

PTDCHAT

PenTeleData's Customer Newsletter

APRIL 2008

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Contents

Partner in Business - NASD, Inc.

NASD, Inc., owned by Dave Bhasin, is best known to most as the Arby's, Long John Silver's, T.J. Cinnamons and Taco Bell restaurants in the area. Their franchise includes restaurants in Fogelsville, Lehighton, Allentown, Easton and Hamburg.

Whether they are serving a Beef and Cheddar, Fish and Chips, a cinnamon roll or a Soft Taco Supreme, even the food service industry relies on technology for their daily activities. With high-speed Internet from PenTeleData, managers are able to communicate between stores – a necessity when it comes to keeping inventory and recording hours for payroll. In the past, reports needed to be faxed – and tracking them down from every location meant time wasted on phone calls and waiting.

Why did they choose PenTeleData? Gene J. Pittack, Director of Human Resources, explains, "After looking into other companies and services, we chose PenTeleData for its reputation of quality products and efficient service."

Not only do they trust PenTeleData Internet services, but also Computer Patrol, PenTeleData's professional services group. Computer Patrol assists with the wiring and equipment to keep things running smoothly. When asked to describe our technicians, Pittack says, "You have one fellow who is great. Dave is on his game. We've worked with him for our wireless in Arby's and he knows his business. You are very fortunate to have that 'Geek!'" He also adds, "With competition what it is today, it's hard for any company to be competitive in all areas of high tech services. They may have good service, but with that, high prices. Maybe equipment is free, but connections and software are outrageously priced. It's nice to see with your company, both seem to be in the average, small

business person's budget. Less is better when it comes to price, but more is best when it comes to service."

The franchise is known for many firsts. So far, all have been very positive, with very little fall out. This requires reliable service providers. When asked about PenTeleData, Pittack says, "Their service is impeccable. If we do have a problem, one call takes care of it!"

Most recently, the restaurants began using a new Point of Service system, which creates the possibility of less paperwork and more effective E-transmissions, resulting in greater efficiency.

Guests can also enjoy the benefits of PenTeleData service, not only for the technology that lends itself to truly creating the "fast food" experience, but also for convenience. While dining on Airport Road in Allentown, Main Street in Fogelsville or Blakeslee Boulevard in Lehighton, customers have access to PenTeleData's Unleashed Wi-Fi Hotspots.

With a shared commitment to blazing new trails in technology, NASD, Inc. and PenTeleData are partners in business, dedicated to continue the tradition of being first. The PenTeleData "Geeks" have the experience to make it happen.



NASD, Inc. - Arby's and Long John Silver's - Lehighton, Pa.

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UPCOMING EVENTS

April 17 & 18, 2008

Carbon County Chamber of Commerce Business Expo
 Time: Thurs. & Fri., 3 PM-8 PM
 Place: Penn's Peak
 Jim Thorpe, Pa.

August 1-10, 2008

Musikfest
 Time: Aug. 1, 5 PM-11 PM
 Aug. 2-10, Noon-11 PM
 Place: Downtown Historic Bethlehem, Pa.

August 6-10, 2008

Carbon County Fair
 Time: 3 PM-11 PM
 Place: Carbon County Fairgrounds
 Palmerton, Pa.

August 24-30, 2008

West End Fair
 Time: Sun., Wed., Sat., 10 AM-11 PM
 Mon., Tues., Thurs., Fri., Noon-11 PM
 Place: Gilbert, Pa.

Dear Valued Customers,

Welcome to our spring edition of the *PTD Chat*. Here at PenTeleData, we work hard to keep our services at their very best. A tremendous part of that includes keeping our customers up to date on the latest Internet threats. Please read the FBI's tips for Internet users in this newsletter. They provide some helpful information to safeguard your computer and identity.

It's also time for baseball. If you have the opportunity to attend a Lehigh Valley IronPigs game, keep in mind that PenTeleData and our partner, Service Electric Cable TV and Communications, are working in the background to keep things running smoothly. Technology enriches the community and you can be sure we're doing our part.

In addition, our partnership has exclusive rights to televise 30 Scranton/Wilkes Barre AAA Yankees

games. This means that only customers who have Blue Ridge Communications, Service Electric Cable TV and Communications, Service Electric Cablevision and Service Electric Broadband Cable will have access to the televised games. Anyone with another service provider will miss the fun.

PenTeleData and Blue Ridge Communications are proud to announce our title sponsorship for the Bo Tkach Memorial Golf Tournament. The event will be held in May, to coincide with Mental Health Month. There are more details in this newsletter.

Enjoy the spring season - we'll chat again in the summer.

Sincerely,
 John H. Williams
 General Manager -- PenTeleData

INTERNET SECURITY

IT'S A NATIONAL CONCERN

Think of the entire world as your neighborhood. Would you let the doors and windows to your home unlocked, knowing that anyone could enter without your knowledge? Probably not – after all, your home contains some of your most personal and important belongings.

