

CLOSED FOR BUSINESS

Nov. 10 | Veterans Day

Nov. 23/24 | Thanksgiving

Dec. 25 | Christmas

Jan. 1 | New Year's

ALLENDALE:

- 6568 Lake Michigan Drive, Allendale, MI
- Business Hours/Lobby Open:
M - F 8:00am - 4:30pm

MESICK:

- 5351 M-37, Mesick, MI
- Business Hours: M - F 8:00am - 4:30pm
- Lobby Open: M & Th 8:00am - 4:30pm



Inviting you inside to learn more

MICHIGAN ISSUE

CUSTOMER NEWSLETTER

NOVEMBER 2023



FIBER PROGRESS CONTINUES IN A NUMBER OF COMMUNITIES

In a continued effort to bring fiber-fed services to all AcenTek customers, our work continued in the second half of the year. In the Copemish area, we plowed fiber to over 1800+ locations. These people will soon have the option of fiber-fed AcenTek services. We are currently working on the final step of this process, converting our customers over to fiber.

In addition, we will be finishing up our fiber build in Thompsonville by end of the year. This project will bring fiber to 295 locations. Fiber projects have also begun in portions of Mesick, Hoxeyville and Buckley. We continue to work towards our goal of bringing fiber to every customer in the next 5 years.

In Allendale, we have also been busy working on fiber expansion in nine subdivisions. Due to high demand and growth areas, a decision was made to hire our own construction crew. We invested in all the necessary equipment and hired two new employees. This decision has allowed us to provide services to new customers more quickly, while providing them with only the best customer care. This allows us to respond faster to the needs of our current and future customers. Customer first is still our mantra, and this was proven with our decision to hire our own construction crew.

WHAT'S INSIDE

- ▶ FIBER PROJECT UPDATES
- ▶ ACENTEK MYTV ON HORIZON
- ▶ VISITORS TO MESICK OFFICE
- ▶ AVOID BEING HACKED
- ▶ SUN OUTAGES
- ▶ INTRODUCING MYHOME
- ▶ PHISHING: KEEPING YOU SAFE
- ▶ OUT IN OUR COMMUNITY
- ▶ REWARDING OUR FOLLOWERS
- ▶ STAFF UPDATES



ON THE HORIZON: ACENTEK MyTV

Exciting news is on the horizon for AcenTek video. Next year we will be rolling out a new video option, called AcenTek MyTV. This means our same video content will be available, with the option of combining it with your other streaming options. With one menu and one input, customers will be able to easily switch between watching video provided by AcenTek, and their favorite subscriptions to streaming services.

For customers who enjoy AcenTek video but also have other streaming services, this solution will allow for greater ease of use. Switching between the platforms will no longer require multiple technologies or locations. AcenTek MyTV will remove the limitations of where you watch scheduled programming. You will be able to watch on your laptop, TV or phone while being connected to AcenTek Wi-Fi. Our learning and development team is busy finalizing all the details of this solution. Watch for more information on this product coming soon.



SAVE UP TO

\$30 /MO

ON INTERNET

NEW AND EXISTING CUSTOMERS



Affordable Connectivity Program

Find out if your eligible at AcenTek.net/ACP

DID YOU KNOW?

You can easily rate AcenTek.
We'd love to hear what you think.

Leave us a review on
Facebook or on Google



AcenTek has great customer service from the technicians to those in the office! The internet connection rarely falters even in a very rural area!



We absolutely love AcenTek. Locally owned company, affordable rates, local technicians, and great internet strength.



AcenTek is reasonably priced and though the internet has gone out a handful of times in 4 years, it wasn't much and it was for obvious reasons (storms). We live on a bluff and had good coverage and good speed. Never had to call them because of speed (we have had to do that with companies we have had in the past). Customer service is great!



Love my internet service and it's affordable



So glad I have the fiber optic internet so I can work from home and still do zoom meetings without freezing.

IMPORTANT VISITORS TO OUR MESICK OFFICE

On August 30th, four legislators and two staffers visited our Mesick office to discuss the broadband improvements AcenTek has been deploying. Senators Michele Hoytenga, Roger Hauck and Rick Outman, along with Representative John Roth and staffers Mindy Hernandez and Dakota Baker came to see, firsthand, the process of providing fiber-fed services to our customers.

This visit provided our staff an opportunity to explain what we do and the impact it has on the communities we serve. We started by sharing the history of AcenTek. Understanding our background helps to explain the ongoing work we've done as our company has grown. We spent some time explaining how our customers' needs fuel the desire to offer them the highest quality products and services. We told our legislator friends about the \$55 million investment in fiber we have made in Michigan, to date, as proof of our commitment to our customers. There are many steps in the process of providing fiber services to our customers, and this visit offered a great opportunity for us to share that process. From the early planning stages all the way through to installation, our guests were able to hear about it all. Next, we took them to visit a field construction site where they witnessed the process of an underground installation.

