



PTD CHAT

APRIL 2022

PENTELEDA'S
CUSTOMER NEWS

Partner in Business

Mrs. T's Pierogies

Mrs. T's Pierogies, a family owned and operated company, is celebrating 70 years of sharing pierogies and smiles in 2022. It all started in the Twardzik family kitchen, in the small town of Shenandoah, Pennsylvania. The founder of Mrs. T's, Ted Twardzik, always remembered the lines of people wrapped around local churches to buy pierogies, and thought it was the perfect food to share with the ones you love. After graduating college with a degree in business, and working at a top New York accounting firm, Ted decided to move back home to Shenandoah. Later that year, Ted sold the very first pierogies to his local grocery store in Shenandoah, PA, and to honor his mother Mary Twardzik – the Mrs. T – he called his company Mrs. T's Pierogies. Now, 70 years later, Mrs. T's Pierogies is the largest producer of frozen pierogies, producing more than 600 million pierogies a year.

When asked why Mrs. T's has chosen PenTeleData, Tim Coyle, their Director of Information Systems & Technology, explained, "In late 2017, we were looking for a high-speed Internet provider, at a reasonable cost, who could provide the speed, service, and reliability that we required to keep our business running smoothly. PenTeleData had just launched fiber connections in our area of Pennsylvania. Our PenTeleData account representative was able to provide us with a fiber connection at our corporate office

in Shenandoah and a Point-to-Point connection with our marketing office in Pottsville. Today, we use high-speed Internet, POTS lines, and direct dial numbers from PenTeleData. Those services allowed us to transition several of our mission critical systems to the cloud. Although we still have some key systems on premise, most of our business is supported by business systems in the cloud. In order for us to even consider the cloud as an option, we needed a communications provider that could provide us cost efficient bandwidth and reliability. Once in the cloud, if communications are down, we cannot reach our mission critical systems. PenTeleData provides us with that reliable pipe to the cloud."

When asked whether their PenTeleData services are reliable, he added, "Extremely. We have two high speed Internet providers to provide redundancy. PenTeleData is by far the most reliable of the two with near 100% uptime. When there are planned outages for maintenance, PenTeleData notifies us well in advance. Communication has been great!

"In 2021, we transitioned our POTS lines from another provider to PenTeleData. After the project had started, we discovered a problem in our on-premises phone system that required a configuration change to make a successful transition. The technical team from PenTeleData working on our project could have dismissed the problem as 'not their issue.' Instead, they rolled up their sleeves and worked with our phone system provider to resolve the issue. The PenTeleData project manager and her team were there to help us when we were really stuck. They went above and beyond what we expected from them.

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Manager's Desk...

Dear Valued Customer,

Welcome to our spring edition of the "PTD Chat", our quarterly newsletter. Baseball is in full swing and PenTeleData and our partners are proud to support the Lehigh Valley IronPigs. PenTeleData I.T. Services can help your company's team run well too. Whether you have your own I.T. team and could use some extra support for a special project or could use our I.T. team as your own, your business is sure to benefit from our years of knowledge and experience. To learn more about how PenTeleData I.T. Services can help your business, visit us at www.penteledata.net/IT.

By the way, "Like Us" on Facebook or "Follow Us" on Twitter and Instagram. Thank you for trusting our fiber for your connections.

Thank you for your business and continued support.

Best regards,

Jaime Mendes
Vice President of Operations
PenTeleData

Partner in Business Mrs. T's Pierogies (Cont.)

As far as other instances he's been in close contact with the PenTeleData staff, he mentioned, "For some services in Information Technology, you want them to just work and provide the intended services. If we were talking to PenTeleData support staff or our account representative every day, it means we have real problems. We do stay in touch, but if the rest of our company doesn't know that PenTeleData is our ISP, then we are being serviced at the highest level."

Of course, all businesses plan for the future and Mrs. T's is no exception. Mr. Coyle shared, "Like everyone else, we want to continue to expand with profitable growth and serve our delicious pierogies to more and more consumers nationwide. To attain that vision without technology playing a role would be impossible. Who knows for sure what the next 10 years will bring, but working from home, moving even more systems to the cloud, and aggregating additional data for data analytics, are realities that continue to put pressures on bandwidth and communications. Having a trusted partner like PenTeleData gives us the reliability and certainty that we need to expand our business over the next 10 years."



Planning to Call Us? Here's What We'll Need from You When You Call.

The security of your account information is a top priority for all of us at PenTeleData. Our first step when you call us will always be to locate your account information. That's why we ask for your name and telephone number. Sometimes we'll ask for your account number and/or address to be sure we're accessing the correct account. It seems simple, but the next steps are just as important. We'll ask for the security password and/or security questions to verify that we're talking to you and not someone trying to maliciously access your account. Sure, it takes a few extra seconds to verify all of this, but it's all necessary to protect YOU and your account access.

Are You Planning a Spring Project? Call 811 Before You Dig.

To most of us, spring unofficially began on March 1. By then, we all wished for warmer weather and ready to start seeing the early blooming flowers, including tulips, daffodils, and hyacinths. It's also the time that many families are planning home improvements this spring. If you are one of them, don't forget to call 811 before you dig.

Digging without calling can disrupt service to an entire neighborhood or harm you and those around you, potentially resulting in fines and repair costs. Calling 811 before every digging job gets your underground utility lines marked for free and helps prevent undesired consequences.

