

BUSINESS

connections



Broadband
at the speed
of your life

SkyBest

Our new Smart Home is your window to new technology

Pictured L to R: Retail Sales Manager Bobby Robinson, Retail Sales Supervisor Mandy Walls and Consumer Products Developer Amber Osborne



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Additional Issues

Extra issues are available to business customers on a limited basis while supplies last. Contact Robin Miller at 1-800-759-2226. Copyright ©2014 by SkyLine Membership Corp. and SkyBest Communications, Inc. and Cornerstone Publishing Group, Inc.

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BUSINESS connections

Change is good. At times, it might not seem that way, but change can mean new improvements to your business, your customers' satisfaction and your bottom line.

At SkyLine/SkyBest, we've just made a big change—a move into a new home. And not just any home, but our **state-of-the-art Smart Home**, which you can read about on pages 4 and 5. At this cabin-inspired building, you can pay your bill and change your services. You can also check out new **SkyBest Automation and Surveillance** offerings, which can mean positive changes in the way you run your office, including increased efficiency, safety and even cost savings. Stop by and let us show you how!

If you're thinking about a move of your own, you'll want to check out page 7, where we offer **7 Tips for Office Moves**. Another change you might want to consider is how you promote your business online. Turn to page 3 to **Look Over the Social Media Menu** and see which of the many options sound most appetizing for your business.

As always, we at SkyLine/SkyBest want to help you with any communications changes you're considering for your business. Just give us a call and we'll discuss the next steps.

Sincerely,

Jimmy C. Blevins
Chief Executive Officer



Cover photo by Todd Bush, www.bushphoto.com

Look Over the Social Media MENU

Get a taste of what these platforms can do for your business



Hungry to grow your business? Building a social media presence is a cost-efficient way to communicate directly with current or potential customers. It also helps generate website traffic and provides opportunities to promote special offers. You don't have to bite off more than you can chew, however. Pick just the platforms you enjoy and that appeal to your target audience.

f **Facebook** has been described as a social media juggernaut, and businesses of all sizes now maintain Facebook pages. Use it to post photos of your products, share news about your business, ask questions of your customers and much more.

t **Twitter** is a real-time microblogging service that lets users post updates (tweets) of up to 140 characters. These short-and-sweet tweets might contain things such as exclusive deals for your Twitter followers or last-minute changes to store hours.

in **LinkedIn** is professional social networking site where users share their expertise and accomplishments and explore business opportunities. Creating a strong LinkedIn profile for yourself and your company can generate sales leads and help with employee recruitment.

YouTube enables users to upload, manage and share videos publicly or with their networks as well as comment on the videos of others. Through videos, you can take customers on a tour of your business, show how to use your products or introduce employees.

RSS **Blogs** allow users to self-publish posts of a longer length than is generally practical with other social media platforms and can help establish a business or individual as an expert in a particular field. A blog has the added bonus of generating the kind of content that places your website higher in organic search results.

g+ **Google+** is more than Google trying to replicate a Facebook experience. It offers unique features such as Hangouts and Hangouts on Air. Hangouts is a video conferencing tool that allows up to ten users to video chat with one another. Hangouts on Air lets you live-stream your video chat and automatically record it on your YouTube channel.

p **Pinterest** is a content-sharing service that allows members to "pin" images, videos and other objects to their pinboard. If your content is highly visual (and your audience is mainly women), Pinterest may be a good choice for your business. Choose compelling photos or translate your data into infographics.

Instagram **Vine and Instagram** are both platforms that allow users to film short videos—up to six seconds or 15 seconds, respectively—on wireless devices via apps and then share the videos on Facebook and Twitter. The brevity of Vine and Instagram videos makes them easier to digest than full-length ones.

Regardless of what you pick from this menu, the most important ingredient for social media success is valuable content. Make sure your content inspires people to engage.