After information was shared, there was a chance for the visitors to ask questions. Joelle Demand, our representative from Telecommunications Association of Michigan (TAM), commented that through this dialog, those in attendance were able to "connect the dots on what all is involved to deliver fiber-served rural broadband."

Visits like this one are important for AcenTek. Every fiber build we do is extremely expensive. In order to continue to build fiber to our customers we need to be able to afford those big price tags. Meeting with legislators about the importance of providing fiber optic services to our customers is how we make them aware of the need and the cost of these projects. "Gaining the awareness and support of legislators is particularly important as grant funding and guidelines are being defined," stated Corey Compagner, Operations Manager at AcenTek. "Our state associations work to make the legislators aware of what we do, but it is important for us to share our concerns with them directly and let them see the results of our efforts firsthand. With many first-term legislators, it is important that we build relationships with them to gain their support."



PICTURED: (Left to right) Dakota Baker (Dep. COS to Senator John Damoose), Rich Seagraves (AcenTek), Representative John Roth, Senator Roger Hauck, Joelle Demand (Director of Legislative Affairs for TAM), Senator Michele Hoytenga, Senator Rick Outman and Corey Compagner (AcenTek).



Corey Compagner and Rich Seagraves explain to legislators the work that is taking place at one of our construction sites.



Corey Compagner shows guests our equipment in our central office in Mesick.



TWO-STEP: THE STEP TO TAKE TO HELP AVOID BEING HACKED

In life what is the most important thing for you to keep safe? After family, money is the most popular answer to that question. This makes sense – most everything takes money. You work hard for it, and you want to keep it safe. You bank with an establishment you trust. If you have a safe, you lock it. You don't want to risk your money ending up in someone else's hands.

Do you think about keeping your money safe when you are online? In the modern world, bank robbers have been replaced with online hackers. They can 'break in' and take what is yours before you even know what happened. But did you know there are easy ways for you to prevent this from happening? Taking one simpler step when you are online can be the difference between keeping your money safe and potentially becoming a victim.

Two-Step Verification: Many popular websites, like Amazon for example, offer a layer of protection to keep your personal and financial information safe. However, most of these protection options are usually turned off by default. These sites desire your shopping experience to be as convenient as possible, so you return and shop there again. They do not want to force you to take any extra steps, even if those steps offer greater security. We all like to be able to log in and purchase what we need as quickly as possible, but with that ease of use comes sacrificed security.

So do you have the extra minute it will take to verify who you are to reduce the risk of being hacked?" If you answered that question with a simple "Yes," keep reading to learn how.

Most legitimate websites have 2-Step Verification (also known as Multi-Factor Verification or 2-Factor Authentication) available when you create an account. This is simply a second step to the log-in process, where you enter a rotating code that is provided using a trusted application or provided to you using a text message or phone call. While 2-Step Verification is available on many websites, you do have to take action in your settings and turn it on. Consider this like adding a second lock to your account. Next, simply follow the steps given on screen to complete the process. You may be asked to download an authenticator app, such as Google or Microsoft Authenticator if you don't already have one. These apps can be found in your device's app store; it's that easy. Although using an authenticator app is the best method to turn on this feature, some services may not offer this but instead provide a code in a text message or phone call. Either way, turning on any form of 2-Step verification when offered is always better than not enabling it at all. Keep what matters most to you safe by turning on 2-Step Verification today.



WHEN THE SUN SHINES TOO BRIGHT

Did you know that the sun can disrupt the signal for your video service? Did you know there is nothing your provider can do to fix it? It's true.

Every fall and spring there is a time when the sun aligns perfectly with our satellites and the energy it is emitting can cause a brief signal outage. You might see a change in the picture quality, or possibly, the picture will go out momentarily. These sun outages typically occur sporadically for about a week. AcenTek wants to make you aware of this. Follow our Facebook page for updates on when the greatest chance for sun outages to occur.



REFER A FRIEND

to AcenTek and you both earn a \$50 credit on your account when they become our customer.

