

Pineland PROUD NEWSLETTER

Fall 2019

Connecting the communities
we serve with excellence,
integrity, innovation, and a
servant's heart.



30 S. Rountree St.
Metter, GA 30439

425 S. Main St.
Swainsboro, GA 30401



P.O. Box 678
Metter, GA 30439



912-685-2121
800-247-1266

WWW.PINELAND.NET



Rural e-Connectivity

The U.S. Department of Agriculture uses the term e-Connectivity to describe a necessity of modern life — the ability to interact with the world through the internet or other modern means of communication. And throughout rural America, there are a range of initiatives to promote access to faster internet connections.

But there are challenges. In Georgia, an estimated 1.6 million residents lack access to high-speed broadband services. Efforts on local, state and federal levels are ongoing, and success is important.

Pineland Telephone is one company working to make a difference. Through collaborative partnerships with Georgia Transmission Corp., Jefferson Energy, Altamaha EMC and Sumter EMC, Pineland delivers world-class internet service to commercial entities within Sandersville, Louisville, Wrens, Vidalia, Lyons and Americus.

The effort is an example of how rural providers have committed to supporting the communities they serve.

A report by the Federal Communication Commission indicates 24 million American households lack access to reliable, affordable broadband, and 80% of those are in rural areas.

In the Peach State, the Georgia Broadband Deployment Initiative was passed by the general assembly in 2018. The initiative calls for the promotion and deployment of broadband services with minimum speeds of 25 Mbps for downloads and 3 Mbps for uploads in unserved areas. An initial analysis indicated 45,920 unserved census blocks lacking any access to broadband internet. A second phase is expected to provide a more in-depth look into unserved locations.

USDA's current initiatives to expand broadband access are anticipated to double, allowing \$600 million of additional funding in partnership with the FCC. A special task force will develop policy recommendations and encourage expedited broadband access to currently unserved agricultural areas.

Further information and updates on rural e-Connectivity efforts can be found at broadband.georgia.gov and usda.gov/broadband.



Bret Callaway Army National Guard 14 years	George Killgo Army Security Agency 3 1/2 years	Toby Tobin Army National Guard 10 years	Jinks Durden Air Force 3 years	Danny Wynn Navy 24 years	Jeffery Griff Army 6 years	Julian Mullis Marine Corps 4 years	John Olsen Navy 5 years
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*Clarence Savage - 5 years served in the Army (not pictured)

Pineland would like to thank every member of our community who has bravely served in our nation's armed forces. You have helped to keep our nation safe and to protect the freedoms we hold dear.

"Our debt to the heroic men and women in the service of our country can never be repaid. They have earned our undying gratitude. America will never forget their sacrifices."

— President Harry S. Truman

Get your 'techtionary'

Sometimes the language of technology can seem complex, but it's an increasingly common, and important, part of day-to-day life. Here's a brief "techtionary."

BROADBAND: This term is meant to define fast internet of at least 25 Mbps download/3 Mbps upload. The fastest broadband services come from providers that rely on fiber optic networks, although some companies do offer broadband plans through networks reliant on copper cables.

OVER-THE-TOP (OTT) VIDEO: This term refers to media delivered through an internet connection — often with the help of a smart TV, Roku, Apple TV or other streaming device — as opposed to your standard cable TV or satellite TV.

WI-FI: This is the way you can connect a computer, television or other device to the internet without using a wire.

WIRELESS ROUTER: This device converts a broadband connection into a Wi-Fi signal. Routers need to be maintained and updated regularly to have the best connection.



STREAMING: This term refers to accessing content, such as television shows or music, over the internet. If you like to watch a video using applications such as Netflix or YouTube, you are streaming.

VOICE OVER INTERNET PROTOCOL (VoIP): This is a telephone connection over the Internet. The data is sent digitally, using the Internet Protocol (IP) instead of analog telephone lines.

Cyber Monday shows the power of broadband

Online spending ramps up for the holidays, particularly on Cyber Monday, when internet sales spike. CNET, a leading website focused on technology, offered some perspective on last year's sales. And it's a hint at what to expect this year.



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\$7.9 billion

Cyber Monday sales in the U.S. in 2018 totaled **\$7.9 billion**, exceeding the previous year's total by **19%**.

\$\$
\$1.4 billion

Comparatively, domestic retail sales online total an average of **\$1.4 billion** daily.



Purchasing from a mobile device hit a record of **\$2.2 billion** in sales.



A growing number of options to "buy online, pick up in-store" gained traction.

Cyber Monday top sellers included the Nintendo Switch, Little Live Pets, Red Dead Redemption 2, LG TVs, drones, Dell laptops, furReal pets and Amazon Echo smart speakers.