SkyLine/SkyBest SMART HOME is Now Open

Come visit and sample
our latest automation and
surveillance technology

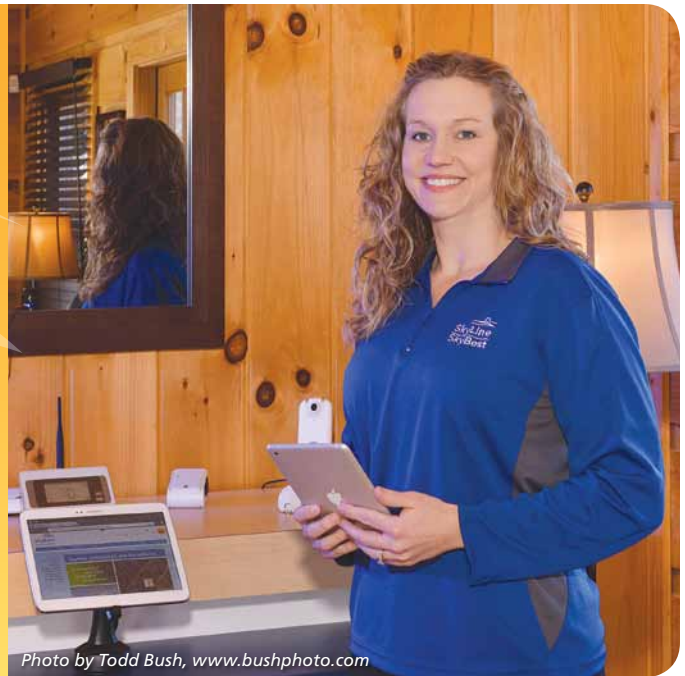


Photo by Todd Bush, www.bushphoto.com

Pictured above:
Consumer Products
Developer Amber
Osborne stands with the
live bar of automation
and surveillance
equipment.

Page 5, bottom left:
L to R: Retail Sales
Consultants Diane Barr
and Ann Estes await
customers on the retail
side of the Smart Home.

Page 5, bottom center:
Retail Sales Consultants
Whitney Killen, Kim
Johnson and Traci Phipps
prepare for visitors on
the home side of the
Smart Home.

Page 5, bottom right:
The Smart Home is
open for business.

Our new Smart Home in Ashe County is now open for business and we hope you'll come by soon to see the latest services available from SkyLine/SkyBest. Consumer Products Developer Amber Osborne says, "The main goal of the Smart Home and the products and services showcased inside is to demonstrate our focus on innovation and the latest technology."

New Home, New Services

Business customers are welcome to stop by the Smart Home any time to see firsthand how these innovative services can help them run their business. It is located at 1060 Mount Jefferson Road across from Community One Bank in West Jefferson. While there, you can also pay your SkyLine/SkyBest and Carolina West Wireless bill or sign up for new or upgraded services.

With the opening of the Smart Home, our West Jefferson Customer Center is transitioning to become a call center but will continue to accept payments for SkyLine/SkyBest and Carolina West Wireless services via walk-in, drive-through and drop box. The Call Center is located at 1079 NC Hwy. 194, North in West Jefferson.

The new Smart Home location is in a unique cabin setting that combines a full-service retail environment with innovative Smart Home features including SkyBest's new services: automation and surveillance.

Osborne notes, "Many people who have come in to make a payment have been impressed after a brief demonstration of the automation service."

Extra Set of Eyes

For businesses, SkyBest Automation and Surveillance allow you to customize features to fit your exact needs. SkyBest Automation and Surveillance can be viewed and controlled from any Internet-connected device, so you can literally see how your business is running from anywhere in the world.

Retail Sales Manager Bobby Robinson notes, "Using SkyBest High-Speed Internet, you can add many different automation and surveillance equipment items such as cameras and motion detectors to better meet your needs." The surveillance feature can be used for a wide variety of situations:

- To record transaction counter activity to deter theft.
- To contribute to employees' sense of safety in the parking lot of your business as they arrive at and leave work.
- To adjust personnel budgets based on the staff-to-customer ratio during peak hours.
- To keep an eye on sensitive equipment, even from other parts of the building.

Using an Internet connection, you can view cameras live from anywhere and store videos in the Cloud to keep them safe and secure no matter what happens to the cameras or facility.

With the surveillance feature, you can also create profiles and rules to notify you when you're away from surveillance areas. For example, says Robinson, "You could have a rule that any time the motion detector picks up motion, it will record for five minutes and send an email, notifying you of the motion detected. You could then view the live feed or the recorded feed online. This feature provides peace of mind that your business is protected even while you're away."

SkyBest surveillance provides peace of mind that your business is protected even while you're away."

— BOBBY ROBINSON, RETAIL SALES MANAGER, SKYLINE/SKYBEST

Extra Set of Hands

Businesses can lower costs by using the automation feature to control lights, electronic appliances and even freezers or other areas with extreme temperatures or humidity. Using a mobile device or PC, you can turn the system on or off, receive security alerts, control electronic devices and adjust settings.

These features can be accessed from anywhere you have Internet access, and you can use them to ensure your business runs smoothly while you're away. You can save on energy costs by automatically turning the heat down when no one is in the building. Or you can make adjustments in the environment to be ready when you get there. For example, you can program the system to have the lights turned on, the heat turned up, the coffee maker started and the doors unlocked around the time employees start arriving for work. The interface is similar to other apps you may already be using so there's no complicated technology to learn.

Each business is different, including different sizes, security concerns and budgets. Our representatives at the Smart Home can assist you in determining the best package for your office or business.

