



Community Partners



Jody Schulte, Marketing Manager

1

Background

- Jefferson Telecom was started in 1938
- Service Area – Jefferson, Cooper, and Farlin, Iowa (located 60 miles NW of Des Moines)
- Internet, TV, landline, and an agent for UScellular for over 30 years
 - 100% fiber for our service area
 - 2,000+ broadband customers
 - 1,600+ landline customers
- 15 employees



2

5th Generation Family Business

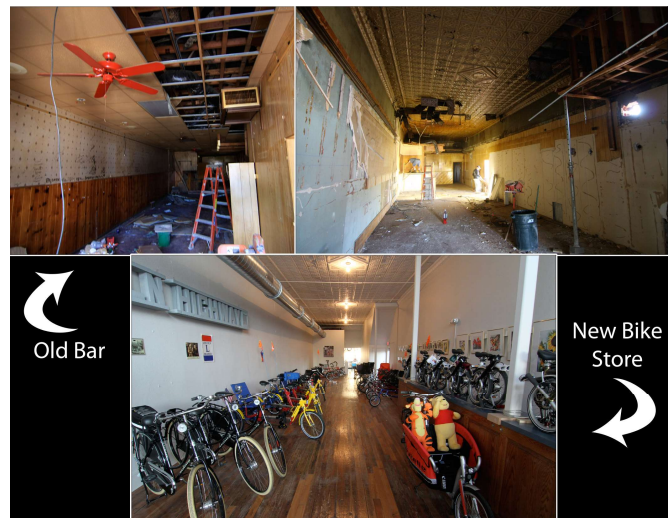
- Jamie Daubendiek, named General Manager in 2019.
- Recognized in 2019 as a “NextGens to Watch” in Family Business
- Strong ties to the community and wanting to see it grow
- Jim Daubendiek, CEO – importance of economic development



3

Downtown Revitalization

- Purchased and transformed a dilapidated building downtown.
- Applied for historical tax credits
- Multi-purpose business venture initially housing a bicycle shop on the main level and an upstairs space for a business and piano lessons.



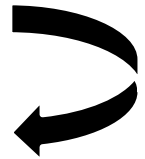
4

Designation as a **Main Street** community in 2012

- City-wide planning session – What do people want to see?
- Start small, find successes, get people engaged
- 1st success – mini grants for storefront paint
- RAGBRAI engaged 400-450 volunteers in Jefferson for an overnight stay
- Volunteer committees

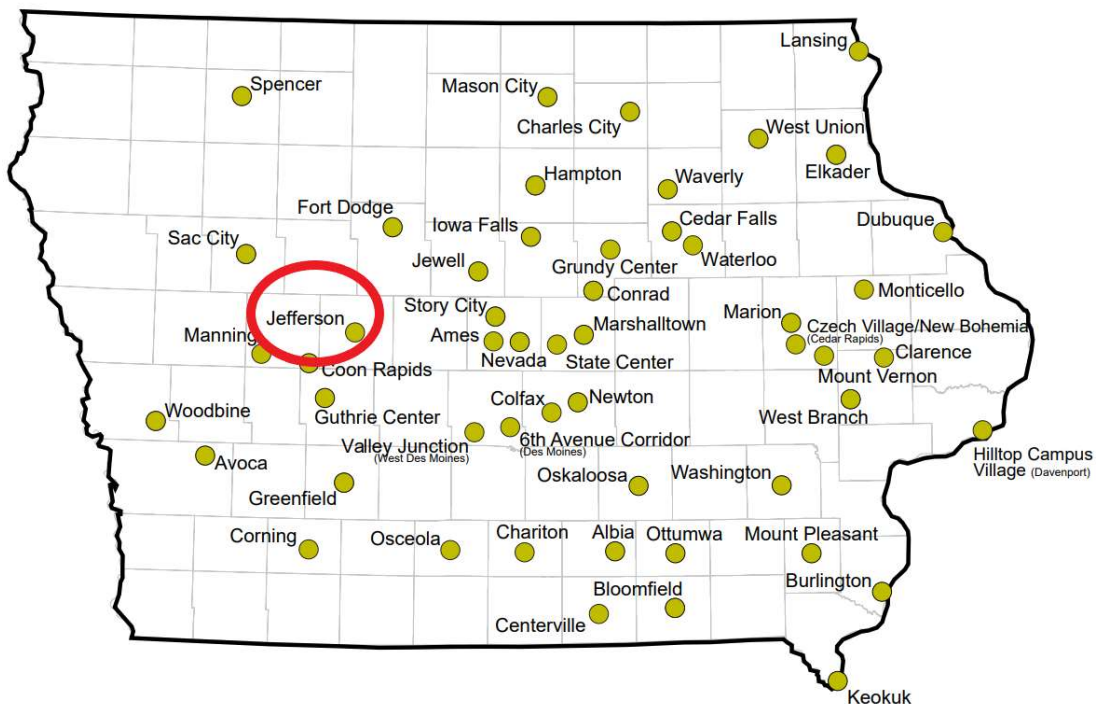
Chamber & Main Street came together with a common vision

