

# INSIDE AcenTek NEWSLETTER

*Inviting you inside to learn more*

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## 10 YEARS IN FIBER: What we have done and why it matters

Back in 2014, AcenTek began building fiber optics to our customers. Up until this time, all our infrastructure had been copper. When we learned about the benefits of fiber optics, offering faster internet speeds and more reliable services, we knew fiber was our future. Providing the very best service available has been our goal since the birth of our company and transitioning to fiber aligned with that goal perfectly.

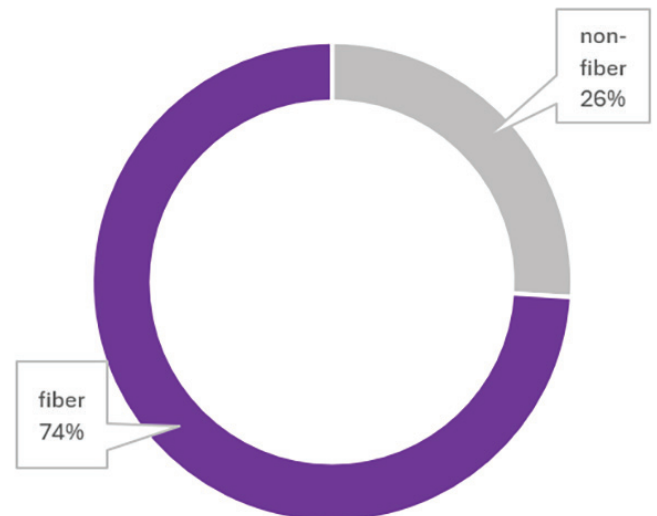
Our first fiber builds were located in La Crescent, Minnesota and Allendale, Michigan. Since then, we have brought fiber to 19,316 homes. A total of 3,600 miles of fiber optics have been placed to provide our customers with the technology their lives demand. To accomplish that, countless hours of planning, labor and construction have been done by our team.

Besides the time it takes to build fiber to our customers, substantial cost is also involved. We know our customers are worth it, however, the price of a build is a major factor in determining where we build fiber next. Over \$155 million dollars has been spent on fiber builds since we began. AcenTek applies for grants whenever available to reduce our costs and thus increase the rate at which we can build to our customers. While grants are helpful with the expense, the majority of the cost for each build is ours. While roughly 15% of the total price is swallowed by grants, the remaining 85% of that price tag is ours.

While the price of bringing fiber to our customers is quite expensive, we know they are worth every penny. Our goal is to build fiber to every

single customer, regardless of their location. We will not stop until that goal is accomplished. Fiber optics is the answer to leveling the playing field for those living in remote areas. All our customers should have the same access to technology as those living in a larger town.

*Pictured: Splicing fiber during our fiber builds.*



*Active customers who have fiber versus customers who do not*

“Fiber optics helps keep rural communities thriving. Reliable internet makes working from home, online learning or successfully operating your business in a small town possible. Live where you want and we'll help you do the rest.”

*—Mike Osborne  
Chief Executive Officer*

MyTV: Helping you stream

As more and more of what you want to watch is available only via streaming solutions, AcenTek has adapted our video product to keep up. This year we moved away from traditional Video with cable boxes and moved to a streaming service, which is, video delivered over the internet.

What led us to that decision? Some customers' equipment needed updating. As we considered update options, we also re-evaluated our product, our audience and the most popular trends of how to watch content at home. As a result, we began offering AcenTek MyTV to our Video customers. This solution offers the exact same content but now is delivered via streaming. Our customer service representatives contacted every customer with equipment needing updates, to explain this change and answer their questions. Our technicians visited approximately 1,900 homes in Minnesota, Iowa and Michigan, to help customers make the switch to streaming services. Customers were given a complimentary streaming device to help them get started. Instructions were shared with each customer along with the reminder that our support team was available for any ongoing questions they had after the technician's visit.

While streaming was common to many of our customers, for some this was brand new. Initially hesitant, we found some to be open to this change. They stated they knew this was the way things were going and they would eventually need to stream. For these customers it was the lack of knowledge on how to even get started with steaming that prevented them from cutting the cord. With the guidance of our team, many of these non-streaming customers were open to the MyTV solution.

For the customers who were familiar with streaming and perhaps already had one or many subscriptions, the change from traditional video to AcenTek MyTV services allowed them added conveniences. They could consolidate their content. They could now easily switch between AcenTek content and their other streaming subscriptions without needing to change the input on their TV each time or switch to a different device. Managing what content they want to watch, regardless of where it is coming from, was now much more convenient.



