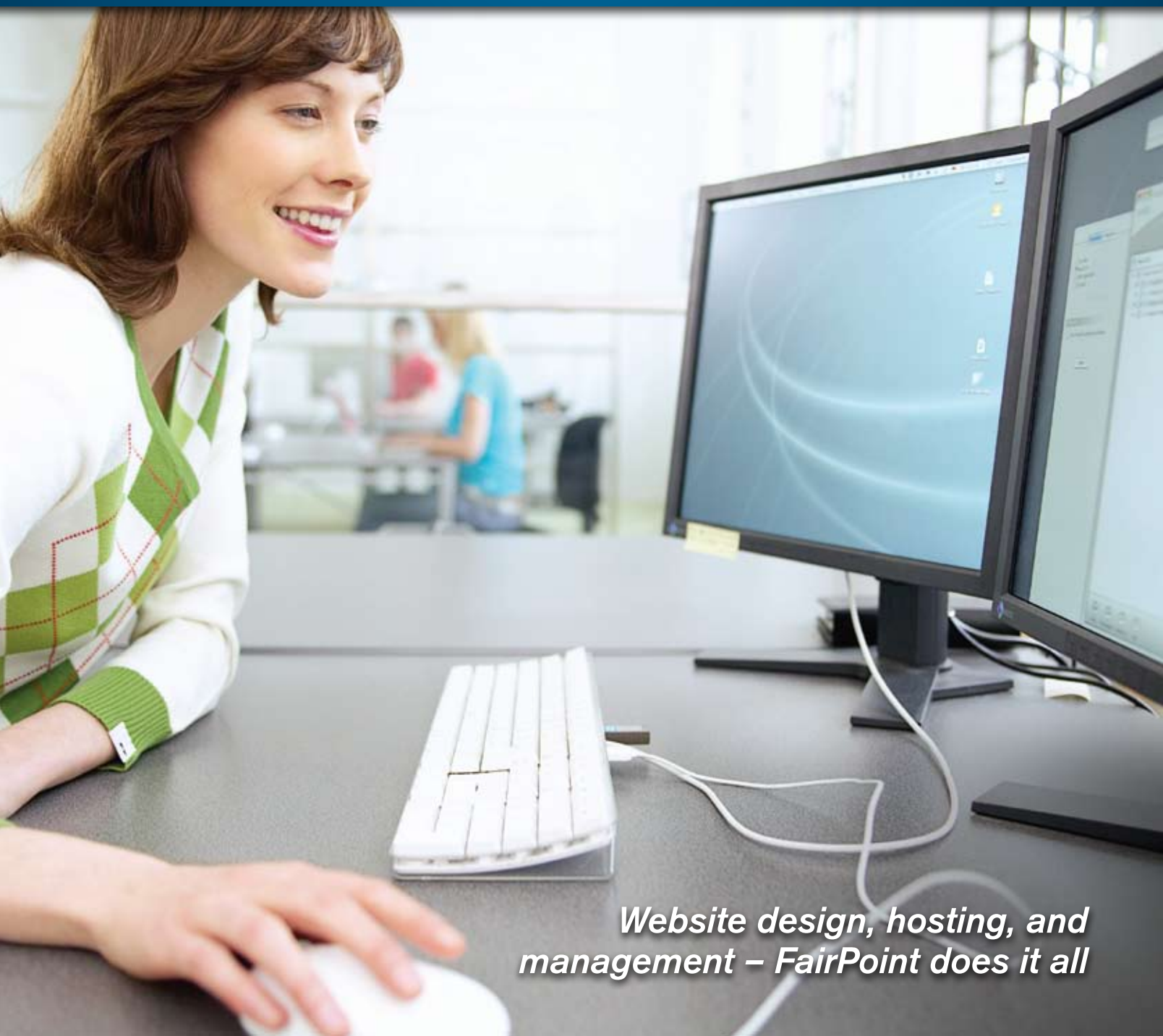


BUSINESS CONNECTIONS



Website design, hosting, and management – FairPoint does it all



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BUSINESS CONNECTIONS

Thanks for your positive response to our first issue of *Business Connections* in February. We're glad you found the articles to be helpful and we're excited about bringing you more ideas and information throughout 2008.