Jefferson Matters: A Main Street and Chamber Community



5

MAIN STREET IOWA COMMUNITIES



6

Top 10 Reasons Living in Jefferson Makes Sense

#10: Giga-What?

Focus on telework
Gigabit speeds

Top 10 Reasons Why Living in Jefferson Just Makes Sense



1. MINUTES MATTER. Time is valuable and who doesn't crave more quality time? In Jefferson, you don't have to deal with bumper-to-bumper traffic as most of the things you need are just minutes away. You could walk your child to school, go home over your lunch hour, and spend less time in the car and more time with family.

2. LOW COST OF LIVING. Affordable housing in Jefferson means you can more comfortably live the way you want. Whether you'd be interested in a new or existing home, resources are available to help you including local builders, realtors, and lenders.

3. GREAT SCHOOL SYSTEM. Did you hear that Greene County has a new high school plus a regional academy that's equipped and staffed by Iowa Central Community College? The former high school is now used as the middle school with plans for the former middle school to be renovated for housing. If you move back to Jefferson, your children could take advantage of Greene County's new and renovated schools.

4. SAFE & SECURE. Safe Choice Security previously named Jefferson as the safest town in Iowa. The study considered both property and violent crime statistics to get a realistic insight into the actual incidences of crime in Iowa's towns and cities. Jefferson's officers are vigilant in their role to protect residents, and many have experience interacting with larger federal and state agencies. The vast majority of police calls are dedicated to public service.

5. LOCAL COMPANIES ARE HIRING! Jefferson and the surrounding area is home to American Athlete/Spalding, B&B Manufacturing, Bauer Built, Greene County Medical Center, John Deere, Landis Cooperative, Midland Power Cooperative, Power Lift, Scranton Manufacturing, and Wild Rose Casino & Resort. Plus, companies based in Des Moines such as Accenture and Gravitade Coworking have found a niche in rural Iowa by renovating downtown buildings to expand their footprint into Jefferson.

6. FOUR SEASONS TO ENJOY. You'll never be bored with the same weather all year because Jefferson has four seasons, each more beautiful than the last. In the summer, swim at the Jefferson pool, join a recreation league, and join the fun at the Bell Tower Festival and Greene County Fair. Fall brings football games and trips to Owl's Orchard for apple picking and hayrack rides. When winter arrives, go sledding at Seven Hills and ice skating across from the public pool. Then in spring, there's camping at Spring Lake and fishing along the Raccoon River.



7. MANY RECREATIONAL OPPORTUNITIES. The Greene County Community Center, located in the heart of Jefferson, has full basketball courts, an indoor walking track, racquetball courts, exercise equipment, and wellness classes. Plus, the Raccoon River Valley Trail allows bike riders and walkers to travel from Jefferson to Des Moines on 80+ miles of paved trails. Perhaps you enjoy bowling, golfing, swimming, or disc golf. We have it all in Jefferson.