Visit [ACENTEK.NET](https://www.acentek.net) to learn more

CONNECTED & PROTECTED THIS HOLIDAY SEASON WITH ACENTEK MYHOME

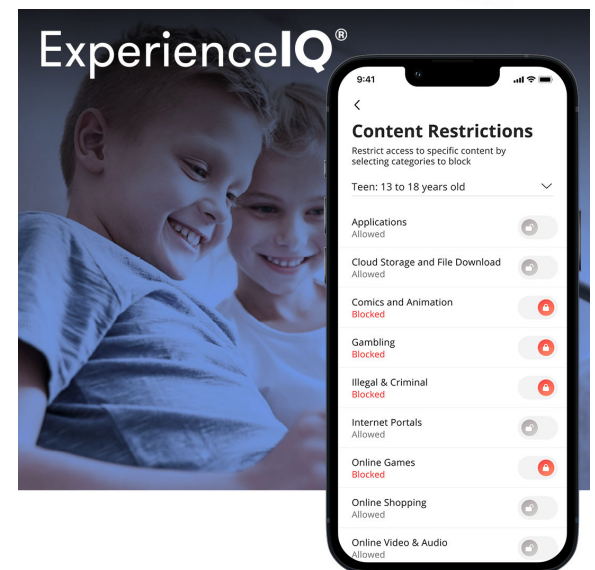
With the increase of smart devices in your home, you are likely concerned with keeping your family safe. But how? How do you stop your children from seeing content they shouldn't? How do you prevent hackers from getting in? And with the internet so available to them, how is it possible to control how long your kids are online or exactly what they are looking at?

AcenTek can help. We are now offering an app that puts you back in control. If you are an AcenTek Wi-Fi customer with a Gigaspire, you have access to our new app, AcenTek **MyHOME**. You can download the AcenTek **MyHOME** app from the App Store or Google Play for free. With this app, you will have the ability to schedule offline times for each device in your home, edit your Wi-Fi password and even create a guest network, all at no cost.

Are you interested in having even more parental control, like the ability to block harmful websites, set time limits per application, per day, see usage per device or prioritize one device over another? Again, AcenTek can help. You can easily upgrade to **ExperienceIQ** to enjoy even greater control of your Wi-Fi. If you work from home, **ExperienceIQ** will allow you to easily set your laptop as the priority. This ensures that other devices in use in your home do not use the bandwidth that work tasks require.

We also offer **ProtectIQ**, which is exactly what it sounds like – a way to protect your family. If you are concerned about hackers, **ProtectIQ** will ease your mind. It is like locking the doors to your network. **ProtectIQ** monitors incoming traffic to all devices and blocks anything suspicious. It blocks any attempt from the devices in your home from unknowingly trying to visit a harmful website. It will alert you to potential threats and viruses detected. **ProtectIQ** uses Intrusion Protection Settings (IPS) to monitor, notify and protect hackers from getting in. This works not only on your laptops and smartphones, but also on devices that we overlook, like smart thermostats and video doorbells. These devices are also gateways for malicious activity. **ProtectIQ** makes it easy to protect your entire home.

If you are interested in upgrading from the free **MyHOME** app to **ExperienceIQ** or **ProtectIQ** simply give us a call. Customers with a Gigaspire who subscribe to Optimum or Maximum Velocity Internet can have **ExperienceIQ** and **ProtectIQ** added to their account at no additional cost. Check out our website for instructions on getting started. Visit: AcenTek.net/acentek-myhome-experience-protect



PHISHING: DON'T BECOME A VICTIM

Phishing is when scammers use email or text messages to trick you into giving them personal or financial information. They are often after your passwords, account number or your Social Security number among other personal information. By obtaining this info they can easily access your email, your bank account or other personal accounts. Scammers are smart and keep changing their tactics to keep up with you. This is why we want to inform you of some simple ways to protect yourself from phishing attempts.

RECOGNIZE THE SCAM:

These attempts want you to open an attachment or click a link. They use tactics to make it seem like the message is from a trusted source and it is an urgent matter. Some examples of this are:

- A message saying there has been suspicious activity or log-in attempts
- A message that claims there is a problem with your account or payment info
- A message wanting you to confirm personal or financial information
- A message that includes an invoice you don't recognize

These messages often look real, but this is a disguise.

The scammer is hoping that you are not smart enough to investigate the message before you do anything.

They are often trying to invoke your human emotions by calling out something urgent and personal.

Here's what to look for to help you identify the message as fake:

FROM

- I don't recognize the sender's email address as someone I **ordinarily communicate with**.
- This email is from **someone outside my organization and it's not related to my job responsibilities**.
- This email was sent from **someone inside the organization** or from a customer, vendor, or partner and is **very unusual or out of character**.
- Is the sender's email address from a **suspicious domain** (like micorsoft-support.com)?
- I **don't know the sender personally** and they were **not vouched for** by someone I trust.
- I **don't have a business relationship** nor any past communications with the sender.
- This is an **unexpected or unusual email** with an **embedded hyperlink** or an **attachment** from someone I haven't communicated with recently.

TO

- I was cc'd on an email sent to one or more people, but I **don't personally know** the other people it was sent to.
- I received an email that was also sent to an **unusual mix of people**. For instance, it might be sent to a random group of people at my organization whose last names start with the same letter, or a whole list of unrelated addresses.

DATE

- Did I receive an email that I normally would get during regular business hours, but it was **sent at an unusual time** like 3 a.m.?

SUBJECT

- Did I get an email with a subject line that is **irrelevant** or **does not match** the message content?
- Is the email message a reply to something I **never sent or requested**?

