



PTD CHAT

JULY 2022

PENTELEDATA'S
CUSTOMER NEWS

Partner in Business

Jim Thorpe Neighborhood Bank

In 1852, Rockwood, Hazard & Company purchased, from the Lehigh Coal and Navigation Company, a stone building erected in 1829 on the site of the present Broadway structure of the Jim Thorpe Neighborhood Bank. This was the beginning of a private bank known as the "Savings Shoppe".

The directors of the Savings Shoppe organized the first chartered bank in Carbon County in 1855 known as the Mauch Chunk Bank. The newly formed bank occupied the same building which formerly housed the Savings Shoppe. In 1863, The First National Bank of Mauch Chunk was organized, erecting a new building on the site of the former Mauch Chunk Bank. After four decades as a prosperous bank in a small Victorian town known for its railroad industry and neighboring coal mines, The First National Bank of Mauch Chunk consolidated with the Linderman National Bank in 1902 and was chartered by the United States Treasury Department as The Mauch Chunk National Bank. In 1955, a year after the merger of the neighboring towns of Mauch Chunk and East Mauch Chunk and renaming the towns as Jim Thorpe, Pennsylvania, the Citizens National Bank of East Mauch Chunk and the Mauch Chunk National Bank consolidated and formed The Jim Thorpe National Bank. In 1988, The Jim Thorpe National Bank became a subsidiary company of the newly incorporated JTNB Bancorp, Inc.

Today, JTNB operates through six offices. Their Main Banking Office is located at 12 Broadway, right in the heart of downtown, historic Jim Thorpe. They also have branches on Center Street in Jim Thorpe, on Route 903 in Penn Forest Township, on Fourth Street in Lehigh-ton, on Catawissa Street in Nesquehoning, and on West Patterson Street in Lansford. They continue to prosper and pride themselves on being a true community bank with personal banking services.



JTNB had been a PenTeleData customer for many years when they upgraded their connection speeds in 2019, but at that time, they didn't want to add the expense of upgrading their existing PBX phone system. That changed in early 2020 when their old Cadillac phone system began to breakdown. James Lordi, I.T. Manager at JTNB, reached out to us to learn more about PenTeleData's Business Voice Services and compare it to what they were using. We helped them decide what could best suit their needs and bring their branches together to one system. We were able to provide an entirely new system at a fraction of the price of having a new PBX in every branch and would save money over the long term too. Soon after that discussion, our Sales Engineer and I.T. Services visited the main branch to survey the location. About a week later, COVID-19 restrictions began, and we couldn't continue to survey the rest of the branches. We had to wait until restrictions were lessened to continue and determine what was needed, from phone equipment to racks, UPS, cabling, and other key details.

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Manager's Desk...

Dear Valued Customer,

Welcome to the summer edition of the "PTD Chat", PenTeleData's quarterly newsletter.

One topic that we can't seem to stress enough is Internet security. No matter how many emails, newsletters, and other warnings we send out, too many of our customers fall victim to online criminals. Please remember that PenTeleData will never ask our customers for personal information in an email.

Would you like to read security tips from us on a regular basis? We offer new tips each month and some great prizes too! When we introduced our customer education contests in 2011, we couldn't have known how fantastic the customer response would be. In fact, many of you have even made it a point to thank us and mention how helpful you've found the information. Our goal is for you to be as cybersmart as possible, so we hope you'll start or continue to check back each month at www.ptd.net/contest.

With the warm weather here, look for us at your local fairs, trade shows and sporting events. When you see the PenTeleData name, stop by to say hello – we're always glad to meet our customers!

Thank you for your business and continued support.

Best regards,

Jaime Mendes
Vice President of Operations
PenTeleData

Partner in Business JTNB (Cont.)

Once the quote was complete, it didn't take them long to decide to move forward with installation. It was a win-win situation. JTNB gained a lot of flex and features that were missing from their PBX and PenTeleData continued a solid relationship with a reputable local business. Sometimes, good things take time, but teamwork always prevails!



