

THE RAINBOW connection

www.rainbowtel.net
800-892-0163

October/November/December 2024

Contact Us

Office Hours

All locations open Monday – Friday:
9 a.m. – 12 p.m. and 12:30 p.m. – 4 p.m.

Atchison Office

721 Commercial St., Atchison, KS 66002

Everest Office

608 Main St., Everest, KS 66424

Hiawatha Office

628 Oregon St., Hiawatha, KS 66434

Seneca Office

513 Main St., Seneca, KS 66538

24/7 Technical Support Center

800-892-0163



Join Rainbow at These Fun Events

- **Oct. 5** – Sabetha Old Time Saturday Night, 5 p.m. – 8 p.m., Downtown Sabetha
- **Oct. 12** – Horton October Fest, 10 a.m. – 2 p.m., Horton High School
- **Oct. 12** – Seneca's Oktoberfest Craft Fair, 9 a.m. – 3 p.m., Main Street, Seneca
- **Oct. 31** – Hiawatha Halloween Hiawatha Parade, 7 p.m., Oregon Street, Hiawatha
- **Nov. 30** – Horton Night of Lights, 5 p.m. – 9 p.m., Civic Center in Horton
- **Dec. 6** – Doniphan Co Chamber Mixer, 4 p.m. – 8 p.m., Glacial Hills, Wathena
- **Dec. 7** – Atchison Christmas Parade, 7 p.m., Commercial Street, Atchison



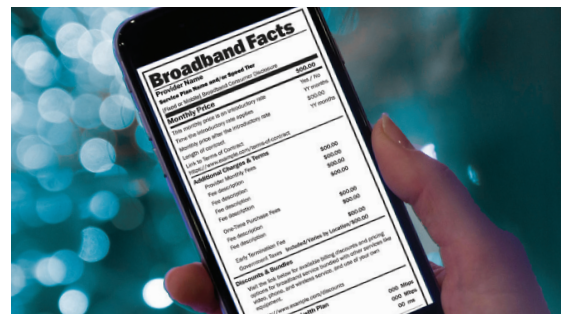
What to Know About the New Broadband Labels

How does one broadband service compare to another? How much actual bandwidth are consumers getting from a service, and what is the real cost? The answers to these and other fundamental questions about broadband service have not always been easy to figure out.

The U.S. Federal Communications Commission (FCC) has been trying for years to help provide some clarity to broadband service for consumers, and as a result, new broadband labels debuted in 2024.

They're similar in format to the nutrition labels used on food packaging that provide specific breakdowns of what's inside a food product. The broadband labels aim to offer clear, easy-to-understand, and accurate information to consumers about what's being delivered by a broadband provider's service. Included on the labels are important details about high-speed Internet services such as:

- Broadband prices
- Introductory rates
- Speeds
- Data allowances
- Performance metrics
- Links to information about network management practices and privacy policies



By providing more consistency in how information is presented, the broadband labels are intended to help consumers comparison shop for the Internet service plan that will best meet their needs and budget.

Internet service providers that offer home, or fixed, Internet services, or mobile broadband plans are required to have a label for each service plan they offer. Consumers should look for broadband labels at any point of sale, including online and in stores.

You can view a glossary of terms displayed on the broadband label at www.fcc.gov/broadbandlabels-glossary. If you have questions about Rainbow's broadband labels, call 800-892-0163.



Employee Spotlight: Dustin Gullickson

Dustin Gullickson joined Rainbow three years ago as a Field Service Technician. What's a typical day like for him? Gullickson replied, "A typical day consists of doing at least one installation, handling trouble tickets, and finishing locating underground lines for contractors."

He added, "I enjoy being a part of the community and helping its residents maintain their Internet and phone connections. Rainbow's services stand out, because it has local employees who take pride in the community we grew up in."

Dustin lives in Hiawatha with his wife Jesslyn and son Cyrus. Outside of work, he volunteers as a firefighter for the city of Hiawatha and spends time with family and friends.

Thanks, Dustin, for all you do as part of the Rainbow team!

Don't Suffer the Buffer During Big Games

The last thing you want is for buffering to delay the action while you're streaming big games — especially when family and friends have gathered to watch. Fortunately, there are things you can do to help prevent this problem.

Consider using an Ethernet cable.

You can connect a device to the Internet through a wired or wireless connection. A wired connection, which involves running an Ethernet cable from your router to a device, provides a faster and more consistent Internet connection. So, for the most reliable streaming experience, connect your streaming device to your router with an Ethernet cable rather than using Wi-Fi.

Check the layout of your Wi-Fi network.

If you can't (or would rather not) connect via an Ethernet cable, the next best option is to watch big games on a TV in the same room as your router. This is because the shorter the distance between your router and your streaming device, the better your chances for uninterrupted performance. You may have trouble with your stream if your router is in a different part of the house, particularly if it's on a different floor.

Upgrade your Internet speed.