8. BIG CITY SHOWS IN A SMALL TOWN. The History Boy Theatre Company, located off the square, is a regional "up and coming" with theatrical shows featuring a mix of professionals and local talent. Did you know the local theatre where you saw movies when you grew up is now owned by the community? Sierra Community Theatre offers the latest sound system and picture quality. Wild Rose Casino & Resort has hosted big stars such as Wynonna Judd, Kenny Rogers, Blues Traveler, Oak Ridge Boys, Travis Tritt, and Reba McEntire—right here in Jefferson.

9. EXCELLENT HEALTH CARE. Greene County Medical Center is a community-based system, committed to providing excellence in health services from beginning to end of life. It recently completed an expansion/renovation project totaling \$22.5 million.

10. GIGA-WHAT? Google might brag about offering Gigabit internet service in big cities, but you can get high-speed internet in our small town. Jefferson Telecom has invested in the community by providing fiber to all homes and businesses in Jefferson and to rural farmsteads in the surrounding area. This fiber enables Jefferson Telecom customers to get the speed they need to work from home, stream movies, do online gaming, and much more. Speaking of working from home, have you ever thought about teleworking? You may be able to keep your current job but work from home in Jefferson.

For more information, visit www.jeffersontelecom.com/where

7

Targeted Audience

1. Annual Bell Tower Festival to attract class reunion attendees to learn about all of the great things in Jefferson.
2. 2018 RAGBRAI overnighed in Jefferson – 30,000 people to Jefferson
 - A video series was also created by Jefferson Telecom showcasing community leaders and their passion for living and working in Jefferson.

8

Pillar Technology

- Brought Pillar Technology to Jefferson with their Forge project.
- R3 (Revive, Rebuild, Restore) National Kickoff Partnership with Silicon Valley in Jefferson in 2018. R3 invited a star studded list of executives from Silicon Valley to experience rural Iowa and learn how the Revive, Rebuild, Restore initiative plans to teach local youth the digital skills for the future that will allow them the option to stay in rural Iowa instead of feeling the need to leave the state.

https://www.youtube.com/watch?v=szHvD_dLJyU&t=178s

9

Prometheus Award

- City of Jefferson received the Prometheus Award in 2020
- Technology Community of the Year by the Technology Association of Iowa.
- Nomination Video for Jefferson



<https://www.youtube.com/watch?v=t7mDya5p6Z0>

10

Thriving Communities Designation Jefferson - 2023

- IEDA and the Iowa Finance Authority have a new Iowa Thriving Communities designation to elevate best practices from communities that are going above and beyond to leverage innovative methods to attract housing opportunities for their workforce.
- Designation comes with highly sought scoring points for the Federal Housing Tax Credit and/or Workforce Housing Tax Credit programs.



11

Philanthropy

- Instrumental in key projects in the community
- Started a Donor Advisor Fund for donations
- Greene County Community Center, bell purchases for the Mahanay Memorial Carillon Tower, Sierra Community Theatre, strong financial supporter of organizing efforts for Pillar Technology to locate in Jefferson, and annual donations for graduating student scholarships, Bell Tower Festival, Relay for Life, Main Street, and a vast array of donations to other needy organizations.

12

Volunteering

- Jefferson Telecom encourages staff to volunteer.
 - 8 hours of paid time, available in half hour increments, off each year to participate in volunteer programs.



Main Street, Economic Development, RAGBRAI, Sierra Community Theatre, Boy Scouts, Rotary, Kiwanis, Relay for Life, Greene County Community School District, and numerous other civic organizations

13



14

Jefferson Telecom
Technology People Talk About

Jefferson Telecom in Jefferson, Iowa

- ▶ A Local Provider of Residential and Business Fiber Internet, IPTV, and Voice Services
- ▶ A UScellular Authorized Agent

What's the Jefferson Telecom story?
A fifth-generation family company, Jefferson Telecom began in 1938 as a traditional telephone company and evolved with technology to become our service area's go-to resource for communication solutions. We strive to provide superior services to our residential and business customers, along with an exceptional level of customer care by our staff of 14 local employees with a combined 250 years of experience.

