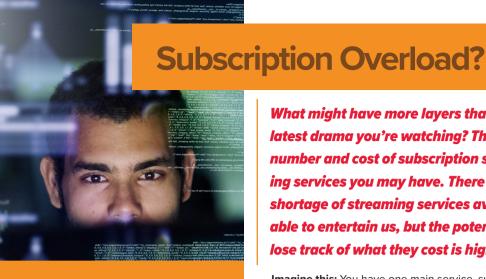
Improved performance: Fiber optic Internet speed doesn't throttle because it's less susceptible to overload. More bandwidth means PenTeleData Broadband Fiber can support the always increasing demand of multiple devices.

Symmetrical speeds for download and upload: Fiber can provide symmetrical speeds because it has a much larger capacity to deliver data compared to other Internet types.

24/7 World Class Support from a local provider: PenTeleData has more than three decades of providing custom solutions for any business, serving our communities, and advancing with the industry. Experience matters. Local support does too.

Reliability: PenTeleData Broadband Fiber doesn't need energized lines, so it's not as prone to outages as cable Internet. As long as the fiber optic cable stays intact, it can keep delivering your data even when the lights are out.

Subscription Overload?

What might have more layers than the latest drama you're watching? The number and cost of subscription streaming services you may have. There is no shortage of streaming services available to entertain us, but the potential to lose track of what they cost is high.

Imagine this: You have one main service, such as YouTube TV or Hulu Live, so when the cost of those increases, you take it in stride. But your spouse enjoys Netflix and you enjoy Max. Shows on Canopy and Disney Plus have become part of your children's routine. That's a minimum of four streaming services. When you signed up for each, you knew the costs and decided they were within your budget. Now, although you've continued to pay, prices have gone up a little more every year or two on each streaming service. Oh, and there's a new season of your favorite show starting on Amazon Prime Video, so you'd like to add that too. You also pay for Sirius Radio in your car. When does enough become too much in terms of cost and number of subscriptions? Do you know what you're currently paying? There are apps to track those numbers, but still, everyone's situation is unique. If you're comparing price and options, consider streaming packages from our cable partners.

Taking the W with Wawa and Sheetz

There's a good chance you've been to Wawa or Sheetz for fuel, food, coffee, convenience items, and maybe a restroom stop. Besides those things, what do they have in common? PenTeleData! We serve many locations for both well-known companies with our dedicated fiber connections and other services, such as broadband cable modems and Business Phone.

So back to the age old question... Who do you got, Wawa or Sheetz? At PenTeleData, we're proud to serve both!

We have partnered with Dubber, the world's leading provider of cloud-based call recording, to provide a high quality, compliant, network-based recording solution. With Business Cloud Communications (BCC) Call Recording, we can capture users' inbound and outbound calls, regardless of their device, while ensuring compliance with call recording laws and regulations.

Have You Heard the Latest about PenTeleData Business Phone?

In addition, PenTeleData Business Phone customers have the option of a Call Center product. This feature is available from a well-known and reputable provider, Cymbus, and powered by PenTeleData. This enterprise-grade cloud contact center solution is designed to transform customer interactions and drive exceptional business outcomes and offers Skills-Based Routing, Callbacks, Preferred Agent Routing, Dashboards and Live Monitoring, Queues & Contact Center Agent, Presence Sync, and Call Monitoring and Assistance. Learn more at **www.penteledata.net/business-phone**.

CONTEST

OCTOBER 2025:

PenTeleData is giving one lucky winner a family 4-pack of tickets to a Lehigh Valley Phantoms vs. Laval Rocket game, Saturday, November 29, at 7:05pm

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 10/31/25.

Good Luck! PenTeleData

Brain Teaser:

What city is 3/7 chicken, 2/3 cat, and 2/4 goat?

We Got Your Back:
Managed Endpoint Detection and Response

There was a time, not so long ago, when managing security threats was fairly simple for the average business. You installed anti-virus (AV) solutions, trained employees not to click on unknown links, and kept software and websites up to date. For a few low-risk companies, that may still be the case, but the vast majority of small to mid-size companies now need to fortify against new, advanced threats that can get around traditional AV. In addition, with the rise of more advanced threat vectors and the use of Work-from-Home technologies, businesses are facing greater threats to data and workflow and need a different type of protection to mitigate that risk.

Here are a few examples of the risks we're seeing:

> Weaponized documents that may seem like harmless PDF attachments in your emails but execute attacks once they enter your network.

> Fileless threats that don't require downloads, but execute from memory, making them difficult to identify.

> Zero-day threats that find an unknown computer vulnerability and exploit it before software or hardware providers can issue updates.

> Ransomware attacks, which can disable I.T. networks and lock you out of your data/ workflow.

If your organization could use some help to prevent cyberattacks, consider our Managed Endpoint Detection and Response (EDR) for your I.T. security and business continuity. We'll manage it for you, so you can focus on running and growing your business.

For more information, call us today at 1-800-331-5060.

PenTeleData®
I.T. services

FUN FACTS

When glass breaks, the cracks move faster than 3,000 miles per hour. To photograph the event, a camera must shoot at a millionth of a second.

The average adult has about 10 pints of blood in his body. Roughly 1 pint is given during a donation. A healthy donor may donate red blood cells every 56 days, or double red cells every 112 days.

A strawberry is not an actual berry, but a banana is. By technical definition, a berry is a fleshy fruit produced from a single seed. The strawberry, however has its dry, yellow "seeds" on the outside (each of which is actually considered a separate fruit).

A bull may be led by a rope tied through the ring, although a halter (headcollar) is usually also used so as not to rely unduly on the nose ring for control. If the bull has horns, the lead rope may also be fastened around those and then passed down through the nose ring.

There is no official definition or height above which a building may clearly be classified as a skyscraper. Most cities define the term empirically; even a building of 80 meters (262 feet) may be considered a skyscraper if it protrudes above its built environment and changes the overall skyline.

Penguins have very specialized tongues that are rarely seen since they don't extend out of the beak. Penguins tongues are covered with lots of little spiky spines that all point backward into the throat so that when a penguin catches a fish it is gripped by the spines and cannot escape.

J.K Rowling was famously rejected by a mighty 12 publishers before Harry Potter and The Philosopher's Stone was accepted by Bloomsbury - and even then only at the insistence of the chairman's eight-year-old daughter.