

BUSINESS connections



Schuster Physical Therapy Helps Patients Live Life to the Fullest

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BUSINESS connections

We hope this issue helps you avoid some painful situations.

Workdays can be challenging enough without sore muscles, email headaches or stressful security problems.

It Can Be Painful to Ignore Ergonomics, as you'll learn on page 3. Check out the advice about supportive chairs, correctly positioned computers and more. Your whole team will be glad you did.

There's a **Business Spotlight on Schuster Physical Therapy** on pages 4 and 5, which was our inspiration for this issue's theme. Their highly experienced team of physical therapists offer specialized treatment services for pain, injury or discomfort to help patients live full lives. Schuster Physical Therapy has clinics in Jefferson, Sparta and Boone, and SkyLine/SkyBest provides broadband, hosted phone and security services to all three locations.

On page 6, we discuss **Dealing With the Dreaded Post-Vacation Inbox**. After a relaxing vacation, going through lots of emails can be a pain in the neck. To avoid this, we share what to do before you leave, while you're gone and when you return.

Then on page 7, we explain why **It's Risky to Share a Wi-Fi Network With Other Businesses**. By trying to save money, you could be leaving your business vulnerable to painful consequences including security risks, legal and liability concerns, performance issues and challenges with network management and troubleshooting.

SkyLine/SkyBest is committed to bringing you reliable communications services and painless installations and upgrades. Should you ever experience an issue, we'll diagnose and treat it quickly. We're always here to help.



Sincerely,

Kim Shepherd
Chief Executive Officer

ON THE COVER:

Back row (L to R): Katie Eldreth, Zara Blevins, Emily Kesterson, Alyssa Mitnacht, Carmen Mullen, Taylor Hill, Haleigh Seamon, Hollie Brown

Front row (L to R): John Stuerwald, Jacob Culler, Cheyenne Rosales, Lennon Redford, Nicolas Cameron, Greg Schuster, Justin Dalton

Photo credit for local images: Todd Bush



Ergonomics is the science of designing work tasks and spaces to fit the employee, keeping in mind the capabilities and limitations of the human body. By paying attention to ergonomics at your business, you may be able to reduce employee fatigue and discomfort, lessen your risk of a workers' compensation lawsuit and improve efficiency and productivity.

In an office situation, an ergonomic workstation should include:

- **Proper Lighting** – In addition to ceiling lights, make sure employees have adequate task lighting for their work. To avoid screen glare, computers and monitors should not be placed in front of a window or bright background.
- **Supportive Chairs** – Desk chairs need to have adjustable seats and backs as well as offer excellent lumbar support. Employees should be able to comfortably put their feet on the floor with their legs at a 90-degree angle.
- **Correctly Positioned Computers** – Place computer keyboards so that employees can type with their elbows at a 90-degree angle, and place computer monitors about an arm's length away. Employees should be looking straight ahead or slightly down at the screen, not straining upwards. For employees who use a laptop for extended periods, a separate keyboard and a laptop stand may be needed to create an ergonomic setup.
- **Headsets** – You don't want employees to have to crane their necks to hold a phone in place while reaching for papers, which can lead to neck pain.

It's also important to encourage employees to take regular breaks from their computer screens. Why? Because staring at a screen all day can result in health problems including the eye strain associated with computer vision syndrome.

For more comprehensive information about ergonomic workstations, visit the Occupational Safety and Health Administration site at www.osha.gov/e-tools/computer-workstations.

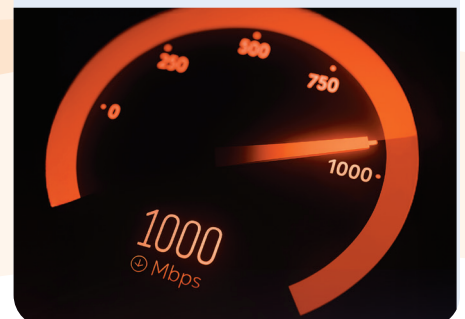
See What a Difference Broadband Speed Makes

Broadband is an essential component of modern life and a requirement for economic growth, education, health care and public safety. The BroadbandUSA program, housed within the National Telecommunications and Information Administration (NTIA), serves state, local and Tribal governments as well as industry and nonprofits that seek to expand broadband connectivity and promote digital inclusion.

To help businesses of varying sizes and types make smart decisions about their data needs, BroadbandUSA offers a speed demonstration tool on its web-site. This tool visually demonstrates how long it takes for different amounts of data to move at speeds ranging from 1 Mbps to 1 Gbps:

- **Video Chat** - 4 MB
- **Remote Education Streaming** - 5 MB
- **10 Restaurant Card Processors** - 10 MB
- **MRI** - 30 MB
- **Download Medical Records** - 39 MB
- **20 Customers on Wi-Fi** - 50 MB
- **8K Video Streaming** - 80 MB
- **Download Data Files** - 100 MB
- **Download Large Health Care Datasets** - 10,737,418,240 MB

You can check out the speed demonstration tool at broadbandusa.ntia.doc.gov/about/speed-simulator.