When asked about his experience with our staff, Mr. Lordi explained, "We work closely with our Commercial Account Executive and anytime there are any concerns, they are addressed right away. In fact, there was recently a fire that affected service to our Nesquehoning branch. We were back up and running within an hour of me calling. PenTeleData knows that our communications are an integral part of our operations, and we appreciate that they've always got our back."

Craig Zurn, President and CEO of JTNB, shared, "We are the oldest community bank in Carbon County. Staying current with technology is important to us staying relevant, so having a strong partner like PenTeleData is important. They've been with us for a long time, which speaks volumes of our partnership. Many of these relationships have become almost personal and we're on a first name basis with everyone from the top management on down. The personal touch hasn't been lost and as a community bank, that's a priority to us. It's a commitment that I personally find refreshing. PenTeleData has been part of our success in the past, in the present, and will be in the future."

That second step is a lot harder for a hacker to fake. So, prove it's you with two ... two steps, that is.

Now that you know what it is, you'll see prompts for multi-factor authentication all over. So opt-in. Start with your email account, then financial services, then social media accounts, then online stores, and don't forget your gaming and streaming entertainment services!

Update your software. In fact, turn on automatic software updates if they're available

Bad actors will exploit flaws in the system. Network defenders are working hard to fix them as soon as they can, but their work relies on all of us updating our software with their latest fixes.

Update the operating system on your mobile phones, tablets, and laptops. And update your applications – especially the web browsers – on all your devices too. Leverage automatic updates for all devices, applications, and operating systems.

Think before you click

Have you ever seen a link that looks a little off? It looks like something you've seen before, but it says you need to change or enter a password. Or maybe it asks you to verify personal information. It could be a text message or even a phone call. They may pretend to be your email service, your boss, your bank, a friend.... The message may claim it needs your information because you've been a victim of cybercrime.

It's likely a phishing scheme: a link or webpage that looks legitimate, but it's a trick designed by bad actors to have you reveal your passwords, social security number, credit card numbers, or other sensitive information. Once they have that information, they can use it on legitimate sites. And they may try to get you to run malicious software, also known as malware. Sadly, we are more likely to fall for phishing than we think. If it's a link you don't recognize, trust your instincts and think before you click.

Common-Sense Tips to Protect Yourself Online

Cyber scams are nothing new. In fact, you've probably been someone's target on multiple occasions, even if you didn't fall for the tricks they tried to use. Cybercriminals don't need to know how much is in your bank account to want access. Your identity, financial data, and even the contents of your mailbox are all valuable. It's not just phishing that's a problem. Scammers will cast a net as wide as possible to get anyone they can and count on you thinking that you're not a target.

The Cybersecurity & Infrastructure Security Agency offers these tips to protect yourself:

Let's start with Multifactor Authentication

It goes by many names: Two Factor Authentication. Multifactor Authentication. Two Step Factor Authentication. MFA. 2FA. They all mean the same thing: opting-into an extra step when trusted websites and applications ask you to confirm you're really who you say you are.

Your bank, your social media network, your school, your workplace.... they want to make sure you're the one accessing your information.

So, industry is taking a step to double check. Instead of asking you for a password – which can be reused, more easily cracked, or stolen – they can verify it's you by asking for two forms of information:

They'll ask for something you know like a PIN number or your sister's middle name, along with:

Something you have like an authentication application or a confirmation text on your phone, or

Something you are like a fingerprint or face ID

Use strong passwords

Did you know the most common password is "password"? Followed by "123456"? Using your child's name with their birthday isn't much better. Picking a password that is easy is like locking your door but hanging the key on the doorknob. Anyone can get in.

Make sure you're not recycling the same password across all your apps and websites. You can use a password manager to store all of your passwords. That way you don't have to remember them all! If you go this route, make sure your master password is strong and memorable, and secure your password manager account with MFA!

Contest

July 2022:

PenTeleData is giving one lucky winner a family 4-pack of passes to Dorney Park and Wildwater Kingdom in Allentown, 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 All entries must be received by 7/30/22.

Good Luck! PenTeleData

Brain Teaser:

I am one quarter but if you add five I become one third. What am I?