Security Systems Now Include Automation and Surveillance

SkyBest has recently expanded its security service to include automation and video surveillance options. Our certified, local security technicians are trained to help you determine the right solution for your needs. Here's a quick and easy look at how our new services can meet a variety of needs:

- Do you want a security system that is monitored 24-7 and will dispatch fire, police or rescue to your home? Ask about our **Security Systems**.
- Do you need video surveillance that stores continuous footage for up to 30 days? Ask about our **Video Surveillance Solutions**.
- Do you want to control appliances, door locks, thermostats and more, but don't need a security system? Ask about our **Automation Solutions**.
- Do you want one app that controls your security system, video cameras and automation services? Ask about **Total Connect Solutions**.

Give us a call today at 1-800-759-2226 to schedule your free, no-obligation consultation.



Photo by Todd Bush, www.bushphoto.com

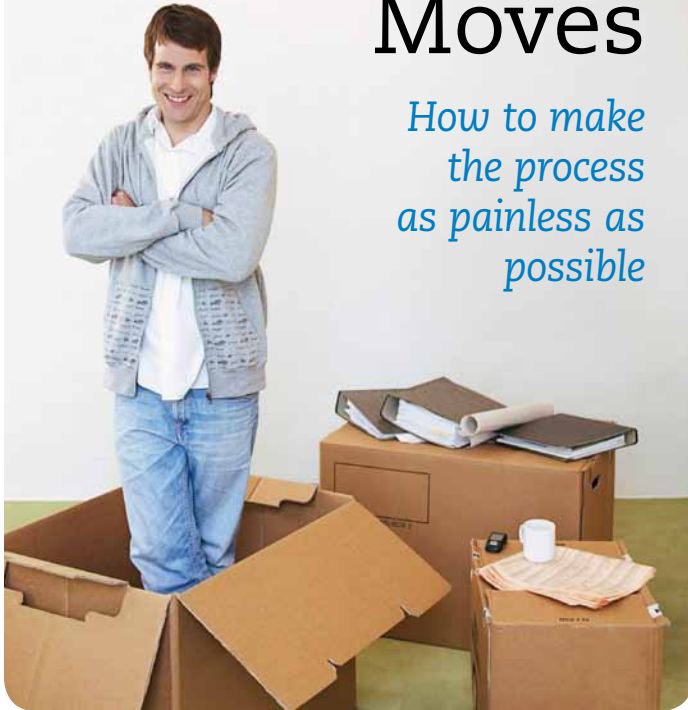


Photo by Todd Bush, www.bushphoto.com



7 TIPS for Office Moves

*How to make
the process
as painless as
possible*



Moving your family into a new home is stressful enough. But moving your business to a new location presents even more numerous and complicated challenges. Here are some tips to help streamline your next office move:

1. Plan, plan, plan.

Most moving disasters are the result of poor planning. Know in advance where the cubicles will get set up and where the Internet and phone connections will get wired. Leave nothing to chance. You may also want to schedule the actual move for a weekend to minimize the impact to your clients and customers.

2. Make it a team effort.

Involve your entire staff in the relocation process, from the original decision to the open house. Employee input opens the door to more creative solutions during the move while increasing morale and productivity.

3. Toss obsolete materials.

A change in office location is the ideal time to purge unnecessary paperwork and archive old records to off-site storage. An added benefit is that the more you throw away or send to remote storage, the more you end up saving on moving costs.

4. Pay attention to packing.

Instead of simply tossing a few boxes into each person's office, offer some instructions on efficient packing. Provide assistance, if possible, for packing special equipment like computers and phones. If you're moving complex equipment with numerous interconnecting cables, for example, leave cables attached wherever possible. Tape cords and cables to the appliances they serve, rather than boxing them, to avoid searching and frustration after the equipment is unpacked for reassembly.

5. Meet with key vendors.

Schedule planning meetings with the companies, including SkyLine/SkyBest, that provide your Internet connection, phone lines and security systems. Make sure these companies are involved in your move and everyone knows how your communications technology will operate at the new location. (If all of your services are from SkyLine/SkyBest, the planning process will be even more streamlined.)

6. Use laptops during the interim.

Laptops can keep your office functioning while you're in transit and during the set-up of PCs at your new office.

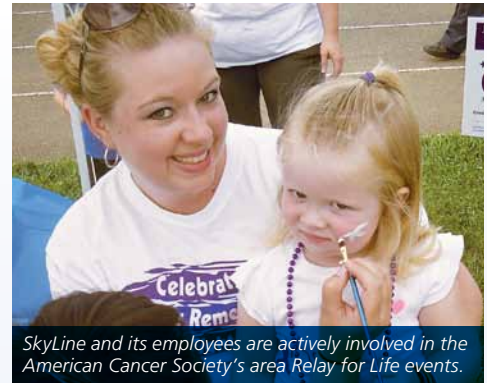
7. Divide and conquer.