Greg Schuster and Haleigh Seamon



Nicolas Cameron

Schuster Physical Therapy

Celebrating 10 years of helping patients live life to the fullest

“Physical therapy is such a beautiful profession. We get to come into people’s lives, sometimes at their most challenging times, and help them gain back their function so they can do the things they love. It is a gift to do what we do, and we appreciate the people of the High Country trusting us with their care,” said Tracy-Lynn Schuster, Owner and PT, DPT.

Dedicated to the Best Care Possible

Tracy-Lynn Schuster and Greg Schuster, Owner and Practice Manager, opened Schuster Physical Therapy in Jefferson, NC in 2015 after they moved to the High Country and saw the need for quality PT. She noted, “It has been an awesome 10 years—a true labor of love. Greg and I may have started Schuster Physical Therapy, but it is the values of our staff and therapists that make it superior. They are dedicated to providing the best care possible, and their love for what they do shows.”

Greg Schuster said, “We highlighted a handful of core values that defined who we are, how we like to show up every day and why we do what we do. Once these values were defined, we articulated them to others and attracted like-minded individuals to our staff. We view our business operations holistically, as our therapists look at the body. All positions—whether front office administration, therapists or owners—rely on one another

to provide an incredible service. We always try our hardest to wow people with not just top-notch physical therapy but also unmatched customer service.”

Serving Patients at Three NC Clinics

Due to the need for high-quality, individualized physical therapy in the communities surrounding Jefferson, Schuster Physical Therapy opened a PT clinic in rural Sparta and recently added one in Boone.

Nick Cameron, Owner and Clinical Supervisor, said, “We have received outstanding support from the communities of Jefferson and Sparta and felt that we could offer the same quality services to Boone as well. We were lucky enough to meet an outstanding physical therapist, Karys Mawyer, PT, DPT, who loved our values and beliefs and wanted to join our team. This allowed us to confidently move forward with a clinic in Boone.”

All the services by SkyLine/SkyBest are crucial to our everyday workflow. Without the quality of these services, we would be unable to efficiently serve our patients."

— CHEYENNE ROSALES, OFFICE MANAGER, SCHUSTER PHYSICAL THERAPY

Mawyer is part of a highly experienced team of physical therapists at Schuster Physical Therapy who offer specialized treatment services for pain, injury or discomfort. They use sophisticated diagnostic methods, such as movement investigation and gait analysis, to help determine which services will benefit a patient most and help them live life to the fullest.

Cameron added, "We make a point to really listen and go the extra mile for our patients—from the clinicians who ensure every patient knows their resource options to front office members who call those resources on behalf of patients. We make a point to meet each patient where they are, and this has been greatly appreciated. Patients can see that we genuinely care about them."

Local Connections With SkyLine/SkyBest

To help keep the three Schuster Physical Therapy locations connected and working efficiently, SkyLine/SkyBest provides broadband internet, hosted phone and security services. Cheyenne Rosales, Office Manager, values what SkyLine/SkyBest brings to the table.

"All of the services provided by SkyLine/SkyBest are crucial to our everyday workflow. Without the quality of these services, we would be unable to efficiently serve our patients. The high-speed internet is vital in every aspect, since all of our electronic medical records and home exercise programs live in the cloud. The hosted phone service makes inter-office communication a breeze, and the security feature allows us to feel confident and safe in the workplace," Rosales said.

She continued, "On the very rare occasion that we have had any broadband issues, SkyLine/SkyBest is extremely quick to respond. We see them as a critical part of our care team and value this partnership. I am always thankful to be able to call and speak to a local person, and SkyLine/SkyBest has never failed to meet our needs."



Cheyenne Rosales, Karys Mawyer,
Tracy-Lynn Schuster



Savannah Henry, Cody Nail, Taylor Hill



Working Together to Make the High Country an Amazing Place to Live

Community involvement is important to Schuster Physical Therapy and aligns with its purpose "to enhance lives."

Nick Cameron, Owner and Clinical Supervisor, put it this way: "We want to make sure we are a part of the community and not just located within the community."

One way Schuster Physical Therapy contributes to community betterment is through activities such as an educational radio show on WSKS 93.5FM, an annual Couch to 5K training program and the Black & Blue Clinic for free physical therapy screening. Another way is through participation in area Chambers of Commerce.

