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the Download

A quarterly newsletter from DirectLink

New Name. **Same Local Company.** **Same Local People.**

In the last few months, Canby Telcom and Mt. Angel Telephone have united as a singular cooperative entity and renamed to DirectLink. Why DirectLink? Both companies operated independently for over a century in their respective cities. Removing one city name while retaining another would alienate members in the unnamed city, which was not the desired outcome. DirectLink also assists other independent telecoms in Oregon with TV and Internet services. Having one name for both members and partners streamlines efficiencies on all fronts and positions the company (and its members) for additional growth and stability.

The DirectLink name is one that Canby Telephone Association has owned for several years as a subsidiary dba (doing business as). Using a name that is already owned and trademarked has resulted in significant financial and time savings. In addition, the terms "direct"

and "link" succinctly capture the company's vision for our relationship with members and forward momentum in technological offerings.

DirectLink is about creating connections and part of doing that is operating transparently. Members have asked about the feedback requested prior to the rebrand. We conducted several extensive focus group sessions in 2015 and spoke in depth with members and nonmembers of every generation and demographic. We learned that the company was viewed as "friendly, local, reliable, and customer service oriented." The participants also liked that we operated as a cooperative placing our members first. We conducted another survey in early 2016 and the same answers surfaced along with requests for the company to remain local, retain quality staff, continue member communications, and maintain our technical and member services.

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In the spirit of communication and transparency, here are several methods members can reach out or learn more about us:

- Visit during regular office hours
- Call in to your local DirectLink location
- Email WeCare@DirectLink.coop
- Attend a free community class to meet staff and learn more about using technology
- Attend our Annual Meeting in May to meet our board and leadership teams
- Read the quarterly *The Download* newsletter
- Write us a traditional, mailed letter
- Follow us, post or message us on Facebook, Twitter or LinkedIn
- Find us at a Chamber of Commerce Event
- Visit our booth at the Canby Independence Day, Mt. Angel DirectLink Celebration, and other local festivals



The other part of the change is our brand promise. That is, “a promise made to our member, understood by our employees, suppliers, and business partners and reinforced by an institution-wide commitment.” To capture these ideals, DirectLink chose the brand promise:

“We’re Here for You.”

We’re here for you, our member, as a transparent cooperative with a commitment of providing the highest quality products and services and local support. We’re here for you, our Canby and Mt. Angel communities, to invest in you through financial, moral and volunteer support for local organizations, events, and education efforts. We’re here for you, the DirectLink team members, to provide a healthy, challenging and fulfilling workplace.

What our Members Say...

“ Compared to Comcast, you are great! You actually care, instead of treating us like just a number and just want our money. The service, install and people have been amazing.

Jack Nunn

We really love Mt. Angel’s service. The tech support guy, Marcus, is great!

Leonard Schmidt

We were so impressed that on a Sunday afternoon you responded quickly and came out to take care of our problem. The staff needs to be complemented every day for their awesomeness!

Frontier Golf

I love the 24-hour service because I use it a lot. Even on Christmas Eve, someone worked with me for an hour and a half that night. You brought me a new box with no charge!

Bruce Blake

The technician did a great job. The technical service is 20 years ahead of Wave. Everybody does a great job with customer service. I went to a couple of your information classes. You are very community service oriented. **”**

A happy member



Marcus Jones, Service Center Technician

Community Food & Toy Drive Results

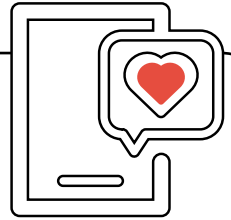
Every year, organizations in Canby and Mt. Angel place collection bins around the community to benefit local holiday food and toy drives. Citizens from both areas rally to donate needed items, time and funds to support these causes. Thanks to your generosity, local donors and businesses, we are humbled to relay the reports below.

The Canby Kiwanis Community Food & Toy Drive served over 400 families and 1050 children for the 2016 Christmas holiday. Even though the weather prevented some from collecting their food and toys on Friday, a record number of drivers—22 vehicles—arrived at 7:30 am, loaded up and delivered food and gifts to 180 families who were unable to venture out.