To reduce the stress of an office move, you may want to move employees in small groups or departments, rather than all at once. Another strategy to consider is keeping your old office operational during the move, with employees stationed at both locations. This eliminates the potential lost revenue during a complete shutdown.





Each year, SkyLine employees help support local Christmas charities including the Ashe County Interagency Children's Christmas Project and Project Star, a senior citizen outreach effort through Appalachian Senior Programs.



SkyLine and its employees are actively involved in the American Cancer Society's area Relay for Life events.

Feel Good About Choosing SkyLine/SkyBest

SkyLine/SkyBest knows you have options in choosing a communications provider. So we want you to know how much we appreciate your support. It's truly a win-win situation when local businesses choose a local provider for voice, data, video and security solutions:

It's good for your business. No matter what communications challenges you have, you get reliable, cost-efficient solutions and responsive support from SkyLine/SkyBest.

It's good for economic development. SkyLine/SkyBest employs area residents; the dollars you spend with us stay close to home. As an anchor institution, SkyLine/SkyBest also provides the advanced communications services required for the economic development and sustainability of our rural areas.

It's good for community organizations and events. SkyLine/SkyBest is actively involved in the communities we serve through membership

in local chamber and civic clubs as well as participation in, and sponsorship of, many area events. They include On the Same Page Literary Festival; Mountain Heritage Festival; An Appalachian Summer Festival; Lees-McRae Summer Theatre and Cranberry Festival.

It's good for volunteering and donations. SkyLine/SkyBest and its employees generously support a wide variety of local community organizations, including the American Cancer Society's Relay for Life, the American Heart Association, the Ashe County Interagency Children's Christmas Project and Appalachian Senior Programs' Project Star.

It's good for area students. SkyLine/SkyBest offers local and national college scholarship programs to area high school seniors. We also send local students on an all-expense paid trip to Washington D.C. for the Foundation for Rural Service Youth Tour and to the Cooperative Council of North Carolina's Cooperative Leadership Camp.

Welcome New Businesses!

For recently-connected businesses that missed inclusion in our new regional telephone directory, we'd like to provide a complimentary mention here. We encourage you to insert this up-to-date list in your current directory to have their contact information handy.

Business	Address	Phone
Avery County Fire Commission	100 Firehouse Lane, Linville, NC 28646	828-898-5532
Backwoods	1438 US Hwy 21 S, Sparta, NC 28675	336-372-1545
Jackson Hewitt Tax Service	334 N Main St, Sparta, NC 28675	336-372-2700
Jackson Hewitt Tax Service	665 S Main St, Ste 204, Sparta, NC 28675	336-372-6700
Magic Vaper	665 S Main St, Ste 203, Sparta, NC 28675	336-372-6427
Nathan Walters Trees	460 E Shatley Springs Rd, Crumpler, NC 28617	336-982-2291
Novant Health Ashe Cardiology	200 Hospital Ave, Jefferson, NC 28640	336-846-8100
Ridgefront Realty, LLC	254 Edgar Tufts Rd, Banner Elk, NC 28604	828-898-4100
Stacy L. Adams, Attorney at Law, PLLC	45 N Main St, Sparta, NC 28675	336-372-6999
Stonecipher Homes	465 Upper Crab Orchard Rd, Banner Elk, NC 28604	828-963-8500
Terry Goss Nursery And Christmas Trees	1976 NC Hwy 163, West Jefferson, NC 28694	336-846-4455
The Log House	117 Backstreet, West Jefferson, NC 28694	336-846-7737
Vera's Pizza	419 E Main St, Jefferson, NC 28640	336-846-3010
Village Inn Of West Jefferson	432 E 2nd St, West Jefferson, NC 28694	336-846-2200
Village Treasure	665 S Main St, Sparta, NC 28675	336-372-2277

Support Area Schools through Directory Collection Drive

Now through the end of March, please bring any outdated telephone directories you have on hand to your local SkyLine customer service location or to a local participating public school. SkyLine donates 25 cents to those schools for each directory they collect. Call us at 118 to learn more.



TOTAL CONTROL OF YOUR HOME

In the palm of your hand



SkyLine
SkyBest

Starting at
only \$25/mo.

Using your Internet connection or smart mobile device, you can:

- Receive alarm alerts | Monitor motion detection
- Manage your energy usage | View live surveillance video feed
- Store and access surveillance video for up to one month
- Control remote door locks and more

Visit the West Jefferson Smart Home for a demonstration.

www.skybest.com 1-800-759-2226