"As the Chambers work to support businesses, we work to support the health of those who live, work and raise families in the High Country," said Greg Schuster, Owner and Practice Manager.

Cheyenne Rosales, Office Manager, added, "We are so thankful for the support of the Boone, Ashe and Alleghany Chambers of Commerce as we opened each of our locations, and we value attending Chamber events to get to know our community members better."



Dealing With the Dreaded Post-Vacation Inbox

There are ways to keep email from souring your sweet getaways

The relaxed state you bring home from vacation can quickly disappear the minute you face an overflowing inbox. Next time, try these strategies before, during and after vacation to reduce your email stress.

Be Proactive Before You Leave

About a week before your vacation, let your most important business contacts know about your upcoming absence—clients and team members with whom you interact on a daily or weekly basis. Include the dates you'll be away as well as your availability by email or phone. If you'll be out of reach and someone else will be handling projects for you, let these contacts know and pass along that colleague's contact information.

This proactive step will not only help reduce the number of emails waiting for you upon your return, but it will also reassure clients their business is valued and is being taken care of in your absence. In addition, it tells your contacts that if they have a pressing need, they better bring it to you now.

Set Boundaries While You're Away

In order to carve out time to actually enjoy your vacation, you need a way to manage incoming emails while you're away. There are a couple of options here. You can set up an "Out of Office" message that includes:

- The date you will return to work
- What people can expect regarding a reply from you—if you'll be checking emails and replying occasionally, for example, or only replying when you return

- The name and contact information for the colleague who will be covering your essential job responsibilities
- Words like "personal vacation" or "out of town with family" to reinforce you're on a true vacation and not a business trip

Another option is to have all your business email automatically forwarded to a colleague who will be handling your work while you're away. This saves your clients the extra step of having to send a separate email to that person.

Be Discerning When You Get Back

If your schedule permits, create a "buffer day" by telling business contacts you'll be back in the office one or two days after you're actually back. This will give you some relatively quiet time to get caught up on emails and other tasks.

When you finally do go through those hundreds of emails in your inbox, it will go faster if you sort by sender instead of by date; this will help you find and tackle important client emails first. If you subscribe to daily mailing lists such as deal-of-the-day or news sites, quickly batch and delete these old emails that are no longer relevant.

With a little forethought, you can successfully tame the technology beast and truly enjoy your time off.

It's Risky to Share a Wi-Fi Network With Other Businesses

You can pay a heavy price for trying to save money



It's common for several businesses, such as small retail stores, to operate under one roof. While sharing one commercial building often makes sense, sharing one Wi-Fi network usually does not.

At first glance, you may think having a single internet account for all the businesses in your building is a harmless way to save money by splitting the cost. However, this practice can expose your business to security risks, legal and liability concerns, performance issues and challenges with network management and troubleshooting.

Security Risks

Sharing a Wi-Fi network increases the risk of being impacted by cyberattacks, malware and viruses. This is because a breach or compromised device at one business could compromise the shared network and impact the other businesses in the building, potentially leading to data loss and downtime.

Legal and Liability Concerns

You want to control who has access to your network at all times to keep it secure. If one business on a shared network has weak or no security, it will create vulnerabilities that could expose both of your businesses to costly breaches. In addition, shared networks make it easier for unauthorized individuals to access sensitive data and information, potentially leading to privacy violations and legal issues.

Performance Issues

When multiple businesses are using the same Wi-Fi network, the bandwidth demands can be stretched, leading to slower speeds and increased latency, which negatively impacts productivity and customer service. For the sake of your employees and customers, a dedicated Wi-Fi network for your business is best.

Challenges with Network Management and Troubleshooting

A business obligated to abide by HIPPA regulations would have a difficult time proving audit logs remained clean if their network was shared by other businesses. Businesses sharing a network also have less control over their own network configurations and security settings, and in the event of a network issue, troubleshooting can be difficult when multiple businesses are involved.

SkyLine/SkyBest Recommendations

Due to these risks, SkyLine/SkyBest strongly discourages sharing a Wi-Fi network between businesses. The best practice is for each business to maintain a separate and isolated internet service and network. If a shared situation is unavoidable, you should implement strict security measures, including:

- **Firewall Configuration** – Consult with an IT professional to ensure firewall protection is properly configured on your router and individual devices.
- **Usage Policies** – Establish clear policies with the other businesses regarding acceptable internet usage.
- **Separate Guest Network** – Seek equipment that will allow you to create a guest Wi-Fi network that isolates guest devices from your primary internal network.

If you have questions about a shared Wi-Fi network, please contact us at BusinessSolutions@skyline.org or 1-844-SKYBEST.



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Hollie Brown



Katie Eldreth



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*Restrictions apply. Call for service availability, speeds, and rates.