The Mt. Angel Community Food & Toy Drive hosted by St. Josef's shelter reported that over 100 families had been helped with holiday boxes. Each box contained a variety of food staples and a voucher for meat, as well as clothing for each family member, blankets and toys for each child.

Follow Us



We frequently post information about scams, local event updates and tech tips on DirectLink social media sites.



Like us at www.facebook.com/DirectLinkCoop



Follow us at www.twitter.com/DirectLinkCoop



Connect at www.linkedin.com/company/directlinkcoop

Member Feedback Request!

Our members matter, and their opinions count. What do you think about your new DirectLink quarterly newsletter, The Download? Does the content interest you? What else would you like included? Should we move to an electronic, email or web only version in future editions? Would you prefer to continue to receive a print version in your mailbox to read more at your leisure?

Please visit www.directlink.coop/newsletter and complete a quick survey regarding the questions above by February 28. Not a fan of online surveys? Stop by the Canby or Mt. Angel DirectLink business office and complete a paper response instead.

Library Activities for February

The Friends of Canby Public Library will hold their Annual Meeting on Thursday, February 9, at 5:30 PM in the Willamette Room at the library.

Everyone is welcome. Join us and learn more about Friends of the Library. The meeting will include a review of the past year's activities and support of library programs, as well as Election of Board Members.

WurstFest 2017

On February 24th and 25th, the small town of Mt. Angel, Oregon holds a big celebration to mark the last blast of winter in a salute to German sausage – the 9th Annual Wurstfest. Much like a mini-Oktoberfest all under one roof at the Mt. Angel Festhalle, there is non-stop music, world famous German Warsteiner and local Seven Brides beers, specially selected German and local wines, arts and crafts, specialty foods, a kindergarten area plus lots and lots and lots of sausage.

There's a senior day on Friday, and on Saturday the "Wurst" 5k and 10k run is presented by RaceNorthwest.

Adult admission is \$5 or \$10 with a special mug/glass. Under 21, admitted free with an adult. Find more information at www.mtangelwurstfest.com.

Directory Listing Changes

Is your listing in the North Willamette Valley Telephone Directory correct? Does it need an update or do you wish to have an unlisted number? To make any changes for the 2017-18 directory listing, call your local DirectLink office by February 15.

Community Classes 2017

DirectLink's free and informative Community Classes are designed to help our members better understand and use technology. These events are open to everyone in both Canby and Mt. Angel service areas.

Location: 150 SE 2nd Avenue
Canby, OR 97013

Time: Your choice of 3:00 PM - 4:30 PM or 6:30 PM - 8:00 PM

RSVP: 503.266.8111 or
503.845.2291

February 16, 2017 – Windows 10.
The general overview, navigation and use for this new desktop and laptop operating system.

May 18, 2017 – iPhone Basics & best practices

August 17, 2017 – TBD

November 16, 2017 – TBD

Shred It Day

**Protect your personal info
and Shred-it!**

- First two boxes are free
- Each additional box \$5
- Hard drives cleaned \$10
- Donations accepted

**Drive through and drop off
at Clackamas County
Event Center in Canby**

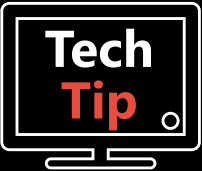
**Thursday, April 20th
Noon-4:00 pm**

www.CanbyAreaChamber.org

Gadget Review – Amazon Echo (\$179.99) & Echo Dot (\$49.99)

The Amazon Echo system is a virtual personal assistant, smart home hub and entertainment center all in one. This voice activated device can instantly order items through Amazon, set timers, play favorite songs or stations, change the thermostat or add an item to a shopping list. Users can simply ask Alexa, the name of the internal computer, how long a commute will be, the weather forecast or what is on your calendar and she will respond verbally with the answer. Alexa has over 4,000 “skills” that can be accessed including schedule an Uber ride, order Dominos pizza, use a work out app, listen to Pandora music, play trivia games, and activate smart home devices.