Many of our Video customers were worried about losing the local content with the transition to streaming. With AcenTek MyTV they could keep that content plus add on other streaming services in the future if they wanted. All their viewing options would be available from the convenience of one platform.

This year has been busy for our team helping our Video customers understand the change to MyTV. We understand and respect the varied preferences of our many customers. Our team has spent time with each of them trying to ensure they are satisfied with their video solution. It has been exciting for us to take this step forward with our video product in an effort to provide what is needed in the homes as more and more entertainment options become available.

LABELED THE BEST VALUE: Internet labels required for all providers

Labels are an important part of daily life. If you read the label, you have a better idea of what you are getting with the product. Recently, internet companies across the country began labeling their internet offerings, per the requirement of the Federal Communications Commission (FCC).

The FCC released the Broadband Label Order back in November of 2022, requiring all broadband providers to provide consumer labels for their internet service. The label, closely resembling the format of a nutrition label, is required for every broadband service each provider sells. This order was made to provide consumers with an easy way to shop for an internet plan that best fits their needs.

Having a uniform label that all providers must use makes it easier for consumers to compare prices, speeds and other details of broadband packages. The order requires each product label to state the monthly price for the broadband package, additional charges and terms, typical speeds and latency and any information about data caps. Larger internet providers had to have their internet labels in place by last April, while other providers like AcenTek, were given until October of this year to have their labels in place.

Our internet labels can be found on our policies page on our website, in our lobby and are available upon customer request via email or traditional mail.

Broadband Facts

<b>AcenTek</b> Extreme Velocity Fiber Internet Fixed Broadband Consumer Disclosure	
<b>Monthly Price</b>	<b>\$29.95</b>
This monthly price is an introductory rate	
Time the introductory rate applies	12 Months
Monthly price after the introductory rate	
\$49.95	
<b>Additional Charges &amp; Terms</b>	
Provider Monthly Fees	
Optional AcenTek WiFi Service	\$4.95
Optional AcenTek Experience IQ Service	\$4.95
Optional AcenTek Protect IQ Service	\$4.95
One-Time Fees	
None	
Government Taxes	
Varies by Location	
<b>Discounts &amp; Bundles</b>	
There are no special discounts for this offering.	
<b>Speeds Provided with Monthly Price</b>	
Typical Download Speed	500 Mbps
Typical Upload Speed	500 Mbps
Typical Latency	4 ms
<b>Network Management Policy</b>	
<a href="#">Read our Policy</a>	
<b>Privacy Policy</b>	
<a href="#">Read our Policy</a>	
<b>Customer Support</b>	
Phone: 888-404-4940	
Email: <a href="mailto:support@acentek.net">support@acentek.net</a>	
Learn about the terms used on this label. Visit the Federal Communications Commission's Consumer Resource Center.	
<a href="https://www.fcc.gov/consumers">fcc.gov/consumers</a>	
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## FIBER GOALS: How close are we to meeting them?

Our year began with an ambitious list of fiber projects to accomplish. With the close of the year upon us, here is an update on where we are at on our fiber to-do list.

We have been working with our customers in **COPEMISH** and **THOMPSONVILLE** to get them converted over to fiber services. Earlier this year, we finished up our fiber build within the city limits, connecting 366 customers by early summer. In early July, we finished construction in portions of rural Copemish and Thompsonville. These efforts brought fiber to an additional 1,412 customers there.

We also finished up two small fiber builds in **HOXEYVILLE** in May. Our team contacted the 152 homes impacted to make sure customers knew that fiber was now available at their home.



PICTURED: (Above) River Gauthier, Outside Plant Equipment Operator, running the boring machine. (Right) Josh Bergakker, Cable Splicer, working at the pedestal as Acentek hooks up a new home in Allendale to fiber optics.

(Left) Collin Snyder, Underground Foreman, runs the DigiTrak Falcon F2+. This is a tool used for locating. It receives information transmitted by a device that is housed within the drill head. The information received lets the user know information such as depth, angle/pitch and direction. This allows our team to direct the path of the bore with precision avoiding other utilities and also placing it where it needs to go.



## SHOWING UP: In our community

We love being a part of our local community and making meaningful connections! This year, we took part in some amazing events to showcase our commitment. Our goal is to show that we are just like you - real people living and working right here in your community.



We threw footballs and handed out tumblers/candy at the Allendale Fourth of July Parade.