As we begin the second half of the year, it's an excellent time to explore new ways to enhance your business connections both inside and outside your company. How can you communicate more effectively? How can you sell more successfully? How can you manage resources more efficiently? With technology changing so rapidly, yesterday's approaches may no longer be the best ones. *Business Connections* will help you stay updated on the many communications solutions available to you.

We begin this June issue with a look at the important topic of business continuity planning. Could your business stay operational in the event of a natural disaster such as a tornado? Find out the key elements of a business continuity plan on page 3. If you're in the market for a new or redesigned website, don't miss pages 4 and 5, where you'll learn how FairPoint Web Services can make this important process much easier for you. Finally, with the increasing popularity of Wi-Fi, we share some advice on how to safeguard your wireless network to avoid unlawful use.

As always, if you have any questions about the topics covered in *Business Connections* or need assistance with your communications systems, just give FairPoint a call. Our job is to help you do your job better.

Sincerely,

Joey Peacock
Director of Business Sales

FairPoint
communicationsSM

**strengthening communities
through communications**

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Business Continuity Planning

Take steps now to ensure your business continues after a disaster

Could your business stay operational in the event of a disaster? It may not be a pleasant topic to consider, but it's certainly a vital one. What if a tornado hits? Or your building catches fire? Could your customers and suppliers still communicate with you? Would your company's phone and Internet services continue to function or would business and its revenue come to a screeching halt? Regardless of size, no business can afford to neglect business continuity planning. This process helps your business develop the strategies you'll need to remain operational and viable.

A business continuity plan can ensure that your business is able to recover and continue functioning after (or even during) a major disaster. The development of such a plan does not have to be a difficult process. Do some research online and you'll find guides, sample plans and even software to help you. You'll be prompted to do tasks such as the following:

- Assess the possible impact a natural disaster would have on your business
- Select a Crisis Manager and team of key staff members responsible for creating and executing the continuity plan

- Document employee emergency contact information
- Create a prioritized list of essential operations, staff, and procedures needed to recover from a disaster and continue business
- Construct an evacuation plan as well as a shelter in-place plan in case evacuation isn't immediately possible
- List primary and alternate suppliers and contractors who can provide the equipment and supplies you need to continue business
- Designate an alternate business location with phone and computer access
- Protect your computer hardware and software and plan for backup computers at your alternate location
- Back up critical records and store them both on and off site, including a copy of your Business Continuity Plan, payroll, bank and insurance records, site maps, etc.
- Decide on methods of communication with workers, clients, vendors, and media
- Train workers and review your plan annually

Continuity Planning Tools

Useful tools abound for business continuity planning. We've included a few here to help get you started:

Continuity Central

www.continuitycentral.com

A one-stop resource for Business Continuity Planning.

READY Business

www.ready.gov/business

A site published by the U.S. Department of Homeland Security.

Association of Contingency Planners

www.acp-international.com

Provides a disaster planning tool kit tailored to smaller businesses.

Contingency Planning and Management Magazine

www.contingencyplanning.com

A good resource for learning about technology, services, and products available.



FairPoint Web Services Does It All

Turn to us for full-service website design, hosting, and management services

You know your new business needs a website but you don't know how to build one yourself. Or your existing website no longer meets the needs of your growing business but you don't have the time to redesign it. Do these situations sound familiar? If so, FairPoint Web Services is your fast and easy answer.

“By taking advantage of our expertise, you can strengthen your online business strategy and enhance your marketing results.”

FairPoint Web Services offers everything you need including domain name research and registration, web hosting packages, your choice of easy options for website design, and management services. We also offer e-mail-only packages for a professional business image and secure message storage. By taking advantage of our expertise, you can strengthen your online business strategy and enhance your marketing results.

For example, to help you achieve the specific goals for your company's website, we offer a range of web hosting packages featuring different levels of functionality. We'll help you select the package that contains the features, applications, and management tools your business requires. Regardless of which web hosting package you choose, you can count on the reliability and perfor-

mance you've come to expect from all FairPoint services.

