# Biz 2 Biz

## PenTeleData

# FASTCONNECTIONS

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## Dear Valued Customer,

Spring is a time of new growth. If your business is expanding, we can help. Are your current data connections enough to meet your needs? Are your voice services a bit outdated? Do you need the support of PenTeleData's I.T. Services team? If so, we can help - just give us a call!

Thank you for your business and continued support.

**Jaime Mendes**
Vice-President of Operations
PenTeleData

## OUR FAST CONTEST

*What pelagic fish is considered the "fastest fish", topping speeds of 68 mph in the water?*

*One lucky winner will receive a $150 Amazon gift card. Rack your brain and figure out the answer to the brain teaser. 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*

# PENTELEDATA IS PROUD TO SERVE PALMERTON

**Since it's the hometown of our corporate headquarters, it seems obvious to start our new "Proud to Serve" series with the town of Palmerton.**

To some, Palmerton is known as the town where Ben Franklin and his fifty militia solders stayed during the heavy rain on their way to Gnadenhutten (present day Lehighton). To the Appalachian Trail hikers, Palmerton is a friendly place to stay. To understand Palmerton's past and why it exists today, think zinc. Palmerton was founded in 1898 largely because of its closeness to anthracite, the Lehigh Canal and the railroads.

In the late 19th century, the New Jersey Zinc Co. consolidated regional operations in Palmerton, and it became a "company town," a model community with well-planned and plentiful housing, educational and cultural opportunities, and good medical care for the residents who enjoyed the many benefits derived from New Jersey Zinc's social policies. Although many industries such as garment manufacturing came to town, the zinc company was the major employer for most of the town's history.

The Zinc Company built many buildings and facilities, including its own hospital and School of Nursing. Both attracted some of the most talented medical professionals in the country, including many graduates of Johns Hopkins University and other reputable colleges. Some residents remember that at the height of the Zinc Company production, Palmerton had the highest percentage of PhDs of any town in the country.

Palmerton, recognized on the National Register of Historic Places, became an incorporated town in 1912. The layout of Palmerton's streets and alleys is extremely regular, because most of the town was planned and built by the New Jersey Zinc Company. Avenues, which run east to west, are named for colleges and universities. Streets, running perpendicular, are numbered from First Street in the west to Eighth Street in the east.

Palmerton is a close-knit community with an expansive town park, a community pool, and Residence Park (the region's most beautiful turn-of-the-century neighborhood). It continues to be an outstanding example of everything a small town should be.

With more than 100 years of history, it is worth noting that the town has transitioned from zinc to technology. Claude E. Reinhard, a graduate of Cornell University and the founder of Pencor Services, Inc., was an engineer for the New Jersey Zinc Company who left to begin a cable business. He had an idea to make the TV reception clearer in the Palmerton area. In 1950, with the help of some investors, he founded the Palmerton TV Signal Corporation, which would eventually become Blue Ridge Communications, one of PenTeleData's partner cable companies.

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## QUICK CLIPS?

Have you seen our quick clip videos on social media? Our most recent, *I.T. is a Science* and *Leap Ahead Biz Phone*, are both available on our Facebook, Twitter, and LinkedIn pages. What's next? To find out, visit our social media!

## A DAY IN THE LIFE OF...

### What is the Role of PenTeleData's I.T. Services?

PenTeleData's I.T. Services Team is the customer facing professional services group who offers the benefits of our years of knowledge and experience to other businesses. Their daily routines vary based on their current projects, but it's not unusual to find them installing or testing cabling and equipment for POTS and VOIP services, troubleshooting a company's equipment, tasks related to network and Internet security, and much more. You probably see their vehicles outside many businesses, supporting any and all of their networking needs. In fact, on some days, you may even see them on the premises for the Lehigh Valley IronPigs or the Lehigh Valley Phantoms. (No, they're not just spectating at a game, they're supporting the behind-the-scenes action so the rest of us can enjoy the food, drinks, retail options, and of course, the games!)

## I.T. CORNER

**PenTeleData** I.T. Services

### Educate Your Employees About PII to Protect Themselves and YOUR Business

Personally Identifiable Information, or PII, is any information that allows the identity of an individual to be directly or indirectly inferred, including any information that is linked or linkable to that individual.

Is PII if not properly protected it can be used for identity theft, fraud, spam, blackmail, cyberbullying, or cyberstalking. You can't have identity theft without PII, so it's important to do everything you can to protect personally identifiable information. Here are a few tips:

> Think twice about sharing your PII—and even more often about protecting it.

> Limit what you share on social media. (If it's the answer to one of your online security questions, your dog's name is PII!)

> Shred important documents before discarding them.

> Avoid handing over your Social Security number just because someone asks for it. Make sure they need it. Ask how they'll protect it.

> Store your Social Security card in a safe place, not in your wallet.

## WELCOME ABOARD!

**We appreciate the opportunity to serve companies who have chosen to ride PenTeleData's Fiber Network.**

**Welcome aboard to: DLP Capital, Marshall Industrial Technologies Inc., Embassy Bank, Schuylkill Transportation System, Data Management, DeAngelo Contracting Services, Interface Security (Michael's Warehouse), Sports and Social Allentown, and Frey Smiles Orthodontics.**

RIDE the FIBER!

## CYBER SECURITY 101

**It's important to be proactive about protecting your business from cyberattacks:**

✔ Keep software applications and operating systems up-to-date.

✔ Create strong passwords and use multi-level authentication.

✔ Watch out for suspicious activity that asks you to do something right away, offers something that sounds too good to be true or needs your personal information.

✔ Use antivirus solutions, malware, and firewalls to block threats.

✔ Back up your files regularly in an encrypted file or encrypted file storage device.

Any large company that depends on Internet-based infrastructure should consider cloud-based DDoS mitigation to prevent the devastation caused by hackers or cybercriminals. For more information about DDoS mitigation, visit https://www.penteledata.net/products/cloud-based-ddos-mitigation.