The same is true of your computer. For many of us, it contains our social security number, credit card numbers, bank account numbers, personal e-mails, and a wealth of other private information.

Last summer, the Federal Bureau of Investigation (FBI) issued a press release about botnet cyber crimes. James Finch, the FBI Assistant Director for the Cyber Division, explained, "The majority of victims are not even aware that their computer has been compromised or their personal information exploited. An attacker gains control by infecting the computer with a virus or other malicious code and the computer continues to operate normally. Citizens can protect themselves from botnets and the associated schemes by practicing strong computer security habits to reduce the risk that your computer will be compromised."

Although there is no foolproof way to protect your computer from cyber criminals, you can drastically reduce your chances of becoming a victim by limiting access into your computer. In their June 2007 Consumer Alert, titled "Botnets and Hacker and Spam (Oh, My!)," the FBI recommended the following precautions:

- > **Use anti-virus and anti-spyware software and keeping it up to date.** You can download this software from software companies or buy it in retail stores. Look for anti-virus and anti-spyware software that removes or quarantines viruses and that updates automatically on a daily basis.
- > **Set your operating system software to download and install security patches automatically.** Operating system companies issue security patches for flaws that they find in their systems.
- > **Be cautious about opening any attachments or downloading files from e-mails you receive.** Don't open an email attachment — even if it looks like it's from a friend or coworker — unless you are expecting it or know what it contains. If you send an email with an attached file, include a text message explaining what it is.
- > **Use a firewall to protect your computer from hacking attacks while it is connected to the Internet.** A firewall is software or hardware designed to block hackers from accessing your computer. A firewall is different from anti-virus protection: while anti-virus software scans incoming communications and files for troublesome viruses, a properly configured firewall helps make you invisible on the Internet and blocks all incoming communications from unau-

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Bo Tkach Memorial Golf Tournament



PenTeleData and Blue Ridge Communications have announced their title sponsorship for the first annual Bo Tkach Memorial Golf Tournament. The event, to take place at the Blue Ridge Country Club on May 7, will coincide with National Mental Health Month. Proceeds will benefit two primary functions; including raising awareness of Obsessive Compulsive Disorder and Mental Health issues and to fund various youth programs for the betterment of children in the community, with a goal of reaching over 1,000 youth annually.

Travis Bo Tkach was the pride of his community. A 2001 Northern Lehigh High School Graduate, he was a two-time first team All State football player, a two-time District 11 javelin champion, and a member of the 1998 Colonial League championship team.

Upon graduation, Bo accepted a football scholarship to the University of Delaware. He transferred to Lehigh University and later to Wilkes University. He graduated Magna Cum Laude in 2007, as a member of Delta Mu Delta, with a degree in business and marketing.

For many years, Bo worked with youth throughout the Lehigh Valley, helping them develop speed and agility. He volunteered as a guest speaker at youth clinics and ran speed and explosion seminars for Southern Columbia, Marian Catholic, Northern Lehigh, Tamaqua, Palmerton and Lehigh High Schools.

In his short life, Bo had more accomplishments than many will have in a lifetime. Unfortunately, he also struggled with Depression and Obsessive Compulsive Disorder. Like many mental illnesses, they disrupted his life in ways that others did not see. Despite the never-ending hope and love from his family, and extensive medical treatment, Bo ended his own life.

According to the National Institute of Mental Health,

a depressive disorder is an illness that involves the body, mood, and thoughts. It affects the way a person eats and sleeps, the way one feels about oneself, and the way one thinks about things. A depressive disorder is not the same as a passing blue mood. It is not a sign of personal weakness or a condition that can be willed or wished away. People with a depressive illness cannot merely "pull themselves together" and get better. Without treatment, symptoms can last for weeks, months or years.

Although most of us recognize Obsessive Compulsive Disorder (OCD) as frequent hand washing, it is much more than that. Typically, a little anxiety is a good thing – it is the knowledge that keeps us from harm. For someone with OCD, the brain warns of danger, but very badly. Persistent, upsetting thoughts (obsessions) and use of rituals (compulsions) control the anxiety these thoughts produce. In turn, the rituals usually end up controlling the obsessions. Performing the rituals is not pleasurable, and at best, they produce temporary relief from the anxiety created by the thoughts.

For example, if someone with OCD is concerned about intruders in their home, they may lock and relock their doors many times before going to bed. While the typical person might do the same, they would be able to go to bed, content that the door was locked. An OCD sufferer might have to check the door multiple times for the next few hours to convince themselves that it was really locked. Even though the person with OCD is aware that their thoughts are irrational, they are unable to control them.

Other common rituals include the need to repeatedly check or count things, often in a certain sequence. Common obsessions include frequent thoughts of violence or being preoccupied with order and symmetry.