What does Jefferson Telecom provide?
Jefferson Telecom provides products and services including:

- **High-Speed Fiber Internet** - Delivered via our 100% fiber-optic network throughout our service area
- **Wi-Fi Management** - Creating and maintaining a reliable Wi-Fi system throughout a building
- **Voice Services** - Designed to meet the needs of homes and businesses
- **Business Phone Systems** - Including customized hosted phone systems up to 500 seats
- **IPTV** - Offers TV service with high definition and local content
- **UScellular Solutions** - Featuring the latest cell phones and accessories plus 5G network service as an agent for UScellular since 1991

How does Jefferson Telecom support our community?
Jefferson Telecom believes strongly in the importance of philanthropy. Our staff has been instrumental in key community projects such as:

- Active membership in the Jefferson Matters: A Main Street & Chamber Community
- Fundraising campaign and committee work to build a community recreation center in Jefferson
- Spearheading of a board to purchase and maintain our local movie theatre
- Financial support for our local hospital and a campaign to build a childcare facility
- Annual donations for graduating student scholarships, our community festival, and the Relay for Life event
- Initiatives for economic development to attract businesses to our community
- Gifts of time and talent through community leadership and active participation on boards and committees to enhance Jefferson for future generations




Jefferson Telecom
Technology People Talk About

Jefferson Telecom Built a 100% Fiber-Optic Network to Improve Lives Today and Tomorrow

Jamie Daubendiek
General Manager of Jefferson Telecom



"Years ago, Jefferson Telecom believed it was vital to install the superior technology and unlimited possibilities of a 100% fiber-optic network to ensure our company was prepared for the growing bandwidth needs of our customers. Only fiber can provide the Internet speed and reliability required for seamless streaming, telemedicine, telework, and more."

Nothing Compares to the Benefits of a Fiber-to-the-Home Network
Every Internet service provider claims to provide fast and reliable Internet service, but is there a clear winner when it comes to how Internet is delivered? The answer is yes. Fiber-optic networks are the gold standard for Internet technology and are superior to DSL networks with copper lines as well as wireless/cellular networks.

Jefferson Telecom invested heavily in our network to deploy fiber to all our customers and give them access to benefits including these:

Fastest Internet Speeds
The fiber-optic cables in Jefferson Telecom's network deliver data to and from devices at speeds up to a Gigabit Connection (940 Mbps) and beyond, which far surpasses other types of network technology. What's more, these speeds can be symmetrical, meaning the download and upload speeds are the same. When you're connected to our 100% fiber-optic network, you'll have the Internet speed you need for all your online activities.

Incredible Reliability
Compared to copper lines, fiber-optic cables are much more resilient to outside factors including severe weather, temperature fluctuations, and moisture. Unlike wireless networks, a fiber-optic network is not limited by obstructions such as buildings or hills.

Better Online Experiences
The super-fast Internet connections provided by our 100% fiber-optic network mean you won't have to deal with the annoyance of buffering that comes from a too-slow connection. Whether you're streaming movies and TV shows at home or participating in video conferences at work, you can count on a smooth performance.

FAST FACTS
Jefferson Telecom has a **100% fiber-optic network** covering Jefferson and nearby communities.

Over **\$12 million** was spent in 10 years to upgrade our network and deploy fiber.

We offer Internet speeds up to a **Gigabit Connection** (940 Mbps) and beyond.

Jefferson Telecom was named a **Smart Rural Community** provider by NTCA-The Rural Broadband Association.

Jefferson, Iowa was named the **Iowa Technology Community of the Year**.

Jamie Daubendiek, GM, was included in **NextGens to Watch 2019**.



15

Business Visits

- Java & Juice – staff attend and report back
- Business Visits – check on Jefferson Telecom services



16

Shop Local Campaign

- Started in 2020 as a way to encourage staff to shop local for the holidays.
- Each employee was reimbursed up to \$50 if they shopped local.
- Required to take a photo at the place of business and provide receipt.



Facebook posts reached over 8,000 people!