If you regularly experience buffering, your current speed may simply not be fast enough to meet the demands of your household. The most common form of buffering occurs when your Internet speed is too slow to download the amount of data needed. In this scenario, your device will buffer the data for the video and then begin playing it when there is enough data downloaded to prevent lag in the stream. If the stream reaches the point where it no longer has enough data downloaded, it will pause the video, and you'll have to wait again while more data downloads. Signing up for a faster Internet speed will eliminate this annoying issue.

You'll score big with Rainbow's super-fast fiber Internet plans that include Premium Wi-Fi. For details, visit rainbowtel.net.





Business Spotlight: The Shirt Shack

Roni Tietjens was a stay at home mom of two boys, interested in adding paid work to her life, when a friend of hers came across the screen printing business, Billy the Squid, for sale in Hiawatha. Tietjens' friend asked if she was interested in partnering with her. The answer was yes.

"I thought it would be a great opportunity. I already knew how to use the design program and figured I could learn the rest. So, I hit the ground running! Our business, renamed The Shirt Shack, opened in October 2017. Since then, I bought my partner out to become the full owner," said Tietjens.

When The Shirt Shack started, it only offered screen printing — standard silk screen print plus options including puff additive, glow in the dark, glitter, shimmer, and foil. It eventually added HTV (heat transfer vinyl), embroidery, and sublimation.

"We'll be adding DTF (direct to film) to our list of services very soon. With DTF, The Shirt Shack will be able to print detailed multi-colored prints for people wanting a few items instead of a bulk order. I like to regularly learn new techniques and add new items to our selection for customers," she said.

Learn more at hiawathashirtshack.com.

Despite its name, The Shirt Shack isn't limited to projects involving shirts. It also customizes hats, beanies, jackets, backpacks, and other items. Customers include local schools, businesses, and foundations as well as individuals.

Tietjens noted, "It's always fun when a customer comes in with an idea but no design. We can create a design for them and help bring their idea to life."

Design is one of the many activities at The Shirt Shack that benefit from Rainbow fiber Internet.

"We use Rainbow fiber Internet for designing, marketing, social media, point of sale, and communication. We rely on it immensely. Without this super-fast, strong, and reliable connection, we couldn't work," Tietjens said.

Rainbow Awarded \$653,526 from the State of Kansas

As part of the Broadband Acceleration Grant (BAG) fund, Rainbow was awarded \$653,526 from the State of Kansas. Rainbow was one of 12 Internet service providers to be awarded funds from this \$10 million BAG round. BAG is a 10-year, \$85 million program designed to bring essential Internet access to Kansas communities. This is its 4th year, having been initiated in 2020.

Rainbow will invest \$800,150 to complete the \$1.4 million fiber project, which will connect 99 homes in rural Troy and Wathena that are currently considered underserved or unserved.

Angie Kreider, Director of Business Development for Rainbow, said, "We are excited to be able to expand our fiber network to homes that are not adequately served. Bringing high-quality broadband fiber services to rural areas is not just about connecting homes; it's about empowering communities, fostering economic growth, and ensuring everyone has access to the opportunities of the digital age."





Update on Fiber Network Construction

Rainbow is making progress in expanding our fiber network. New installations are set to begin in two key areas:

- The Doniphan County HWY 36 corridor between Troy and Wathena, which consists of 120 locations.
- The Bromley Park area in Atchison. Bromley Park is a residential community spanning from Bunge on Highway 59 to Highway 73. Bromley also includes the area West of Highway 73 to 274th Road.

With the addition of Bromley Park, we now pass over 2,300 locations that are eligible for Rainbow Fiber in Atchison. Simultaneously, Rainbow is transitioning Hiawatha customers from our coaxial network to an enhanced fiber-optic network, in order to deliver faster Internet speeds and greater reliability. Fiber construction has also begun in Seneca, marking Rainbow's latest fiber-to-the-home expansion phase.



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Rainbow Sponsors Two to FRS Youth Tour

Rainbow annually sponsors two high school students, age 16 -17 years old, to participate in the Foundation for Rural Service (FRS) Youth Tour in Washington, D.C. This program, which has been running since 1995, brings together students from rural communities across America to learn about rural broadband, engage with key legislative and regulatory figures, and connect with their peers. The students selected for this incredible opportunity experienced a packed itinerary filled with educational and memorable activities.

This year Rainbow sponsored Alexis Becker from Horton High School and Colby Frehe from Nemaha Central High School. Here are highlights from their time on the FRS Youth Tour:

- On the first full day, Alexis and Colby explored the U.S. Capitol and delved into the legislative process. Then they enjoyed dinner on the roof of the Kennedy Center, followed by a performance of Shear Madness.
- The second day included an insightful session at the Federal Communications Commission and a night tour of the White House and several significant war memorials.
- On the final day, they explored the National Mall and the Smithsonian Museums, culminating in a visit to Arlington National Cemetery and the Tomb of the Unknown Soldier.

Do you know a local high school student who might be interested in the 2025 FRS Tour? Rainbow covers airfare, registration fees, tour expenses, as well as \$150 in spending money. Key dates for next year's tour are as follows:

October 30, 2024: Registration opens.
April 1, 2025: Last day to register.

Call Julie at 1-800-892-0163 for additional details.

