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# PTDCHAT

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NEWS

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## Partner in Business

### The Dime Bank

The Dime Bank, Member FDIC, is a community bank based in Northeast PA with branches in Wayne, Pike, and Lackawanna counties. They work hard to offer their customers the very best in community banking, with a strong commitment to offering a full complement of financial services for the consumer, small business, and commercial customers. The Dime Bank is committed to enhancing their communities by supporting aspiring entrepreneurs and business customers with their Entrepreneurial Center offering customers a comfortable and secure environment with a variety of technological resources, located at 1055 Texas Palmyra Highway, Honesdale, Pennsylvania. They offer innovative digital banking services, including online and mobile banking services, to make managing money easy along with the personal attention of employees who care. Their goal is to be the bank for their customers anywhere and forever.

PenTeleData provides The Dime Bank with dedicated fiber and broadband services. Ferdinand Feola, senior vice president and chief technology officer at The Dime Bank, shared, "We chose to use PenTeleData for our business network connectivity because of their reliability, consistency, and our desire to invest in business relationships with trusted partners in the communities we serve. Our PenTeleData connections are stable and highly available, which is crucial to a community bank."

Regarding PenTeleData's people, he added, "We have had minimal need to interact with support staff, however, when we have, the staff has been knowledgeable and timely in providing resolutions. I have developed relationships with the management of PenTeleData and their partner, Blue Ridge Communications, over the last 25 years in this industry. They have been instrumental in supporting the organizations where I have worked. What



differentiates PenTeleData from other vendors is the personable interactions and the true sense of caring they exude."

The Dime Bank is committed to remaining a community bank in the areas they serve, providing customers with the financial services they desire and need. While they will always provide in-branch customer service, they want customers to be able to conduct business with them anywhere at any time. PenTeleData is proud to offer the services to support those goals. The PenTeleData partnership has invested more than \$300 million in fiber optic infrastructure with nearly 10,000 miles of fiber optic cabling that serves existing customers in all facets of life from their homes to business, including banking, healthcare, education, government, retail sales, and the wireless industry. From fully redundant connections to peering with large national content providers, we make sure that connections are always available and backed by the support of our 24/7 Network Control Center.

For more information on The Dime Bank visit, [www.thedimebank.com](http://www.thedimebank.com).



# Manager's Desk...

Dear Valued Customer,

Happy New Year! Welcome to the winter edition of our quarterly *PTD Chat*. We appreciate that you've chosen PenTeleData to keep you connected.

PenTeleData is celebrating 30 years of serving our customers, so we'll be including timelines, contests, interesting facts, and lots of company history. I thought it might be a good time to share some of my personal story with you too, although I'm a local guy, so many of you already know my background. In fact, our staff is local, so we care about the same things you do, and we know how important reliable connections are to your day-to-day life.

I was born in Portugal and at age eight I moved to Palmerton. Soon after I began helping out and working at a local music shop on Delaware Avenue in town. My parents taught me (and my nine siblings) the value of hard work and caring for the people around me, so customer service was always my top priority. I began working for Blue Ridge Communications in 1992, providing technical assistance and customer support. As I gained experience and through my willingness to learn I continued to grow in my career. By 2003, I became the Chief Administrative Officer of PenTeleData. Today I serve as Vice President of Operations.

They say time changes everything, but I can promise you that I am just as dedicated to my family, my community, and our Company as I have always been. We know how much you rely on PenTeleData, and our staff will always strive to provide you with reliable services and support when you need us most. We're here to serve you and your business in the New Year and beyond.

Thank you for your business and continued support.

Best regards,

Jaime Mendes  
V.P. of Operations, PenTeleData

## Lehigh Valley's Economic Transformation Recognized by International News Magazine

German business news magazine "WirtschaftsWoche" is the latest international publication to shine a spotlight on the bustling commerce occurring in the Lehigh Valley. It published an article, "Suddenly, American Beauty Again," on Oct. 3 that explained how the resilient region known for its industrial roots now boasts a diverse economy that includes advanced manufacturing and technology and a supportive environment for small business startups. "The Lehigh Valley in Pennsylvania was once a proud industrial center," says the article by reporter Julian Heissler. "It was a long time ago. But now, the belief in a bright future is back."

Learn more at <https://www.lehighvalley.org/american-beauty-lehigh-valley-s-economic-transformation-highlighted-by-international-business-publication/>

## We are Proud of Our Beginnings and the Strengths in Our Partnership

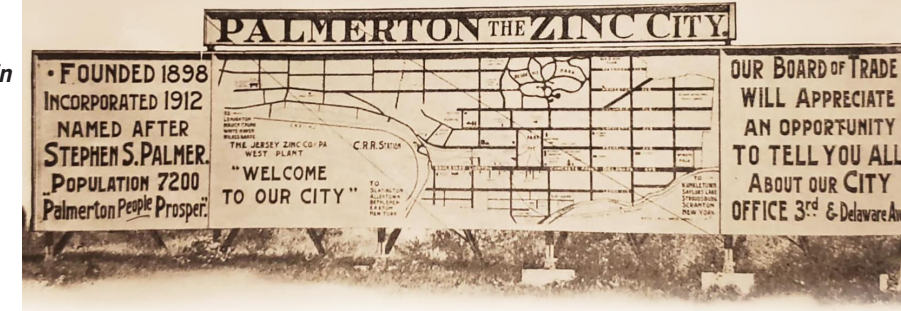
### Have you ever wondered about how PenTeleData Internet services got started?