Making your world safer

Pineland Telephone Cooperative, Inc. and Southeast Fire & Burglar Alarm Company are excited to announce the acquisition of HES Security based in Wrightsville, Georgia. HES Security served customers in the middle Georgia area since 1993, and was owned and operated by Bill and Rhonda Herringdine. For 26 years, they focused on providing customers with professional service and quality products that ensured peace of mind at home or work. When Bill passed away in May of this year, Rhonda was adamant that continuity of service and support continue. She sought out assistance from Southeast Fire & Burglar Alarm Company. With the acquisition, over 400 new customers join the Pineland and Southeast Fire family.

Telehealth

A recent survey by Deloitte Insights evaluated consumer interest in telehealth, which with the help of fast internet networks is creating new wellness opportunities in rural areas by using technology to connect medical professionals directly to patients. Of those surveyed:

23% have had a virtual visit with a doctor or nurse.

33% used virtual tools because they offer more convenient hours.

50% use technology to track their health information.

25% chose telehealth because they didn't feel well enough to leave home.

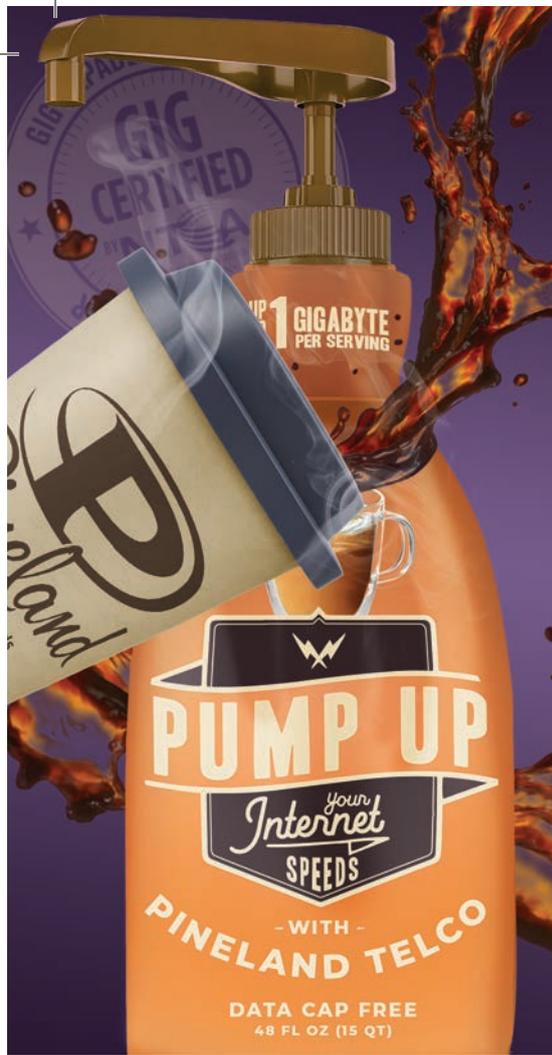
53% of those who digitally track their health shared the information with their doctors.

25% felt the closest physician's office was too far away.

Details: The survey included responses from 4,530 consumers.



Pineland Telephone customer experience associates Mandi Collins and Eliza Noles enjoyed the happy faces at this year's annual Trunk-or-Treat event at Metter Elementary School.



P.O. Box 678
Metter, GA 30439

FiberFocus Trivia

Mail or bring your completed answers to Pineland Telephone Cooperative for your chance to win a \$5 credit on your bill. Fifteen total customers will win! Mail to:

Pineland Telephone Cooperative, Inc.; Pineland Proud Trivia; P.O. Box 678; Metter, GA 30439

Name: _____

Number: _____

1. What does “over-the-top” mean?
2. What was the total of Cyber Monday sales in 2018?
3. In Georgia, how many residents lack access to high-speed broadband?
4. Who said, “America will never forget their sacrifices”?
5. What is Wi-Fi?

Please print your name and phone number clearly. Not eligible for credit two editions in a row.

Write one of the questions and correct answer on Pineland’s Facebook page for an additional chance to win a **\$5 credit** on your bill! Five fans will win!



Lisa Grant Wilcher
Rob Gray
James Grant
Sarah Tapley
Molline Thompson
Shelba Bailey
Allan Thompson
Teddy Bailey
Tom Peterson Inc. Realtors
Leshia Lanier England
Michelle Bullock
Stacie Avery
Bobby Coxwell
Jeanie Wheeler
Kerry Riddle

Congratulations!

You are the winners of
Pineland Proud Trivia from
our previous newsletter!