Please visit fairpointwebsiteservices.com for complete details and pricing for our five web hosting packages: Starter, Economy, Small Business, Medium Business, and Enterprise. To give you an idea of the excellent values we provide, here's a look at our Small Business Package which we view as the Best Choice for many of our customers:

Best Choice Package - \$19.95 a month

- EasySiteWizardPro™
- 1500mb web storage
- No set-up fee
- Same-day set-up
- 99.9% target uptime guarantee
- Plus much more

Once you've selected a web hosting package, FairPoint Web Services can help you build your website and set-up your account from start to finish. First, register your domain name (or transfer an existing one). Domain name availability searching is free from FairPoint Web Services. Next, select and purchase your web hosting package; then log into your account to set up your e-mail accounts and start building your website.

The easy-to-use EasySiteWizardPro software is included in most of our web hosting packages. It features dynamic drag-and-drop functionality, ready-made templates, and an intuitive interface that operates 100% online and requires no plug-ins. EasySiteWizardPro also gives you the ability to add and precisely position your own text, images, headers, and links. Before you know it, you'll have an attractive and effective website to help your business make the most of online opportunities.

For additional information on how FairPoint Web Services can help your business, call us at 1-866-477-9830 or visit fairpointwebsiteservices.com.





Tips to Make the Most of Your Website

A successful website becomes an extension of your business, grows with you as your business grows, and allows customers to find what they need easily. To maximize effectiveness, keep these general tips in mind when you develop your site:

Define What You Want To Accomplish

Success is not measured simply in hits; it's measured in results from those site visits. Be specific about what you need – more leads, more sales, more efficient customer service – and set goals that are measurable and attainable.

Use Keywords To Attract Traffic

A top priority should be trying to get search engine traffic to the pages on your site. To do that, make sure your text includes the keywords that a potential customer would use when searching for a site with your content.

Put Meta Tags On Your Pages

Another key to getting better placement in search results is to put meta tags on your pages. Meta tags are invisible text in the HTML code of your web pages that search engines use to index your site. The most important meta tags are the title and description.

Keep It Clean And Uncluttered

Too many elements will confuse site visitors. If you have a lot of information to convey, divide it between more pages – each with manageable amounts of text that can be read in a few minutes.

Make Navigation Easy

You don't want visitors to get lost and leave your site in frustration. Organize the navigation system (menu bars and links) so that a new visitor can intuitively find the information they need from the home page. Also make sure it's easy for them to fill out forms and find contact information.

Websites as Easy as 1, 2, 3

FairPoint knows you're busy running your growing business, so we make website development as quick and easy as possible. To get started, simply visit fairpointwebservices.com and follow these steps:

1. Register your domain

Search for your domain name for free at our site and know instantly if your desired domain name is already registered. If it is, you'll see a list of similar domain names that are available.

2. Select a hosting package

FairPoint Web Services offers a variety of hosting packages, from starter to advanced. To help you select the right one for you, think about your goals. Do you just want a basic site with contact information like an online brochure? Do you want to be able to collect information from your customers and create targeted mailings? Do you want to use Microsoft® FrontPage® to build your site? Whatever your needs, we have a hosting package to meet them.

3. Build your website

When you decide to build your own website, let us help you at FairPoint Web Services. Most of our packages include EasySiteWizardPro to make it easy for do-it-yourselfers. No experience in website design required!

Customer Service Personified

Two top-performing employees exemplify FairPoint's commitment to excellence

Delivering exceptional customer experiences is a key part of our mission at FairPoint Communications. In fact, our list of company values literally puts customers before anything else, using these words:

Customers First - We are relentless and passionate in creating raving fans both internally and externally. We value exceptional customer experiences and are easy to do business with.

While this strong commitment to customers is shared by all FairPoint employees, we'd like to take this opportunity to acknowledge two members of our team with particularly outstanding accomplishments – Bill Malesich and Dave Lessinger. Both are adept at putting customers first and received special honors for their hard work during 2007.



Tanner Markus presents Bill Malesich with the "Salesperson of the Year" award.

Bill Malesich, Account Executive

Bill Malesich joined FairPoint Communications more than nine years ago and is currently an Account Executive in Ellensburg, Washington. Bill's job responsibilities involve account management of business accounts of three phone lines or more including new sales, upgrading sales, and customer accounts.