17

Educate Customers on Importance of Reviews

Let Others Know What You Like About Jefferson Telecom

REVIEW US ON

★★★★★

Google

Think about the last time you purchased an item online. Did you research the item by looking at multiple sites and reading reviews before making a decision? If so, you're not alone. Most people do the same.

Customer reviews are integral to the shopping process and similar to getting referrals from friends. That's why your feedback matters. Reviews on social media are a powerful tool that can help Jefferson Telecom and other businesses in our community continue to grow and thrive.

Here's what reviews do:

- **Help others find a local business online.** When people search for a business, one of the first things they'll likely see is what others have to say about it. Google takes review ratings from multiple sites into consideration when determining the order of businesses it returns in local searches. In fact, according to LocalSEO Guide, online reviews and specific keywords influence local search engine visibility more than any other factor.
- **Help to give a business credibility.** People who leave reviews have nothing to gain or lose. They had an experience, good or bad, and want to share it. And guess what? People are going to listen. Studies show that close to 90% of consumers trust online reviews as much as personal recommendations.

Jefferson Telecom

Published by Jody Schulte · May 3 ·

...

Tech Tip - Did you know the power that online reviews have for a business? Roughly 77% of people read customer reviews before committing to a purchase. If your business has online reviews, this instantly creates a sign of trust and authenticity. The impact is even more powerful in a small community such as Jefferson. This is an easy way to help any business in town. You can leave a Google review by simply searching for the business. On the right hand side you will see a ... [See more](#)

us on ★★

JEFFERSONTELECOM.COM

Your Feedback Matters - Jefferson Telecom

As a small local business, reviews keep us alive! Your feedback not only helps us, it helps other potential Jefferson Telecom customers. If you have enjoyed your experience, we would kindly ask for you to share that with a positive...

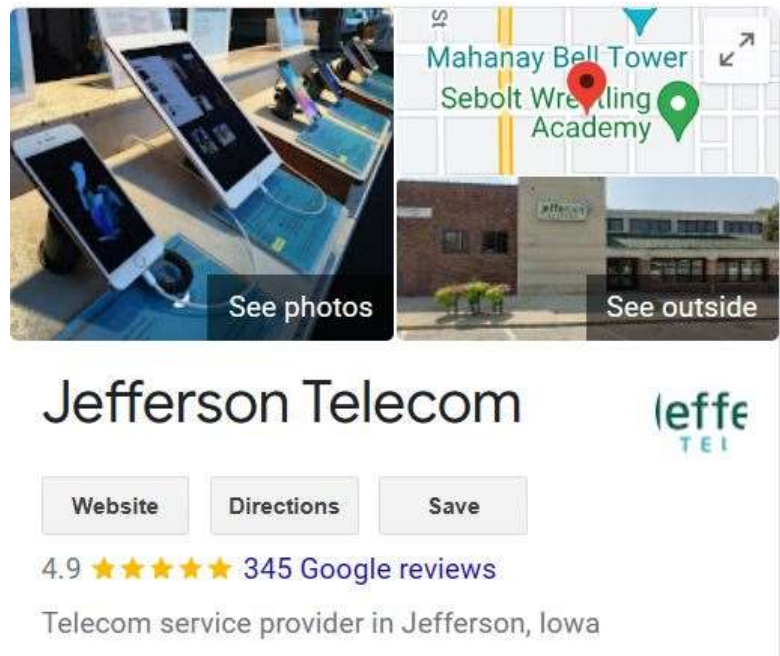
1

4 Shares

18

Google Reviews:

- 4.9 Rating
- 345 Google Reviews and counting
- Last 6 months average 10+ reviews per month



19

Takeaways to Foster a Positive Community Partnership

- Get Involved – importance of economic development
- Build relationships – networking; partner with key players in the community
- Give Back – financially and volunteering
- Boost Your Online Reputation – power of Google reviews
- Tell Your Story – develop marketing materials to tell the story of your successes and why living in your community makes sense

20

Questions

Jody Schulte
jody@jeffersontelecom.com
515-386-6021

