



Contents

PAGE 1

OUR PARTNER IN HEALTH - GREATER HAZLETON HEALTH ALLIANCE
PenTeleData and GHHA partner together.

PAGE 2

LETTER FROM OUR GM
Our General Manager lets us know what's in store for Winter 2010.

SENATE BILL WOULD GIVE THE U.S. PRESIDENT CONTROL OF THE INTERNET
Our country's security is a hot topic these days.

OUR PARTNER IN HEALTH (CONT.)

UPCOMING EVENTS

PAGE 3

MOVIE PIRATES
(and we're not talking about Johnny Depp!)

1966 HIGH-TECH WONDER LEADS TO HIGH-SPEED INTERNET AND PHYSICIST'S NOBEL PRIZE
High-tech wonder changed the world of information.

SPORTS STANDINGS NOW AVAILABLE ON OUR WEBSITE
Don't forget to check them out!

CUSTOMER CONTEST

PAGE 4

OCTOBER 2009 CUSTOMER CONTEST WINNER

WINNER OF THE FLAT SCREEN TV!

SOCIAL NETWORKING: DO YOU KNOW THE RISKS?
What can you do to protect yourself?

FUN FACTS

PARTNER IN HEALTH Greater Hazleton Health Alliance

The Greater Hazleton Health Alliance serves more than 100,000 people throughout the Greater Hazleton area and its surrounding communities. Their staff consists of more than 100 highly-trained and well-respected physicians who serve the community in a wide variety of specialties to provide emergency, diagnostic and therapeutic medical services.

In 1891, the Hazleton General Hospital was founded to provide medical care to the coal miners of the region, but over the years, health care has changed dramatically. For many years, the hospital was owned by the Commonwealth of Pennsylvania. In September 1986, Hazleton General Hospital divested from the state and became a not-for-profit community hospital. Then, in October 1996, it joined together with Hazleton-Saint Joseph Medical Center to form the Greater Hazleton Health Alliance (GHHA). Eight years later, in 2004, the cost of providing health care was steadily increasing, and the duplication of services was no longer feasible. As a result, the restructuring and consolidation of services allowed both hospitals to excel in their respective offerings, providing the highest quality healthcare and latest technology without duplicating costs and equipment.

Although the merging of the two organizations marked the end of an era in healthcare, it provided tremendous opportunities to expand programs and services at Hazleton General Hospital and in the community. Today, the organization has been the recipient of both national and state honors. A few of these include a feature in the *US News and World Report* as a top hospital in cardiac care, recognition as the first primary care stroke center in Northeast Pennsylvania and a recipient of an Achievement Award for Excellence and Innovation in Healthcare from the Hospital Association of Pennsylvania. In addition, Hazleton General Hospital has been presented with the American Heart Association's Get With The Guidelines Silver Awards in stroke and coronary artery disease and the Gold Award in heart failure care, a feat that acknowledges a commitment to quality and excellence.

With multiple locations and a wealth of new medical technology, Internet and data transport services are essential to any great healthcare network. For their organization, this originally meant a gateway for Internet services to Hazleton General Hospital. As time passed, this expanded to the development of secure VPN connections for the exchange of information between the physicians' offices and the vendors who supported the systems at GHHA. By 2007, GHHA began implementing electronic medical records. By 2008, through the use of high-speed electronic systems, physicians and caregivers in any GHHA facility had immediate access to patient laboratory and imaging results and clinical documentation. This is particularly important in emergency situations, when having the most current and complete health information can help with critical decisions.

GHHA also formed a partnership with Lehigh Valley Health Network, which enables them to provide the resources of a larger, acute-care facility, including a team of Lehigh Valley board certified, emergency-trained physicians in the emergency department. Specifically, the availability of 'telehealth' allows for an award-winning MI (myocardial infarction) Alert program, a Stroke Alert program, and Tele Burn, a program that benefits burn patients who present to the emergency department through the use of Internet technology and real-time audio and video consultation between emergency physicians and experts at the Lehigh Valley Burn Center.