The Echo is a hands-free speaker that fills any room with audio, whereas the Echo Dot is a smaller speaker that can be used in conjunction with an Echo or on its own. Both are WiFi enabled and respond to voice commands. Which device you choose depends on budget and speaker needs.



Use CTRL+F to quickly search text within a PDF, website, or word processing document on a laptop or desktop computer.

WiFi Home Networking – What is It?

Do you have Internet “dead zones” in your home? Do you often experience the annoying buffering circle that appears just at the best part of the movie? Does your Internet act slow when more people are home? If you answered yes to any of these questions, then it may be time to look at your WiFi situation.

WiFi equipment installed in a non-centralized location can affect the signal strength in certain rooms. Multiple levels, certain appliances, or even large mirrors can inhibit or completely block a WiFi signal. Too many devices trying to connect at the same time can bog down a signal as each tablet, phone, and Smart TV fight for bandwidth to perform the requested function. DirectLink WiFi Home and Business Networking is a worry-free system that is professionally installed in the optimum location to support the most devices with the fastest, strongest WiFi signal. The base model has a sleek, modern design and will easily cover a 2400 square foot home. Other models are available for larger homes and outdoor needs. Wifi Networking is backed by our expert technicians, professional remote maintenance, and 24/7 local support.



Visit www.DirectLink.coop/wifi to learn more or call your local DirectLink office to order this service today.

Scholarship Opportunities

Last year, the Canby Telephone Association Scholarship Fund and the Canby Rotary Foundation Scholarship awarded 16 scholarships totaling \$18,500 to local students. Since the program's inception in 2003, the joint effort has given over \$153,500 in scholarships.

High school seniors with a minimum 3.0 GPA or college students progressing satisfactorily toward graduation with a minimum 2.5 GPA are eligible. Applicants must be a current DirectLink subscriber or immediate family member(s) legally residing in the subscriber household. 2016 scholarship applications are due in by April 15, 2017.



Application, eligibility and additional submission requirements can be found at local high school counseling offices or at www.directlink.coop/scholarship.

CARE

CANBY AREA RECOGNITION OF EXCELLENCE

AWARD

Has a teacher, counselor, coach or support staff made a difference in your life?

Visit canby.com to nominate them today!

watchTVEverywhere Update

watchTVEverywhere provides streaming access to top rated shows and movies from more than 75 networks on your smartphone, tablet, or desktop computer. watchTVEverywhere from wherever you receive an Internet connection like a coffee shop or during a work break. Access and stream full-length episodes, shorts, entire Made-For-TV and blockbuster movies, documentaries and musical content from the following cable networks*:

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|--------------------------------|----------------------------|
| <i>Adult Swim</i> | <i>LMN</i> |
| <i>A&E</i> | <i>MAX GO</i> |
| <i>ABC</i> | <i>MoviePlex</i> |
| <i>AMC - NEW</i> | <i>MSNBC</i> |
| <i>American Heroes</i> | <i>MTV</i> |
| <i>Animal Planet</i> | <i>National Geographic</i> |
| <i>BBC America - NEW</i> | <i>NBC</i> |
| <i>Bravo</i> | <i>NBC NEWS</i> |
| <i>C-Span</i> | <i>NBC Sports Network</i> |
| <i>Cartoon Network</i> | <i>NBC Universo</i> |
| <i>CMT</i> | <i>Nick</i> |
| <i>CNBC</i> | <i>Nick Jr.</i> |
| <i>CNN</i> | <i>OWN</i> |
| <i>Comedy Central</i> | <i>Oxygen</i> |
| <i>Cooking Channel</i> | <i>PAC 12</i> |
| <i>Destination America</i> | <i>QVC</i> |
| <i>Discovery</i> | <i>Science</i> |
| <i>Discovery Life</i> | <i>Showtime Anytime</i> |
| <i>Disney Channel</i> | <i>Spike</i> |
| <i>Disney Jr.</i> | <i>Sprout</i> |
| <i>Disney XD</i> | <i>Starz Encore</i> |
| <i>Diy network</i> | <i>Starz Play</i> |
| <i>E!</i> | <i>Stingray Music</i> |
| <i>Esquire TV Now</i> | <i>Syfy</i> |
| <i>Food Network</i> | <i>TBS</i> |
| <i>Fox Business</i> | <i>Telemundo</i> |
| <i>Fox News</i> | <i>TCM</i> |
| <i>Fox Sports Go</i> | <i>The Weather Channel</i> |
| <i>FREEFORM</i> | <i>TLC</i> |
| <i>FX</i> | <i>TNT</i> |
| <i>Fyi</i> | <i>Travel Channel</i> |
| <i>Golf Channel</i> | <i>Tru TV</i> |
| <i>Hallmark Channel</i> | <i>TV LAND</i> |
| <i>HBO GO</i> | <i>USA</i> |
| <i>HGTV</i> | <i>VELOCITY</i> |
| <i>History</i> | <i>VHI</i> |
| <i>IFC - NEW</i> | <i>VICELAND</i> |
| <i>Investigation Discovery</i> | <i>WE - NEW</i> |
| <i>Lifetime</i> | <i>Watch ESPN</i> |

