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CUSTOMER
NEWS

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Partner in Business

C.F. Martin & Company

C.F. Martin & Company (often referred to as Martin Guitar) is an American guitar manufacturer established in 1833 by Christian Frederick Martin. They are highly respected for their acoustic guitars and are a leading manufacturer of flat top steel-string acoustic guitars and ukuleles. Their company headquarters and manufacturing facility are located in Nazareth, Pennsylvania, with additional manufacturing of instruments and strings in Navojoa, Mexico.

A Martin isn't just a guitar. It's playable history; part of a long line of legendary instruments stretching back to the company's beginnings in 1833. Their guitars were strummed by Civil War soldiers around campfires, helped shape the sound of modern music at the turn of the 20th century, and were played by music's first superstars like Jimmie Rodgers and Gene Autry. Decades later, Martins floored the crowd at Woodstock, then took center stage on MTV Unplugged, and can be heard on countless classic and contemporary songs across all genres of music. Artists like Hank Williams, Elvis Presley, Bob Dylan, Joni Mitchell, Neil Young, John Mayer, Shawn Mendes, and many others all played Martins, creating much of the soundtrack of the last century.

Eric Williams, Senior Director of IT at C.F. Martin & Company, explained why they selected PenTeleData instead of another communications provider. He said, "We chose PenTeleData as they were an early provider of high-speed fiber to Lehigh Valley businesses. We really liked that they are locally owned and staffed with expert local talent to help Martin expand our digital capabilities. Today, PenTeleData helps interconnect our various manufacturing plants, distribution centers, dealer networks, etc. We currently use dedicated fiber for private circuits, cable modems for our smaller sites and backup lines, and for point-to-point connections. We depend on PenTeleData's dedicated



Ethernet solutions every day to communicate throughout the company and to provide reliable E-Commerce delivery for our online customers."

When asked about network reliability and our staff, he added, "PenTeleData's dedicated fiber just works, it's that simple. Service is terrific and headache free. I can't recall a time when we had any sort of Internet outage. PenTeleData's support staff has been terrific to work with, from Sales to Customer Service to Technical Support. The Sales team is incredibly responsive and if they don't have an immediate answer to a question, they will get us to the right person to get the information we need."

Lastly, he mentioned, "Martin is looking to invest in smarter factory technologies with shop floor manufacturing execution systems connected to modern cloud-based data and analytics applications, providing customers and dealers with a more real-time product tracking experience. Having a more real-time view of production and work-in-progress data will greatly improve both employee and customer experiences alike, with improved quality control, better resource allocation, supply chain optimization, and overall quicker response times to manufacturing and customer experience issues. We feel that PenTeleData is an enabling partner in our digital journey, with reliable high-speed Internet to keep our systems online and in-synch."



Manager's Desk...



Dear Valued Customer,

Happy New Year! Welcome to the winter edition of our quarterly *PTD Chat*. In addition to our newsletters, did you know that we offer a monthly contest geared toward customer education? It's our way of keeping our customers up to date on important security and Internet-related tips. You can check it out and enter to win at www.ptd.net/contest.

As always, we're available 24/7 to answer your questions or concerns at 1.800.281.3564 or via our online chat support on our homepage, www.ptd.net.

Thank you for your business and continued support.

Best regards,

Jaime Mendes
V.P. of Operations, PenTeleData

It's Time for Ice Hockey!

PenTeleData is proud to support our local teams, including the Lehigh Valley Phantoms and the Wilkes-Barre/Scranton Penguins. We're hoping that both teams will have winning seasons!

Even if you won't be able to see them play in person, you can count on our partner, Service Electric, to bring live coverage of the Lehigh Valley Phantoms hockey. Service Electric TV2 sports broadcasts live game action in high definition along with pregame, postgame, and intermission shows. They also produce a weekly Break-ing the Ice segment, airing Tuesdays as part of Lehigh Valley Sports Scene.



Universities Most Attended by CEOs

1. *Stanford University*
2. *Penn State University*
3. *Harvard Business School*
4. *University of California, Berkeley*
5. *Massachusetts Institute of Technology*
6. *Stanford University Graduate School of Business*
7. *Harvard University*
8. *INSEAD*
9. *The Wharton School*
10. *Northwestern University, Kellogg School of Management*

Based on LinkedIn data on 12,000+ CEOs of companies with 50+ employees across 20 countries.

PenTeleData Broadband Fiber for Business

Is your business ready for something faster and more dependable than traditional broadband cable Internet?

Our Broadband Fiber network represents a leap forward in terms of speed, reliability, and performance. The PenTeleData partnership has made significant investments to ensure that our network is at the forefront of technology with the connectivity experience any business needs for success.

