

THE RAINBOW CONNECTION

www.rainbowtel.net
800-892-0163

CONTACT US

Everest Office

608 Main Street • Everest, KS 66424
Monday – Friday: 8 a.m. to 5 p.m.

Hiawatha Office

628 Oregon Street • Hiawatha, KS 66434
Monday – Friday: 8 a.m. to 5 p.m.

Horton Office

126 West 8th Street • Horton, KS 66439
Monday – Friday: 8 a.m. to 5 p.m.

Seneca Office

513 Main Street • Seneca, KS 66538
Monday – Friday: 8 a.m. to 5 p.m.

Sabetha Office

121 South Washington • Sabetha, KS 66534
Monday – Friday: 8 a.m. to 5 p.m.

Technical Support Center: 800-892-0163

24 hours a day, 7 days a week



Get a new internet plan and start 2018 with a faster speed! Call Rainbow Communications Customer Service at 800-892-0163 or stop by one of our offices.



New Year's Message From Jason Smith

I hope you enjoyed a great holiday season and a great start to 2018! On behalf of everyone at Rainbow Communications, I thank you for your business.



Jason Smith, General Manager-CEO, Rainbow Communications

It is our mission at Rainbow Communications to enhance the rural communities we serve by providing exceptional broadband service. To fulfill this mission, we have taken on many projects in the past year to provide the best possible service to our customers. These projects include expanding our fiber networks in Doniphan County, upgrading our fiber electronics in all the Fiber- to-the-Home communities, and converting our analog video systems to an all-digital television system. We will continue to expand and upgrade our systems in order to offer new services to meet our customers' needs.

One of the challenges our company faces in 2018 is the cost of video programming. As we close 2017, we are in the middle of retransmission negotiations with the local broadcast stations. These negotiations can sometimes be contentious as we fight for the best rates for local programming. As of this writing, it appears that the local broadcasters are looking to increase their rates anywhere from 75 to 90 percent over last year. Programming rates are not the only issue with retransmission negotiations. The broadcasters also dictate what channels we need to carry to certain areas, which increases expenses and may not always provide the content our customers want. We will continue to work to keep video service affordable and meet your viewing preferences.

Another challenge for Rainbow Communication will be the reductions made to the Universal Service Fund (USF) by the FCC's budget control mechanism. Rural carriers are seeing USF reductions in the range of 10 to 25 percent. While Rainbow Communications has been impacted by these cuts, we continue to look for new revenue streams to make up for the lost revenues. We have also increased our advocacy efforts in the last year with state and federal legislatures to explain the importance of universal service to expanding and operating broadband systems in rural areas.

Even with these challenges, we are well positioned to meet the broadband needs of our customers and community. Again, I thank you for choosing Rainbow Communications as your provider and look forward to keeping you connected in 2018.



Limits to the National Do Not Call Registry

With telemarketing becoming more prevalent in recent years, more than 137 million consumers have opted to register with the FCC's National Do Not Call Registry. If you're among them, you may have noticed that your registration does not stop all unwanted calls.

That's because the National Do Not Call Registry allows the following groups to still contact you:

- Political groups
- Charitable organizations
- Phone surveyors, when their sole purpose is to conduct a survey
- Companies with whom you have a business relationship—including ones from whom you've made purchases in the past 18 months
- Those who have received written permission from you

However, if you ask a company not to call you again, it must honor your request. Record the date of your request, and if calls continue, file a complaint at donotcall.gov or call 1-888-382-1222.

For additional details or to register your phone numbers (including both home and cell phone numbers), visit www.donotcall.gov. Most telemarketing calls should stop within 31 days of your registration.

Electronic bills, also known as "eBills," are a convenient, secure and environmentally friendly way of delivering many of the bills you pay.

SIMPLIFY YOUR LIFE & GO GREEN!

Sign up for eBill and auto payment with Rainbow Communications today.

CONVENIENCE	GREATER ORGANIZATION	ENHANCED SECURITY	ENVIRONMENTALLY FRIENDLY
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Rainbow Communications Advocacy Efforts in 2017

Kansas Broadband Conference

On September 20 and 21, 2017, the Kansas Broadband Conference was held in Wichita, KS. Guest speakers at the conference included Ajit Pai, Chairman of the Federal Communications Commission; and Shirley Bloomfield, CEO of NTCA-The Rural Broadband Association. Chairman Pai spoke about bridging the digital divide and the importance of having high speed broadband in rural America. To address these issues, Chairman Pai told the attendees, "The FCC is pursuing an aggressive agenda to extend digital opportunity to all Americans, particularly in rural areas." Bloomfield spoke about rural telecommunications policy issues that are affecting rural broadband deployment.

Serving on the conference planning committee were Stacy Simmer, Community Relations Manager for Rainbow Communications, and representatives from Tri County Telephone, U.S. Department of Agriculture, and KanOkla Networks. Jason Smith, CEO/General Manager of Rainbow Communications and SITA Board Member, noted, "I really appreciate Chairman Pai taking the time to attend the conference and for listening to the issues that are affecting rural broadband providers like Rainbow Communications."