It's all included **FREE** with your DirectLink Digital TV subscription. If you already have our Digital TV service, begin your mobile TV experience today and register at www.watchTVEverywhere.com.

*Access to networks is dependent on package subscription

DirectLink Joins BICSI

BICSI is a professional association supporting the advancement of the information and communications technology (ICT) community. ICT covers the spectrum of voice, data, electronic safety & security, project management and audio & video technologies.

BICSI provides information, education and knowledge assessment for individuals and companies in the ICT industry. BICSI serves nearly 23,000 ICT professionals, including designers, installers and technicians. These individuals provide the fundamental infrastructure for telecommunications, audio/video, life safety and automation systems.

DirectLink added RCDD credentials and BICSI membership to its arsenal in 2016. Established in 1984, the RCDD is the most prestigious of all BICSI credentials. Those awarded with the Registered Communications Distribution Designer (RCDD) designation have demonstrated their knowledge in the design, implementation, integration and project management of telecommunications and data communications technology and related infrastructure.

Headquartered in Tampa, Florida, USA, BICSI membership spans nearly 100 countries. A DirectLink staff member currently sits on the BICSI International Standards Committee.

Ron Stenger, Field Inspector



Fiber Expansion Continues

The DirectLink network is the only certified Fiber to the Home (FTTH) fiber optic network in Canby and the only one who can bring speeds up to 1 Gigabit (1000 Mbps) to its members. Other providers might bring their fiber as far as the neighborhood, but we bring the fiber connection from our office directly into your homes and businesses. This ensures that DirectLink members consistently receive the fastest, most uninhibited Internet speeds. Only 25% of US homes have a FTTH connection, but 80% of those in the Canby city limits and over 55% in our service area currently have access to DirectLink's fiber optic, FTTH, network.

The DirectLink plan is to convert 100% of the Canby 84-square mile service area to fiber by 2020. 2015 focused on building and securing the necessary infrastructure to prepare for the aggressive fiber expansion. 2016 saw fiber availability extended to over 1,250 service addresses in a 15-square mile footprint in the North Barlow and Lone Elder regions. 2017 will continue fiber expansions in South Barlow, and Holly and Birch Street areas as well as encompass new developments within the city for another 612 addresses over 11 square miles.

Visit www.DirectLink.coop/ftth/map and enter your address to learn when fiber will be coming to you.

Pay & Win

We think that members who pay their bill on time should be rewarded.

Every on-time payment is placed into a drawing for a themed gift basket each month.

The basket is on display in the lobby at both locations throughout the first half of each month. Visit our office and see what you could win!

Monthly Winners

July-Penny Smith (*no pic*)

August-Jill Townsend

September-Roberta Angelozzi

October-Ted Scheer

November-Gordon Bernstetter

December-Teresa Padgett



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