When you dial 811, your call is forwarded to the One Call Center in your area for processing. Local One Call Center operators record the location of the dig and then notify the affected utility companies of your digging plans. Your utility companies then dispatch a professional locating crew to mark the approximate location of your lines within a few days. Knowing what's below will protect you, your family and your neighbors.

Have you ever seen the lines and wondered what they represent? Pennsylvania law follows the Common Ground Alliance Best Practices for Temporary Marking (ANSI standard Z535). White, proposed excavation; Pink, temporary survey markings; Red, electric power lines, cables, conduits and lighting cables; Yellow, gas, oil, steam, petroleum or gaseous materials and hazardous materials; Orange, communication, alarm or signal lines, cables or conduits and traffic loops; Blue, potable water; Purple, reclaimed water, irrigation and slurry lines; and, Green, sanitary and storm sewer lines.

PenTeleData is Proud to Serve the Lehigh Valley!

Spring is here and summer is just around the corner. The Lehigh Valley is thriving and at PenTeleData, we're proud that our fiber optic network makes much of this possible! Whether you're planning to visit Coca-Cola Park to see the Lehigh Valley IronPigs, attend an event at the PPL Center, eat at the Allentown Fair, or attend a concert at Musikfest, our sponsorships and fiber optic network are working seamlessly behind the scenes to make your experience the best it can be. In fact, the same is true when you visit your bank or medical provider. Thank you for making us part of your community!

Contest

APRIL 2022:

PenTeleData is giving one lucky winner a family 4-pack of tickets to an IronPigs game on Saturday, May 28th at 6:35 pm. Lehigh Valley IronPigs vs. Woosox

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 4/30/22.

Good Luck! PenTeleData

Brain Teaser:

I am a box that holds keys without locks, yet my keys can unlock your deepest senses. What am I?

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 PenTeleData®

Identifying Safe Websites:

We do it several times a day, but do you ever stop to think about the websites you are visiting? Don't be fooled on April 1st or any other day! Be aware of fake website links and addresses.

Maybe a link just seems "a little off." It may look like something you've seen before but asks you to enter a password. Maybe it asks you for personal information. Hackers take advantage of the way we expect the web to work to steal our data or attack our computer. It's easy to fall victim to scams. **Here are a few tips to avoid fake or malicious websites:**

- ✓ Check the web address (otherwise known as the URL). A missing letter, a typo, and, in some cases, serious grammatical errors are clear signs that the site is not secure — that it is likely a scam attempt. In some cases, fake addresses replace characters, for example, changing the "o" to a zero.
- ✓ Links in email messages, text messages, instant messages, and pop-up ads may take you to websites that look legitimate but are not. Instead, type the address yourself or use your own bookmark or favorite.
- ✓ Look for third party seals of approval, such as the Better Business Bureau Online and TRUSTe. These should be clearly posted and link to the organization that created them. Be wary of reputable merchants that use the seals without permission.
- ✓ Check for the lock icon and "https:" in the web address to verify whether the site uses a secure connection, especially for payment information.
- ✓ Beware of hostnames containing numbers.
- ✓ Be careful of hostnames that have strange endings. (For example, numbers or letters other than .com, .org, .edu, etc.)

What Makes Us Happier than Pigs in Mud?

Knowing that baseball is Back!

The Lehigh Valley loves the IronPigs and we do too! PenTeleData and Service Electric Cable TV and Communications are Proud to Support the Lehigh Valley IronPigs, Triple-A Affiliate of the Philadelphia Phillies! Service Electric is the Official Exclusive Communications Provider, an honor that has made the pioneering company continue with their tradition of firsts. PenTeleData is their Official Internet Provider and our relationship with the IronPigs is an on-going growing partnership.

WINNER

January 2022 Contest Winner
Congratulations to Kimberly Bittle of Albrightsville, PA.
Kimberly was the winner of a 4-pack of tubing passes to Blue Mountain Ski Area.

QUESTION: I live in my little house all alone. There are no windows or doors, and if I want to go out I have to break through the wall. What am I?
ANSWER: A chick in its egg

Fun Facts

Two percent of the water on earth is glacier ice at the North and South Poles. This ice is fresh water and could be melted; however, it is too far away from where people live to be usable. Less than 1% of all the water on earth is fresh water that we can actually use.

Scientists have known for a while that glass filters out most of the harmful UVB rays that cause sunburn by directly damaging DNA, but lets through UVA and visible light. UVA can still cause some tanning, but at a much reduced rate compared to UVB.

Crayfish, also known as crawfish, crawdads, freshwater lobsters, or mudbugs, are freshwater crustaceans resembling small lobsters, to which they are related; taxonomically, they are members of the superfamilies Astacoidea and Parastacoidea.

An average professional football game lasts 3 hours and 12 minutes, but if you tally up the time when the ball is actually in play, the action amounts to a mere 11 minutes.

Concord grapes are one of only three fruits native to North America. The other two fruits are blueberries and cranberries. The cranberry is one of just three fruits native to North America.

The Grand Canyon is indeed a very big hole in the ground. It is 277 miles (446 km) long, up to 18 miles (29 km) wide and more than a mile (6,000 feet / 1,800 meters) deep. It is the result of constant erosion by the Colorado River over millions of years.

Lightning is 5 times hotter than the sun. Lightning can reach temperatures of 30,000 kelvins (53,540 degrees Fahrenheit). Compare that to the surface of the sun, 6,000 kelvins (10,340 degrees Fahrenheit).