At the Back to School Fair in Allendale, we gave away drawstring bags and an iPad to a local family. We even sponsored a booth at the M45 Celebration, where we gave away free cotton candy at the KidsZone Carnival.





## WI-FI CHOICES: Can I buy my own router?

All our Wi-Fi customers have the choice of purchasing their own router or having our router in your home. But did you know there are a lot of advantages to having our router that can save you money and headaches over time? Read about the advantages of having our router in your home versus purchasing your own.

- **IMPROVED SECURITY:**

We update our routers regularly offering better security than a router you have owned for a while.

- **BETTER COVERAGE:**

During installation, our technician will make sure that the areas of your home that are important for you have excellent Wi-Fi.

- **THE LATEST TECHNOLOGY:**

We use the Wi-Fi 6 router, which is the most recent Wi-Fi network protocol. Older routers and some of the newer, inexpensive routers cannot handle the speeds available on fiber.

- **EXCELLENT CUSTOMER SERVICE:**

Excellent customer service: The AcenTek team will certainly help any customer, regardless of whether their router is ours, or they have purchased their own. However, we are limited in what we can see and do if the equipment is not ours. This support is offered 24 hours a day, 7 days a week. If the router is our equipment, we can often identify issues and make changes remotely to better serve you, without needing to stop by. If you are having Wi-Fi issues and our technician determines it is with a router that is not AcenTek's, he cannot work on that equipment and therefore, wouldn't be able to resolve your Wi-Fi issue.

- **MANAGE YOUR OWN:**

Get a free app for easy management of your Wi-Fi. Our Wi-Fi customers can download the MyHOME app for free. From the app you can manage your password, add guest networks and even add on more features by subscribing to ExperienceIQ or ProtectIQ.

### ONLINE SAFETY QUIZ

- |  |   |
|--|---|
| <input type="checkbox"/> YES <input type="checkbox"/> NO | 1. Are your passwords strong, unique and never re-used?   |
| <input type="checkbox"/> YES <input type="checkbox"/> NO | 2. Do you have Two-Factor Authentication (2FA) enabled?   |
| <input type="checkbox"/> YES <input type="checkbox"/> NO | 3. Do you use biometrics (fingerprint, facial recognition)?   |
| <input type="checkbox"/> YES <input type="checkbox"/> NO | 4. Do you regularly update your software and devices?   |
| <input type="checkbox"/> YES <input type="checkbox"/> NO | 5. Do you avoid using public Wi-Fi for sensitive activities?  |
| <input type="checkbox"/> YES <input type="checkbox"/> NO | 6. Does your home Wi-Fi network have a strong password?   |
| <input type="checkbox"/> YES <input type="checkbox"/> NO | 7. Do you monitor your banking and other online accounts regularly?                                 |
| <input type="checkbox"/> YES <input type="checkbox"/> NO | 8. Do you avoid sharing personal information (address, phone number, travel plans) on social media? |
| <input type="checkbox"/> YES <input type="checkbox"/> NO | 9. Do you always log out of accounts when not using them?   |
| <input type="checkbox"/> YES <input type="checkbox"/> NO | 10. Do you always turn off Bluetooth and location sharing when not needed?                          |

## TAKE THE QUIZ: How safe are you?

If you took the quiz and answered NO to any of the questions, check out the tips below to help you become more safe online.

1. Use a combination of words, numbers, and symbols to create strong passwords. Never reuse your passwords.
2. Add an extra layer of security by using apps like Google Authenticator, Microsoft Authenticator, or Duo Mobile to add protection beyond your password.
3. Enable fingerprint, facial recognition, or other biometric options on your devices. These offer stronger protection.
4. Regularly update your operating system, apps, and firmware to patch known security vulnerabilities.
5. Public Wi-Fi is often unsecured, making it a target for hackers.
6. Set a strong Wi-Fi password and create a guest network for visitors.
7. Keep an eye on your bank and online accounts for any unauthorized transactions or unusual activity. Account alerts can be set up for added monitoring.
8. Sharing personal information (home address, phone number, travel plans) on public platforms can make you an easy target for cybercriminals.
9. Always log out of websites when you're finished, especially on shared devices, to avoid unauthorized access to your account.
10. To reduce potential attaches, it is best to disable Bluetooth and location services.



## TEAM BUILDING: Why it matters

Each year, AcenTek closes the office for a team building event. Many businesses find it important to hold team-building events because of the results.

Team building helps to build morale, improves employee engagement, strengthens communication and increases productivity. How can all of that be the result of just one simple event?