540 Delaware Avenue | PO Box 197
Palmerton, PA 18071
www.penteledata.net | www.ptd.net | 1.800.281.3564

PenTeleData

PenTeleData in The Community

Have you ever stopped to consider the impact a company can have on the community where it is located? Sure, the company pays taxes that help the area, but the effects are even more far-reaching than that. When you choose PenTeleData to support your business, you help us give back to the local communities we serve.

The word community is derived from the Latin *communitas*, which is derived from *communis*, which means "common, public, shared by all or many". Our customers are our families, neighbors, and friends, and since summer is for community events, PenTeleData is proud to sponsor the Bloomsburg, Allentown, Carbon County, and West End Fairs, along with the Allentown Throw Down, ArtsQuest, Musikfest and several golf events. We also support many charity events. (It's impossible to contribute to all, but we do what we can!)

We also employ almost 250 of your neighbors. If each of those people spends just \$50

at a local business each week (a VERY low estimate, considering groceries, lunches, coffee, gas, car repair, hair salons, medical care, and more), that's \$12,500 each week to local shops or \$650,000 per year! In turn, other local businesses can hire more people, who spend more money, and the cycle continues. The result is millions of dollars or more supporting the local economy!

Besides the economic impact, there's something special about the people who live and work in the same neighborhoods and we're proud to be your neighbor!

Some Good News Regarding Broadband Services

It's no secret. Americans are experiencing price increases that are plaguing the economy. Consumer demand and supply chain issues are resulting in higher prices for almost everything: food, fuel, cars, real estate and more.

There's one service that remains a bright spot in the market. According to the Bureau of Labor Statistics Consumer Price Index published in March, broadband Internet prices are not mirroring the radical jumps seen in other sectors. In fact, in many cases, broadband providers, including PenTeleData and our partners, have been increasing speeds without increasing costs. This is noteworthy, giving the sharp increase in demand for broadband services over the past two years. The pandemic brought an incredible

demand for broadband services with the added use for telehealth, learning from home, and working from home. Luckily, Internet providers, including PenTeleData, had already been planning for the future, so we were ready for the higher network capacities.

Simply put, as the American economy continues to face unprecedented inflation, the cost, quality, and reliability of broadband services is reason for optimism.

Fun Facts

Bananas do not grow on trees. Rather, they grow from a root structure that produces an above ground stem. The plant is specifically classified as an arborescent (tree-like) perennial herb; in fact, it is the largest herbaceous flowering plant.

Only one side of the Moon is visible from Earth because the Moon rotates about its spin axis at the same rate that the Moon orbits the Earth, a situation known as synchronous rotation or tidal locking.

Your ears pop in airplanes because the air high above the surface of Earth is less dense than air near the surface, because air near the surface has all the air above it pushing down. Your inner ear has air trapped in it and as the atmospheric pressure changes, it causes pressure on your ear drum.

In the vast majority of states, the minimum age for unsupervised driving is 16. The youngest legal drivers are in South Dakota at 14 years, 6 months. The oldest minimum age for driving is in New Jersey at 17 years old.

The hole in the doughnut was invented by a 16-year-old sailor named Hanson Gregory. In 1916, the Washington Post interviewed Gregory, the man who claimed to have invented the modern donut back in 1847. Gregory was tired of eating greasy and undercooked donuts with raw dough on the insides.

The dimes made by the Philadelphia Mint in those same years have 113 thin, tightly-spaced reeds. Things are a little more standardized now and the Mint lists its reeding specifications as follows: dimes, 118; quarters, 119; half dollars, 150; dollar, 198; Susan B. Anthony dollar, 133.

The Earth rotates in about 24 hours. Therefore, if you were to hang above the surface of the Earth at the equator without moving, you would see 25,000 miles pass by in 24 hours, at a speed of 25000/24 or just over 1000 miles per hour.

WINNER

April 2022 Contest Winner

Congratulations to Denise Shaffer of Wilkes-Barre, Pa. Denise was the winner of a 4-pack of tickets to an IronPigs game.

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

ANSWER: piano