It can all be traced back to the beginnings of cable television. 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 Communications, both PenTeleData partners, trace their beginnings back to two resolute men who took great risks to benefit their families and towns. Luckily, their forward thinking left a legacy of success and helped shape their communities. To learn more about John Walson, Sr. aka "The Founder of Cable Television" and Claude Reinhard aka "The Great Risk Taker", visit our website <https://www.penteledata.net/company/the-visionary-men>.



## PenTeleData's Origins are Tied to the History of Palmerton

*The Palmerton Board of Trade erected a sign in 1922 to entice businesses to locate to Palmerton. It said:*



That "city office" is the area of Claude's Creamery and Pencor's Corporate Office, which was formerly owned by the New Jersey Zinc Company. In fact, PenTeleData's origins are tied to the history of Palmerton in many ways.

In 1900, the New Jersey Zinc Company decided it needed a communications system to enhance its operations—this began the humble beginnings of our partner, Palmerton Telephone. In 1912, the telephone company was incorporated and became Palmerton Telephone Company, taking the name of the newly formed borough at the time. In 1948, Palmerton Telephone was bought by PP&L—along with the Palmer Lighting Company. During the time PP&L owned Palmerton Telephone they invested in rebuilding much of the company's infrastructure. In the mid-1950s, Palmerton Telephone was acquired by a company that would later become known as Pencor Services Inc. Pencor (then, the Palmerton Company), also bought Blue Ridge Telephone, which served the Kunkletown area and began upgrading equipment.

Meanwhile, the fifties also brought the beginnings of cable television, but the picturesque town of Palmerton was less than an ideal location for off the air reception of television signals.

Reception of the three Philadelphia channels, 3, 6, and 10 were snowy, if visible at all. Claude E. Reinhard, a New Jersey Zinc company chemist, was determined to change the way the citizens of Palmerton obtained entertainment. "Someday there will be an antenna on the mountain and all the homes of the town will have a clear television signal." His vision of the future propelled Blue Ridge Cable Television.

Claude Reinhard was an unlikely leader. He was raised on a farm and grew up speaking Pennsylvania Dutch. He was an extremely shy man, and he intensely disliked speaking in public. But he had a lot of self-confidence and wasn't afraid to take a risk. His confidence may have stemmed from the fact that

he had a near-photographic memory and was an extremely quick learner. He worked as a chemist at the local plant of the New Jersey Zinc Company.

Like everyone else, Claude Reinhard wanted to watch television. There was an empty lot next to his home on Lafayette Street where he erected a television antenna. He and his sons constantly moved and adjusted the antenna in an effort to pick up channel 10 from Philadelphia. "I would have to go running into the house to see how it was and whether we had it or not and kept going back and forth, back and forth, back and forth, and we just couldn't get it," said Don Reinhard, the older of Claude's two sons. "Then my father said to me, 'There's going to be an antenna up on this mountain and everybody is going to have TV,' and, sure enough, that's the way the idea got started. He knew, I guess, that [Bob] Tarlton had been doing something along those lines."

At a meeting that November night in 1950, the subject inevitably turned to money. Who would invest? The television dealers were eager to sell more sets, but less eager when it came to plunking down cash for the venture. "When we asked for money they had deaf ears," said Alex Kaslik, who was present and later became one of the original directors of the Palmerton Television Signal Corporation. Kaslik said he and others ended up going door to door through town trying to sell shares for \$100 apiece. He told residents, "If you want television, here's a chance to invest in it." He was not terribly successful. The only sale he remembered making was to a priest.

The corporation ended up with 16 shareholders, Kaslik said, and not enough money. He was unable to recall how much was needed to launch the project. Don Reinhard and Fred Reinhard, Claude's younger son, remember only that a series of loans was somehow obtained. Kaslik said he remembered visiting a bank in Philadelphia that agreed to partner with a bank in Palmerton to provide start-up funds. Jerrold Electronics, Milton Shapp's company, which supplied the

## CONTEST

JANUARY 2024:

PenTeleData is giving one lucky winner a family 4-pack of tubing or skiing passes to their choice of Blue Mountain Ski Area in Palmerton, PA; CamelBack Ski Area in Tannersville, PA; Ski Sawmill in Morris, PA; or Ski Denton in Coudersport, PA.

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 1/31/24.

Good Luck! PenTeleData

### Brain Teaser:

What year did the PenTeleData partnership exceed 200,000 customers?