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L to R: Shekinah Bailey, USDA-RD; Angela Schwerdtfeger, TCT; Stacy Simmer, Rainbow Communications; Ajit Pai, FCC Chairman; and Shirley Bloomfield, NTCA CEO

Rainbow Communications Advocacy Efforts in 2017

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Washington DC – NTCA Telecom Executive Policy Summit

From October 25-27, 2017, Stacy Simmer, Community Relations Manager at Rainbow Communications, visited Washington DC for the NTCA Telecom Executive Policy Summit. Simmer visited with staffers from the offices of Senator Moran, Senator Roberts, and Representative Marshall on topics regarding retransmission, the Universal Service Fund, and the budget shortfall. “It’s important that Rainbow Communications continues these conversations with our legislatures. Broadband deployment in rural areas is critical to those in education, agriculture, healthcare, and much more. With the USF budget sufficiency issue, our communities could be affected—and that’s why we are having these discussions,” notes Simmer.



L to R: Jonathan Crawford, Mapcom; Michelle Ly, NTCA; Brian Boisvert, Wilson Communications; Stacy Simmer, Rainbow Communications; Coner McGrath, Senator Moran’s office; Rhonda Goddard, NexTech; and Chris Schroeder, TCA

Senator Rob Olson’s Visit to Rainbow Communications

Senator Rob Olson visited Rainbow Communications on October 25 as a part of a tour across Kansas. Senator Olson serves as the Chair on the Utilities Committee for Kansas. While here, Senator Olson visited with Rainbow Communications staff, Representative Garber (District 62) and Representative Dr. Eplee (District 63), as well as community businesses and entities including KNZA, JW Manufacturing, Union State Bank, USD 430, and Jade Millwrights.

Senator Olson also visited a number of other telecommunications companies in Kansas to gain a better understanding of rural broadband issues. We thank the Senator and the Representatives for taking the time to join the conversation.



L to R: Rep. Randy Garber, Sen. Rob Olson, Rep. Dr. John Eplee, and Jason Smith of Rainbow Communications.

Rainbow Athletes of the Month



**Nemaha Central
Volleyball**
August 2017



Joe Cruber
Junior
Sabetha High School, Football
September 2017



**Hiawatha High School
Girls Cross Country**
October 2017

Rainbow congratulates our athletes of the month!

Check out the full stories on these athletes at the Sports in Kansas Network (@sportsinkansas, kansas-sports.com)



Opportunities for Local High School Students!

Washington DC Youth Tour

High School Students: Win an all-expenses-paid trip to our Nation's Capital! For more information, visit www.rainbowtel.net or call Stacy Simmer at 800-892-0163 x2104 - stacy@rainbowtel.com

Scholarship Information

Administrator: Foundation for Rural Service

Award Amount: \$2,500
(with other scholarships available)

Deadline: March 1, 2018

Eligibility: Parent or guardian must be a Rainbow Communications customer.

Scholarship Criteria

Year of Study: High school senior

For a copy of the scholarship application, stop by one of our Rainbow Communications offices, call us at 800-892-0163, download the application at <http://www.frs.org>, or contact your school counselor.

Please return the FRS application postmarked by March 1, 2018 to:
Selection Committee
Foundation for Rural Service
4121 Wilson Boulevard Suite 1000
Arlington, VA 22203

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 RainbowCommunications

LOCAL BUSINESS SPOTLIGHT

Bendena State Bank and Bank of Highland

Since 1904, Bendena State Bank has served the personal and commercial banking needs of the Bendena community. The bank started at the corner of Main & Commercial Streets, then in 1989 moved to a renovated barn on the north edge of Bendena. In 2011, it purchased and merged with the Farmers State Bank in Highland, and that bank became a branch of Bendena State Bank called Bank of Highland. Customers can choose from a variety of loans and savings accounts.

Since convenience is so important in today's fast-paced world, online banking is now provided as an option. Customers can check balances, view account statements, transfer funds, and much more from any internet-connected device. This technology is something the original Bank directors and officers could not have imagined back in 1904. It's also one reason why Bendena State Bank and Bank of Highland have Rainbow Communications as their provider.



Bank President Mark Twombly

Both branches use multiple services from Rainbow Communications including Internet, phone lines, an IP-connected Hosted PBX phone system, and surveillance and security. Bendena State Bank is currently using fiber Internet and Bank of Highland will switch to that Internet service early in 2018 after Rainbow Communications completes the fiber buildout in Highland.

Bank President Mark Twombly says, "We're longtime customers of Rainbow Communications and have always tried to subscribe to the newest and best services it was offering in order to enhance our banking capabilities. For example, we need fast and reliable Internet connections since so much banking is done online."

Twombly adds, "Having fiber optics at Bendena State Bank makes it possible for us to provide real-time banking transactions through a hosted data processing service. Without our high-speed fiber Internet connection, that system wouldn't work well. What high speeds do is enable our online banking customers to see their transactions immediately on their devices."

What does Twombly appreciate most about the people of Rainbow Communications? He replies, "We like doing business with local people. Rainbow Communications' employees know us, and they know our account. They understand our communications systems and equipment at the two bank buildings. We've had a strong working relationship with Rainbow Communications for many years and couldn't operate as efficiently as we do without their services. It's great to have access to fiber, and Rainbow Communications is the only provider offering fiber in this area. It's a fantastic company, and we're so lucky to be customers."