These fantastic life-saving advancements rely on a dependable Internet and data transport provider. That's why PenTeleData has been working with GHHA for over 10 years. When asked why the hospital has chosen to rely on PenTeleData's network, Carl Shoener, their Director of Information Services - System Strategy shared, "PenTeleData was selected due to price, ability to meet all our needs, and their strong customer service focus. Their service has been very reliable."

With the use of health information expanding, and individual physician offices counting on access to hospital information, network security is a primary concern. Recently, PenTeleData assisted GHHA with a security audit of their information systems, which identifies

(continued on page 2)



Letter from our GM

Dear Valued Customers,

The New Year is here! It's a time of new beginnings, and we're starting our 16th year of business with a new look for our newsletter. The content will continue to include the information we feel is important for our customers, but the design will be somewhat different.

This edition contains some very worthwhile information concerning Social Networking sites. If you'd like to refer back to the list in the future, please remember that we keep a reference of the last three years of our newsletters on our website: www.ptd.net.

I wish you and your family a happy, healthy and prosperous New Year. We'll chat again in the spring!

Sincerely,

John H. Williams
General Manager -- PenTeleData

UPCOMING EVENTS

March 10 & 11, 2010

Greater Pocono Chamber of Commerce Expo

March 10th - 2:30 pm - 7 pm

March 11th - Noon - 7 pm

Koehler Fieldhouse

East Stroudsburg University

SENATE BILL WOULD GIVE THE UNITED STATES PRESIDENT CONTROL OF THE INTERNET

Our country's security is a hot topic these days. Since the attacks on September 11th, there have been many discussions about the fine line between the right to privacy and protecting our country.

Internet companies and civil liberties groups showed concern after a United States Senate bill proposed giving the White House the power to disconnect private-sector computers from the Internet. Senator Jay Rockefeller (D) from West Virginia, Chairman of the Senate Commerce Committee, introduced a new bill with this intent. The 55 page draft of S.773: Cybersecurity Act of 2009 would permit the President to seize temporary control of private-sector networks

during a cyberspace emergency. The bill would also enact a requirement that certain computer systems and networks be managed only by people who have received certification by a federal program designed to train "cybersecurity professionals."

The goal of the Cybersecurity Act of 2009 is to ensure continued free flow of commerce within the United States, while protecting the country's critical infrastructure, including water, electricity, banking, traffic lights and electronic health records.

The President of the United States has always held the constitutional authority and duty to protect the United States and respond to any emergency that threatens the security and safety of the nation. The Cybersecurity Act of 2009 clarifies that authority; however, since many civil liberties groups are concerned about the proposed shift of power from private users and companies to the federal government, it is likely to undergo many changes before being passed into law.

PARTNER IN HEALTH - Greater Hazleton Health Alliance (Continued)

possible vulnerabilities and corrective actions. Shoener explains, "PenTeleData's staff was very helpful during the performance of the parameter security audit. They helped us create and understand the process of identifying vulnerabilities."

Currently, PenTeleData is assisting GHHA with the transmission issues they experience with other service providers. Shoener mentions, "Their expertise has been of great benefit to isolate the cause and provide solutions."

In 2008, GHHA invested \$3.2 million in technology, equipment and renovations to provide state-of-the-art patient care and over \$5 million developing an electronic medical record. With a shared commitment to the communities we serve, PenTeleData will offer GHHA advanced technological solutions to assist with their continued growth as they aim to become the region's preferred provider of health care.



We are
 PenTeleData

Movie Pirates (and we're not talking about Johnny Depp!)

CUSTOMER CONTEST

JANUARY 2010

PenTeleData is giving one lucky winner a Family 4-Pack of tubing passes to Blue Mt. Ski area in Palmerton, PA.

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, day-time 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 2/28/10.

Good Luck!
PenTeleData

Brain Teaser:

Which of these letters is the odd-one-out?
B.C.D.J.K.L.W.X.Y

Hint: It's not sequential

"Movies!

Get your movies here!" If you've ever seen a sidewalk vendor selling VHS tapes or DVDs for \$5 or found a reproduction of a movie on the Internet, then you're familiar with movie piracy. In fact, it's a rampant and profitable business.