The Center for Disease Control lists suicide as the eleventh leading cause of death for all ages in 2005. During that year, more than 32,000 suicides occurred in the United States. This is the equivalent of 89 suicides per day or 1 suicide every 16 minutes. It is estimated that there is one suicide completed for every 100-200 attempts. Clearly, this demonstrates a desperate need to educate the public and to research treatment and prevention options.

To learn more visit www.botkach.com.

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CUSTOMER CONTEST

APRIL 2008

PenTeleData is giving one lucky winner a Family 4-Pack of tickets to see the Lehigh Valley IronPigs vs. the Pawtucket Red Sox on Saturday, June 14, 2008.

How to play:

- Rack your brain and figure out the answer to this 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 **5/15/08**.

Good Luck! PenTeleData

Brain Teaser:

What object has keys that open no locks, space but no room, and you can enter but not go in?

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JANUARY 2008 CONTEST WINNER!

FUN FACTS

If you have 3 quarters, 4 dimes, and 4 pennies, you have \$1.19. You also have the largest amount of money in coins without being able to make change for a dollar.

The 57 on Heinz ketchup bottles represents the number of varieties of pickles the company once had.

Each of the suits on a deck of cards represents the four major pillars of the economy in the middle ages: heart represented the Church, spades represented the military, clubs represented agriculture, and diamonds represented the merchant class.

There are 10 human body parts that are only 3 letters long (eye, hip, arm, leg, ear, toe, jaw, rib, lip and gum).

The king of hearts is the only king without a moustache.

Stressed is Desserts spelled backwards.

7.5 million toothpicks can be created from a cord of wood.

In the early days of the telephone, operators would pick up a call and use the phrase, "Well, are you there?". It wasn't until 1895 that someone suggested answering the phone with the phrase "number please?"

Turning a clock's hands counterclockwise while setting it is not necessarily harmful. It is only damaging when the timepiece contains a chiming mechanism.

The roar that we hear when we place a seashell next to our ear is not the ocean, but rather the sound of blood surging through the veins in the ear. Any cup-shaped object placed over the ear produces the same effect.

Children grow faster in the Spring.

Elephants are the only mammals that can't jump.

Congratulations to Dawn Long of Selinsgrove, PA.

Dawn is the winner of a Family 4-Pack of lift tickets to CamelBack Ski Area (Tannersville, PA). The passes are good throughout the 2007-2008 season.

QUESTION: The sound of humor, happiness, joy, thrilled. Now add an 's' it's carnage, massacred, killed.

ANSWER: slaughter

INTERNET SECURITY *continued from page 2*

thorized sources. It's especially important to run a firewall if you have a broadband connection because the connection is always open. Most common operating system software (including Windows XP and Vista) comes with a built-in firewall, but you may have to enable it.

➤ **Disconnect from the Internet when you're away from your computer.** While anti-virus and anti-spyware software, along with a firewall, are critical protections when you're connected to the Web, they're not foolproof. Hackers just can't get into your computer when it's disconnected from the Internet.

➤ **Download free software only from sites you know and trust.** It can be appealing to download free software like games, file-sharing programs, customized toolbars, and the like. However, remember that many free software applications contain other software, including spyware.

➤ **Check your "sent items" file or "outgoing" mailbox for messages you did not intend to send.** If you do find unknown messages in your out box, it's a sign

that your computer may be infected with spyware, and may be part of a botnet. This isn't foolproof: many spammers have learned to hide their unauthorized access.

➤ **Take action immediately if your computer is infected.** If your computer has been hacked or infected by a virus, disconnect from the Internet right away. Then scan your entire computer with fully updated anti-virus and anti-spyware software. Report unauthorized accesses to your Internet Service Provider. If you suspect that any of your passwords have been compromised, call that company immediately to change your password.

Additional resources are available on our website at www.ptd.net/pcsecuritytips.

If all of this seems a bit overwhelming, you are not alone. Our Computer Patrol offers professional in-home services, including virus and spyware removal and protection. **Call us today at 1.877.610.9090 or visit www.ptdpatrol.com.**

Claude E. Reinhard Scholarship

Pencor Services, Inc., PenTeleData's parent company, is proud to sponsor the Claude E. Reinhard Scholarship program. Named after the founder of Pencor, this scholarship program is for graduating high school seniors in our service area who will be pursuing degrees in broadcasting, journalism, culinary arts, telecommunications, and computer information technologies.

Six scholarships will be awarded in the following increments:

Overall Grand Prize Winner - \$5,000

The first place applicants in each category will receive the following:

Telecommunications - \$1,000

Culinary Arts - \$1,000

Journalism - \$1,000

Broadcasting - \$1,000

Computer Technologies - \$1,000

Details and the application are available at www.ptd.net/creinhardsscholarship. For consideration, all applications and supporting documentation must be submitted by May 2, 2008.

 **PenTeleData**
A Good Neighbor.

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