Team building events at AcenTek have a very specific recipe: start with food, end with fun. This summer, 21 workers from our Allendale office had their team building at the Escape Room in Grand Haven. Staff were divided into three teams, each with the mission of escaping. All three teams were successful, both in completing their goal of escaping and in working together while enjoying the company of their coworkers.

At our Mesick office, 21 workers spent their afternoon of team building on the greens of Antioch Hills Golf Club. It was a beautiful day for some comradery and friendly competition. Sometimes our technicians or outside crew members get called out to respond to our customers and, therefore, are unable to participate in the full event. However, this year was different. We had perfect attendance, allowing all to work their team spirit and employee engagement.

While disguised as fun, these events encourage socialization, allowing staff to get to know their coworkers on a more personal level. While this may not seem to be important for the product/

service a company offers, it does make a big impact on the day-to-day operations. Being able to collaborate more easily with someone because now you know them a little bit better, is an advantage. It leads to more efficient work, and more importantly, a positive work environment. This relationship building also helps to build bridges across departments. These events encourage positive morale. An afternoon not doing our regular daily tasks ends up benefiting not only AcenTek, but also our customers. Team building events at AcenTek are also an excellent way to reward our employees for the work they do for us. We appreciate our employees' dedication to a job well done and enjoy sharing an afternoon with them outside the office.



PICTURED: Allendale staff at their team building event.

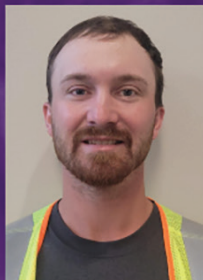


PICTURED: Mesick staff at their team building event.

**WELCOME  
TO THE  
TEAM**



**TOM SEDLACEK**  
Customer Service Representative  
Mesick office



**COLLIN SNYDER**  
Underground Crew Foreman  
Allendale office



**RIVER GAUTHIER**  
OSP Equipment Operator  
Allendale office

**OFFICE CLOSED**

**NOV. 11**  
Veterans Day

**NOV. 28 & 29**  
Thanksgiving

**DEC. 24 & 25**  
Christmas

**DEC. 31** (closing at noon)  
New Year's Eve

**JAN. 1**  
New Year's Day



## KEEPING UP: Adding more online control and protection

More and more of our daily tasks involve the internet. Whether it is working remotely, online learning, telehealth, doing your finances, or choosing what to watch at the end of your day, internet is a requirement. AcenTek is proud to be the provider of such an essential part of daily life. But as the technology demands on a home increase, we also look for new ways to help customers keep up while also staying safe online.

We want to help you do all you need to do online, but we also want you to have options that are budget-friendly. That is why we include Wi-Fi with several of our internet packages, free of charge. If you have Optimum or Maximum Velocity internet, or the Essentials Internet package from AcenTek, you can enjoy free Wi-Fi. If you have a Gigaspire in your home, you also get the MyHOME app for free.

What is MyHOME? The MyHOME app gives you greater control of your Wi-Fi. With the app, you gain the ability to schedule offline times for each device in your home, edit your Wi-Fi password and even create a guest network.

You can also upgrade to have greater control and improved security. There are two levels available, ExperienceIQ and ProtectIQ. ExperienceIQ is ideal for families who wish to have more control over the kids' online activities. Having ProtectIQ is like locking the doors to your network. Using Intrusion Protection Settings (IPS) to monitor, ProtectIQ alerts you and blocks any suspicious activity, keeping your devices safe from hackers.

You can download the AcenTek MyHOME app from the App Store or Google Play for free.



### ExperienceIQ:

**If you want more parental control  
or you work from home**

- Block harmful websites.
- Set time limits per application, per day.
- See usage per device.
- Set your laptop as the priority if you work remotely. This ensures that other devices in use in your home do not use the bandwidth that work tasks require.
- FREE to customers who have Optimum Velocity, Maximum Velocity or the Essentials internet package through AcenTek. For other customers, it is \$4.95/month.



### ProtectIQ:

**Gain peace of mind when you protect  
your family from hackers**

- Monitors web traffic and blocks anything suspicious.
- Blocks attempts to (unknowingly) visit harmful websites.
- Alerts you to potential threats and viruses detected.
- Keeps all devices - not just computers and phones protected. This includes devices we often overlook like smart thermostats and video doorbells, which are also gateways for malicious activity.
- FREE to customers who have Optimum Velocity, Maximum Velocity or the Essentials internet package through AcenTek. For other customers, it is \$4.95/month.