Piracy takes many forms. Sometimes it's the unauthorized reproduction of a copyrighted book, sometimes it's software, or even a recording, television program or patented invention. No matter what the form, it's illegal.

How does this affect you as a PenTeleData customer, and what can you do about it?

First, be aware that it's theft—no matter what reasoning you may hear. A popular argument is that actors and actresses, especially the most popular ones, have enough money and don't deserve to make more. Just watch the credits – those hundreds of names across the screen have contributed their time and talents and all need to make a living too. The same theory applies to other art, books, and other media.

In addition, piracy is often involved with organized crime. That's right; some of the same groups that profit from drug trafficking, prostitution and counterfeiting also make money from this copyright infringement. It's a large scale problem and a task that takes many in the chain of command to com-

plete. One recent media story explained that the distributors of these materials are often blindfolded and taken to secret locations to obtain their supply.

One way to avoid unintentionally purchasing counterfeit or pirated material is to shop at a retail location or visit websites you trust (which is also important since another downside of pirated materials is the high-risk of viruses, spyware and other problems). It's true that some groups or individuals will hide a camcorder or other device to record while inside the movie theater, but the once murky and muffled reproductions have been replaced with new technology that keeps hackers one step ahead of security experts. Using peer-to-peer and file sharing programs like BitTorrent, transferring large amounts of data can be easily organized and shared with others, with quality that is better than ever, but that doesn't make it legal.

Please remember that any taking of any copyrighted or pirated material is a crime. Evidence such as a watermark that producers use to decipher one movie theater from another or tracking a computer user's IP address make it possible to trace and prosecute anyone who participates. As an Internet service provider, PenTeleData must fully cooperate with law enforcement officials when presented with a subpoena or other court order.

1966 HIGH-TECH WONDER LEADS TO HIGH-SPEED INTERNET AND PHYSICIST'S NOBEL PRIZE

By now you've probably heard of fiber optics, the fibers that are as thin as hair and can transmit light signals over long distances at very high rates. After all, it's the technology used for cable modem, television and telephone service.

Charles K. Kao's 1966 discovery of the lightening fast transmission through miles of glass without having the glass itself absorb the signal recently won him a Nobel Prize. His high-tech wonder

changed the world of information. Today, fiber optics carry the voice, video and high-speed data around the world and are the key component of the PenTeleData network. Without it, today's Internet would not be possible.

PenTeleData and our partners have over 5,000 miles of fiber optics, and it is used for many types of services, including our MPLS Network with Intelligent Routing, cable modems, DSL, Video On Demand, Digital Cable, High Definition, Digital Video Recording, Digital Telephone and more!

What will today's inventions mean to us 40 years in our future? Who knows: maybe we'll be taking an elevator to the moon!

SPORTS STANDINGS ARE NOW AVAILABLE ON OUR WEBSITE!

We've added another great feature to www.ptd.net. In addition to the weather, news, breaking video and shopping, we now offer sports standings for Major League Baseball, National Football League, National Basketball Association, National Hockey League, Women's National Basketball Association, Major League Soccer, NCAA Football, Men's NCAA Basketball and Women's NCAA Basketball. Don't forget to check them out!

OCTOBER 2009 CONTEST WINNER!

Congratulations to Joyce Wnuk of East Stroudsburg, PA.

Joyce is the winner of a Family 4-Pack of lift tickets to Blue Mountain Ski area in Palmerton, PA.

QUESTION: What is the only common four letter word in the English language which ends in -eny?

ANSWER: deny

WINNER of the FLAT SCREEN TV!
Congratulations to Donald Utter of York Haven, PA.
Donald was the winner of an LG 42" Plasma TV.

Social Networking: Do you know the risks?

Do you tweet? Are you on MySpace? How about Facebook? Social networking sites, otherwise known as "friend-of-a-friend" sites, build on the concept of traditional networks to connect people through people they already know. Whether it is friendships, romantic relationships, or business connections, the communication and opportunities they provide can prove to be invaluable.