Bill achieved the distinction of being the first to sell a million dollars in total revenue since the FairPoint business group was put together several years ago. He was also top in sales for the year 2007 in both non-recurring and monthly recurring sales.

What does Bill enjoy most about his job? "Gabbing with my customers," he replies instantly. "Like most

people in sales, I'm a curious person who truly enjoys people. I talk a lot but I also listen carefully. That's how I'm able to help my business customers find the right communications solutions for them."



Mike Decker presents Dave Lessinger with the "CRM of the Year" award.

Dave Lessinger, Customer Relationship Manager

Dave Lessinger has been a Customer Relationship Manager (CRM) with FairPoint Communications in Westfield, New York since 2006 and serves customers in New York, Pennsylvania, Ohio, and Virginia. Says Dave, "I am responsible for day-to-day activities with current customers including bill review, problem resolution, and the addition of new features. I also assist new customers with identifying and obtaining the specific mix of telecommunications services that their business requires."

Dave was honored with the CRM of the Year award in February 2008 at FairPoint's "What's New" monthly company meeting. The award was based on total sales during the 2007 year and reflects his success at meeting the needs of his business customers.

What does Dave enjoy most about his job? "The opportunity to help a business improve their telecommunications infrastructure everyday," he responds. "The world is becoming more and more technologically demanding and the ability to help small businesses keep up with those demands is very fulfilling. I look forward to continuing to provide the best services at the best rates possible, and to be a direct point of contact if a customer should experience any problems."

Safeguarding Your Wireless Network

A secure network means a more secure business

Wireless networks add convenience to the workplace. Employees can work from anywhere in the office using a laptop and your visitors can access the Internet as well. As the technology continues to develop, wireless networks are becoming easier to set up, even for not-so-tech-savvy individuals. However, it's important to pay attention to making your network secure as well.

When people outside your building access the Internet using your wireless connection, they're able to do virtually anything, anonymously. This can include "leeching" off of the services you've paid for, so that they can use the Internet for free. But it can also mean using your connection for illegal activity, including things like identity theft. When this happens, you risk being prosecuted. Therefore, good security is critical.

Whether you're able to add an extra layer of security on your own or you're getting the help of a professional, here are a few guidelines:

Change The Default Password

Routers typically come with a very weak default password like the manufacturer's name. So once you set up your network, be sure to create a stronger password (such as something combining both letters and numbers).

Enable Security On Your Router

This is the most basic step. Most wireless routers come with this option but many are not pre-programmed by default. Instructions should be included with your router or you can usually find this information online.

Place your wireless base unit in the center of your workspace

Doing so will spread your coverage evenly throughout your space, while limiting the range of potential signal leakage outside your building.

Disable SSID Broadcasting, Lower Transmission Power

Many times, wireless routers automatically broadcast your network's name or SSID (Service Set Identifier), to make it easier to locate the network. By disabling this feature, you'll make your network invisible to

neighboring businesses and people driving by (although people with just the right tools may still be able to find it). Likewise, if your router allows you to lower your transmission power, you'll reduce your network's radius of availability.

WEP Encryption

Wired Equivalency Privacy, or WEP, offers a basic level of security with an encrypted key made of numbers and letters. In order to use your network, people will need to have access to that key. While WEP is better than nothing, be aware that it's still not entirely secure. That's because hackers can easily use systems to decipher what your assigned WEP key is based on simple number/letter patterns.

WPA Encryption

This type of encryption, called Wi-Fi Protected Access, adds greater security because you assign a personal password – and that's harder for hackers to crack.

For more information on installing a new wireless network at your place of business, please contact your FairPoint Account Executive.



Make a **smart business** connection



Your business is only as good as your connections – with customers, suppliers, partners and associates. FairPoint has the tools, the know-how, the attitude and the price to help you make and keep the best possible connections:

- > Business telecommunications systems, including Samsung, Nortel and NEC
- > Advanced networking for businesses
- > Wireless networking
- > Centrex
- > Long distance and voice mail
- > Business web hosting
- > Web conferencing service

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