ATTACHMENTS

- The sender included an email attachment that I **was not expecting** or that **makes no sense** in relation to the email message. (This sender doesn't ordinarily send me this type of attachment.)
- I see an attachment with a possibly **dangerous file type**. The only file type that is **always safe to click on is a .txt** file.

HYPERLINKS

- I hover my mouse over a hyperlink that's displayed in the email message, but the **link-to address is for a different website**. (This is a **big red flag**.)
- I received an email that only has **long hyperlinks with no further information**, and the rest of the email is completely blank.
- I received an email with a **hyperlink that is a misspelling** of a known web site. For instance, www.bankofamerica.com — the "m" is really two characters — "r" and "n."

CONTENT

- Is the sender asking me to click on a link or open an attachment to **avoid a negative consequence** or to **gain something of value**?
- Is the email **out of the ordinary**, or does it have **bad grammar** or **spelling errors**?
- Is the sender asking me to click a link or open up an attachment that **seems odd** or **illogical**?
- Do I have an **uncomfortable gut feeling** about the sender's request to open an attachment or click a link?
- Is the email asking me to look at a **compromising or embarrassing picture** of myself or someone I know?

© 2021 KnowBe4, Inc. All rights reserved. Other product and company names mentioned herein may be trademarks and/or registered trademarks of their respective companies.

YOUR REACTION:

Be cautious when going through your inbox or reading your text messages. Whenever you find reason to be suspicious, don't do anything. Don't click. Don't open. Don't respond. It is best to contact the recipient directly by a known and trusted phone number to inform them of the message you received. Note: Don't ever call or use a phone number or email address that is provided within the suspected message itself. A fake phone number is another tricky tactic scammers like to use.



Mushroomfest Parade, May 11th
PICTURED: Annie with her husband, Adam Bugai (Inventory Coordinator), Tina Swanson (Customer Service Supervisor), Denise Cooley (Installation/Repair Supervisor) with her granddaughter, Brooke.

OUT IN OUR COMMUNITY



Lisa Phillips (left) and Shari Brookhouse (right) present Allendale Library Director, Mary Cooke, with donation.

We love connecting with community. Perhaps you saw our staff from the Mesick office at the Mushroom Festival last May. We also had the opportunity to meet lots of little ones as we treated them on Halloween just a few weeks ago. What fun to get to see all the kids in their costumes!

Also in support of community, our staff in Allendale recently made some

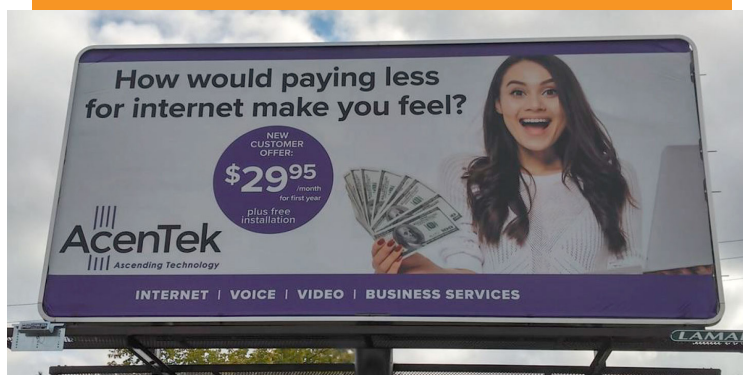
donations. The Allendale Township Library and Coopersville Area District Library each received a \$600 donation. The Allendale Community Foundation Scholarship Fund and Coopersville Area Community Foundation Scholarship Fund were also recipients of a \$600 donation, courtesy of the Casual Day fund. We are passionate about supporting these organizations that are cornerstones to our community.

You may have also noticed our billboard in Buckley. If you're in that area, check it out!



Shari Brookhouse (left) and Amy Hehl (right) present Coopersville Library Director, Elyshia Hoekstra, with donation.

Billboard located on M-37, Buckley, MI





207 E Cedar Street
PO Box 360
Houston, MN 55943

MICHIGAN ISSUE

CUSTOMER NEWSLETTER

NOVEMBER 2023

REWARDING OUR FOLLOWERS

One of our favorite things to do is to reward you, our customers. In June, we did our annual Summer Give Away on Facebook. The winners received an adventure pack, complete with a Carhartt backpack/cooler, a 32 oz. AcenTek water bottle, a blanket, an umbrella, and a waterproof pouch to keep your phone and wallet dry. Three lucky winners enjoyed this gift, valued at \$150.



If you don't already, follow us on Facebook. Stay up to date on what's going on at AcenTek, be made aware of news related to our services and never miss an opportunity to win one of our giveaways.

FOLLOW ALONG.



WELCOME ABOARD!



**ZACKARY
KAMMERAAD**

CABLE LOCATOR
MESICK OFFICE