Social networking sites rely on connections and communication, so a certain amount of personal information is required. Unfortunately, when deciding how much information to reveal, many people may not exercise the same amount of caution as meeting someone face-to-face, probably because the Internet provides a sense of anonymity and the false pretense that information is intended for friends only, even though it can be seen by others.

Another concern with these types of websites is the wide-spread distribution of malicious code. Due to the popularity of these sites and the lack of security awareness, most people don't truly appreciate the risks associated with social network sites.

What can you do to protect yourself? A lot. The United States Computer Emergency Readiness Team, a division of Homeland Security, lists the following tips on their website:

- > **Limit the amount of personal information you post.** Do not post information that would make you vulnerable, such as your address or information about your schedule or routine. If your connections post information about you, make sure the combined information is not more than you would be comfortable with strangers knowing. Also, be considerate when posting information, including photos, about your connections.
- > **Remember that the Internet is a public resource.** Only post information you are comfortable with anyone seeing. This includes information and photos in your profile and in blogs and other forums. Also, once you post information online, you can't retract it. Even if you remove the information from a site, saved or cached versions may still exist on other people's machines.
- > **Be wary of strangers.** The Internet makes it easy for people to misrepresent their identities and motives. Consider limiting the people who are allowed to contact you on these sites. If you interact with people you do not know, be cautious about the amount of information you reveal or agreeing to meet them in person.

> **Be skeptical.** Don't believe everything you read online. People may post false or misleading information about various topics, including their own identities. This is not necessarily done with malicious intent; it could be unintentional, an exaggeration, or a joke. Take appropriate precautions, though, and try to verify the authenticity of any information before taking any action.

> **Evaluate your settings.** Take advantage of a site's privacy settings. The default settings for some sites may allow anyone to see your profile. You can customize your settings to restrict access to only certain people. However, there is a risk that this private information could be exposed, so don't post anything that you wouldn't want the public to see. Also, be cautious when deciding which applications to enable, and check your settings to see what information the applications will be able to access. Obtain software applications and updates directly from the vendor's website.

> **Use strong passwords.** Protect your account with passwords that cannot easily be guessed. If your password is compromised, someone else may be able to access your account and pretend to be you.

> **Check privacy policies.** Some sites may share information such as e-mail addresses or user preferences with other companies. This may lead to an increase in spam. Also, try to locate the policy for handling referrals to make sure that you do not unintentionally sign your friends up for spam. Some sites will continue to send e-mail messages to anyone you refer until they join.

> **Use and maintain anti-virus software.** Anti-virus software recognizes most known viruses and protects your computer against them, so you may be able to detect and remove the virus before it can do any damage. Because attackers are continually writing new viruses, it is important to keep your definitions up to date.

FUN FACTS

While many people believe that a camel's humps are used for water storage, they are actually made up of fat. The hump of a well-rested, well-fed camel can weigh up to eighty pounds.

Japan is one of the most competitive soft drink markets in the world. Approximately 1,000 new soft drinks are launched in Japan every year, of which only a small number survive. There are more than 7,000 different soft drinks sold in the country.

The last dictionary that Noah Webster wrote contained 70,000 words and their meanings. He wrote it with no help and by hand. After his death his family sold the right to publish to G&C Merriam and Co.

Silly Putty started as a mistake in a New Haven laboratory, and turned into a consumer hit in the 1960s by sheer chance. According to engineers, Silly Putty is a self-contradiction. Chemically, it is a liquid, but it resembles a solid. The molecular structure will stretch if the structure is slowly pulled. But if tugged, it snaps apart. The toy has a rebound capacity of 75 to 80 percent, whereas a rubber ball has only about a 50-percent bounce-back. A silicon derivative, Silly Putty won't rot; it can withstand temperatures from -70 degrees Fahrenheit to hundreds of degrees above zero. On top of all that, it picks up newsprint, often sharper than the original.

It costs more to buy a new car today in the United States than it cost Christopher Columbus to equip and undertake three voyages to and from the New World.

The first paper notes printed in the United States were in denominations of 1 cent, 5 cents, 25 cents, and 50 cents. The U.S. Department of the Treasury first issued paper U.S. currency in 1862 to make up for the shortage of coins and to finance the Civil War.

We are
PenTeleData