...continued on back

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# PenTeleData's Origins...continued

equipment for Bob Tarlton's system, was selected to build and service the system in Palmerton. Today, that company is Blue Ridge Communications, also a PenTeleData partner.

Mr. Reinhard would later own Palmerton's Laundromat, The Zinc Bowl (later Haja Lanes), a bowling alley in Lehigh, and three movie theaters. The Palm Theater was located on Delaware Avenue. After being sold in the mid-1970s, a fire forced the theater to close. Later, the site became home to the Palmerton High Rise, designed for local senior citizens. The Classic Theater was located in the building later known as the Times News Building on First and Iron Streets in Lehigh. The Mahoning Valley Drive-In, although no longer part of the Pencor family of companies, is still in operation.

PenTeleData's 30 years of serving the local community include a rich history that goes back much further and we're proud of our ties to our corporate hometown of Palmerton.

## WINNER

### October 2023 Contest Winner

**Congratulations to Dave Scheeler of Sunbury, PA.**

**Dave was the winner of a 4-pack of tickets to see the Lehigh Valley Phantoms.**

**QUESTION:** A man stands on one side of a river, his dog on the other. The man calls his dog, who immediately crosses the river without getting wet and without using a bridge or a boat. How did the dog do it?

**ANSWER:** The river is frozen

## PenTeleData: 30th Anniversary Milestones

### 1994

- PenTeleData began with only a few employees
- First Node offered initial dial-up speed of 14.4 kbps; Named our residential Internet Service 'ProLog;' competing with national providers AOL and Prodigy; locally competed with Fastnet and En-ternet among many other dial-up providers of the day

### 1995

- Our first customer signed up for service
- First billing run sent with approximately 200 invoices

### 1996

- PenTeleData was first in the nation to offer residential broadband Internet service with ProLog Express broadband

### 1997

- Second floor added to our building

### 1998

- PenTeleData acquired Microserve

### 1999

- ATM Network completed, offering speeds up to 622 Mbps

### 2000

- Dial-up customer numbers peaked at above 50,000
- Commercial Cable Modem offered 1Mbps/1 Mbps speeds

### 2003

- High-speed modem service reached 50,000 customers

### 2005

- Blue Mountain Ski Area, Penn's Peak and Bethlehem Brew Works became PenTeleData's first Un-leashed Hot Spot locations
- Surpassed 100,000 customers

### 2006

- PenTeleData exceeds 100 Un-leashed Wi-Fi Hot Spots
- The ProLog brand name disappears. Each partner begins using their own name brand to define the High-Speed Internet service. The name Prolog Express progressively faded from advertising and promotional materials. Instead, our partners began to use "Powered by PenTeleData" in their new logos and advertising.

- PenTeleData changed Integrated Services Team name to Computer Patrol and began servicing residential customers

### 2008

- 10 Gbps MPLS Network with Intelligent Routing completed
- PenTeleData exceeds 200,000 high-speed broadband customers

### 2009

- Installed our 200th Unleashed Wi-Fi Hot Spot

### 2011

- MPLS Network upgraded to 20 Gbps nodes
- Launched our presence on social media sites Facebook and Twitter

### 2012

- Fiber campaign began with billboards and television spots
- Introduced DOCSIS 3.0 packages for business

### 2013

- Introduced 3G/4G Backup Internet for business
- Reached 300,000 total customers as a partnership

### 2014

- Announced details about the upcoming benefits of our NextGen Network, including Quality of Service, Distributed Denial of Service Mitigation, Wave Services, and 3G/4G Wireless Backup

### 2015

- Implemented DDoS Mitigation due to rise in malicious network attacks from hackers worldwide

### 2016

- Deployed our Next Gen network through the Lehigh Valley, Milford, Hawley, and Mount Pocono areas and then toward Wilkes-Barre and Ephrata respectively

- PenTeleData and Service Electric provided Community Wi-Fi at Musikfest

### 2017

- Received an ArtsQuest Founder's Award for support of their arts and cultural programming
- Hospitals & Health Networks unveiled its nineteenth annual "Most Wired" list and included three of our customers: Lehigh Valley Health Network, St. Lukes

University Health Network and Geisinger Health System

### 2018

- Introduced our Cloud Based Voices Services.
- Voted Best Internet Provider by readers of The Times Leader
- Converted our Unleashed Hot Spots to PenTeleData Community Wi-Fi
- Surpassed 400,000 customers
- Began offering Gig cable modem speeds in all of Blue Ridge Communications territory

### 2019

- Worked across the partnership at deploying switches in the various nodes and head ends to support the Metro Ethernet products

### 2020

- The pandemic situation proved that we carefully planned our network for well above typical usage since we didn't experience any interruptions related to increased utilization

### 2022

- "Project Twix" is live and streamlined our network traffic

### 2023

- Introduced a new standard over our traditional L2VPN service with further enhancements planned for 2024

### 2024

**PENTELEDATA IS CELEBRATING 30 YEARS!**