Not available in all areas -- Contact Our Sales Team for more info: 855-22FIBER



We Work Hard to Protect Our Network and YOU

At PenTeleData, we take security very seriously. In fact, we have a security team that focuses on keeping our systems safe. We also provide our staff with monthly security training. Our monthly customer education contests offer our customers cybersecurity tips and include prizes for participating. We use an automatic scanning process for email viruses. (Please note: We respect your privacy. This system does not examine e-mail content. Also, this should not replace your antivirus software.)

We do all that we can to ensure that our systems are secure. Still, there are some steps you should take to help protect your devices too:

- > Check for viruses and malware. Run a scan on your computer with trusted anti-virus and anti-malware software. If the scan detects any suspicious programs or applications, remove them immediately.
- > Perform regular operating system and browser updates. Whether you use Windows or Mac OS, we recommend enabling your automatic update setting, and updating when you get a notification.
- > Never use your PenTeleData Account password on another website. If you enter your password in an external website and it's compromised, someone could try to sign in to your PenTeleData Account with the same information.
- > Protect your password. Never enter your password after following a link in an email from an untrusted site. Always go directly to promail.ptd.net or www.ptd.net. Also, never send your password via e-mail. PenTeleData will never request your password or other sensitive information by email.
- > Never tell anyone your password; if you do tell someone, change it as soon as possible.
- > Use a strong password and don't write it down or send it via e-mail.
- > Run security scans and change your password immediately after noticing any changes in your account that you didn't initiate.
- > Always sign out of your account when you're using public computers. Just click your name or e-mail address at the top of the page and select Sign out.
- > Clear forms, passwords, cache, and cookies in your browser on a regular basis, especially on a public computer.
- > Use secure Wi-Fi access points.
- > Lock your screen or device, especially in public settings.

CONTEST

JANUARY 2025:

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. All entries must be received by 1/31/25.

Good Luck! PenTeleData

Brain Teaser:

Your parents have six sons including you and each son has one sister. How many people are in the family?

540 Delaware Avenue | PO Box 197
Palmerton, PA 18071

www.penteledata.net | www.ptd.net | 1.800.281.3564

 PenTeleData®



PenTeleData I.T. Services Leverage Predictable, Budgeted, Fully Managed Business Technology

How are you managing your company's I.T. systems? We know competitive edge doesn't just happen. You, your time, and your ideas make the difference to your success. Technology probably isn't your day job, but it is ours.

Businesses rely on technology to remain competitive. Your network, computers, mobile devices, and cloud assets are mission-critical to your operation and profitability. Our team has designed an I.T. support plan that provides you with all the security, I.T. management, maintenance, and operational monitoring your business requires within an easily budgeted, monthly subscription format. Our full-stack, proactive security with a fixed-fee program provides solutions such as Incident response, patching and security updates, endpoint security, mobile device security, email security, secure data backups, enterprise-class antivirus and firewall management, and more!

For more information, call us today or visit www.penteledata.net/IT.

 **PenTeleData**[®]
I.T. Services

WINNER

October 2024 Contest Winner

Congratulations to **Kim M. Rubin** of
Lehighon, PA.

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

QUESTION: In 1990, a person is 15 years old. In 1995,
the same person is 10 years old. How can this be?

ANSWER: The person was born in 2005 BC

FUN FACTS

Guinness World Records lists the Mona Lisa as having the highest insurance value for a painting in history. On permanent display at The Louvre museum in Paris, the Mona Lisa was assessed at US\$100 million on December 14, 1962. Taking inflation into account, the 1962 value would be around US\$780 million today.

The Jungle Book (1967) - Trivia - IMDb. The Jungle Book (1967) The last film personally overseen by Walt Disney.

Scientists aren't entirely sure why we kept this hair, but they have a pretty good guess. We know that eyebrows help keep moisture out of our eyes when we sweat or walk around in the rain. The arch shape diverts the rain or sweat around to the sides of our face, keeping our eyes relatively dry.

The United Nations estimates that there are over three million shipwrecks on the ocean floors. Lost, destroyed, or deliberately sunk, these wrecks are of interest to divers, underwater archaeologists, and treasure hunters alike.

According to a tradition believed to have been derived from the Romans, the wedding ring is worn on the left hand ring finger because there was thought to be a vein in the finger, referred to as the 'Vena Amoris' or the 'Vein of Love' said to be directly connected to the heart.

The Moon is neither a star or a planet, it is Earth's only natural satellite. Thought to have formed 4.5 billion years ago, scientists believe it is made from debris left from an impact between Earth and a large planet. It orbits our planet around once every four weeks, with one side of the Moon always facing Earth.