If you are interested in upgrading from the free MyHOME app to ExperienceIQ or ProtectIQ simply give AcenTek a call.





PICTURED: Hehlden Farms  
in Coopersville

## THANKING YOU PUBLICLY: For all our friends to see

Thanking our customers is something we love to do. Recently we have been using our social media pages as the tool to do that. We have been shining a spotlight on some area businesses on our Facebook page. It is a way to connect with our customers on a personal level. We wanted to showcase the positive impact they have made on our community, and in doing so, give them the recognition they deserve. As we set out to spotlight area businesses, we found ourselves captivated by their stories. Each owner's passion for their business was evident, and the impact they had on those around them. We were inspired by their commitment to excellence, and we wanted to share that inspiration with our followers.

A company's Facebook page typically features announcements and news advertising their own products or services. That's how we use ours. But after contemplating how to share with everyone, customers and noncustomers alike, how grateful we are for those who let us serve them, we decided Facebook was the platform to help us do that.

National Beef Month provided the perfect backdrop for thanking the many beef farmers in our serving area. We highlighted several beautiful farms in Coopersville, Zeeland and Allendale. We spoke with farmers, learned more about their daily routines, and the challenges they faced in the industry. They expressed their gratitude for our partnership, and we left the farms with a sense of community and appreciation that we will never forget. We also saw just how much our



PICTURED: Red 7 Ranch in Zeeland

followers loved these posts because they knew and appreciated not only the farmers, but the profession in general. These positive posts featuring local people and businesses draw attention to the assets many of us take for granted in our community. Seeing them on our social media feed reminds us all of the importance of businesses like these.

Our goal of celebrating local businesses on Facebook led us to some wonderful conversations with our customers, and

“This effort allowed us to celebrate the work our customers do. Whether their office is a tractor seat, a kitchen or a semi cab, they are a vital part of our community and we are so grateful to help them with their technology needs.”

—John Tabbert  
Marketing & Sales Manager

beautiful locations to grab a photo or two. National Organic Month led us to an insightful conversation with a local farmer in Drenthe expressing the concerns in the organic farming industry. National Superhero Day took us to the schools where we could spotlight local “heroes” within our community here in Allendale. National Donut Day was the perfect opportunity to call out a local bakery in Coopersville. While these ‘holidays’ are great reasons to celebrate our customers, AcenTek is grateful EVERY day for all the businesses who trust us as their provider.

If you don't already, follow along:

[Facebook/AcenTekMesick](#)

[Facebook/AcenTekAllendale](#)



PICTURED: Green Vale Farms in Coopersville

## INSIDE **AcenTek** NEWSLETTER

Inviting you inside to learn more

MICHIGAN ISSUE  
NOVEMBER 2024

### GIVING BACK: Fire Departments & Veterans

Our AcenTek's Casual Day fund has been a massive success, not only because of the comfort of wearing jeans to work, but also because of the positive impact we make on our community. It's an excellent feeling knowing that our small donations can make a significant difference. This September, our Casual Day Committee in Allendale decided to give back to the brave firefighters who tirelessly protect our community. We wanted to express our gratitude and support for these selfless heroes by donating to our local area fire departments. We stopped by Allendale, Zeeland and Coopersville Fire Departments to drop off our monetary donations and say thank you.

In our Mesick office, our Casual Day Committee donated to an organization called 22-2-None. This organization's purpose is to bring veterans back together after their time in service. This effort is to help with the mental health and well-being of those who served. Their name references 22 veterans a day commit suicide, which was the statistic in 2016 when they started this organization. They hold events like hikes and cookouts while raising awareness of those veterans fighting the fight within. Our donation of \$600 will go towards the Outdoor Venture Program (OVP). This is a program that provides time for veterans to enjoy the rivers, lakes and trails of Northern Michigan throughout the year. Our donation will help provide equipment, food and transportation for the OVP.

It's incredible how a small act of kindness can create a ripple effect of positivity, and we hope to inspire others to do the same.



PICTURED: Amy Hehl and Lisa Phillips (AcenTek) present Chief Travis Kroll with donation for the Coopersville Polkton Fire Department



PICTURED: Lisa Phillips and Amy Hehl (middle) from AcenTek present donation to Allendale Fire and Rescue. Deputy Chief Randy Bosch and Troy Teller (left), along with Chief Mike Keefe and Kyle Garlanger (right) accept the donation.



PICTURED: Lisa Phillips and Amy Hehl of AcenTek, present Chief Brock Bruce (left) and Garret Gritters (right) with donation for the Zeeland Township Fire Department.