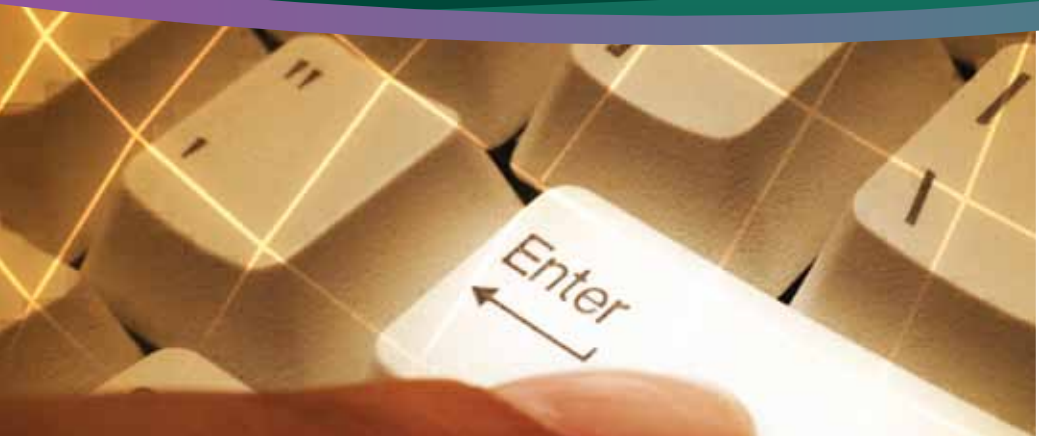


# BUSINESS CONNECTIONS

*INS offers innovative technology to meet your changing needs*



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# BUSINESS CONNECTIONS

**Change** is a constant part of the business environment. The needs of your customers change. The activities of your competitors change. The capabilities of technology change. You have to adjust to these twists and turns in the marketplace in order to successfully navigate a path toward success.

This issue of *Business Connections* celebrates the power of change. We begin on page 3 with a change that INS recently made to the list of services we offer—the addition of new INS Guardian co-location and INS G/Host virtual network solutions, both designed to give your business peace of mind. Then on pages 4 and 5, we spotlight Country Maid of West Bend, Iowa. Makers of Butter Braid pastry and other products, the company credits part of their sweet success to the partnerships they've formed with the community, including Northwest Telephone Cooperative Association.

Some things never change, and that includes the presence of online threats. Don't miss the article about scareware on page 6 to avoid becoming duped by this malicious software. Then check out page 7 for a look at how INS supported this year's Principal Charity Classic.

If you have any questions about the topics covered in *Business Connections* or need assistance with your communications systems, just give INS a call. We're here to meet your changing needs.

Sincerely,

Richard M. Vohs  
*INS President and CEO*



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# Co-Location and Virtual Network Solutions

## INS introduces Guardian and G/Host

It all comes down to this — your business can't function without your data. So it's critical to safeguard your data network against threats as well as find a data center solution that's both flexible and economical. To meet these needs, we now offer INS Guardian co-location and INS G/Host virtual network solutions.

### INS Guardian Provides Peace of Mind

You have only to turn on the news to be reminded of the importance of business continuity and disaster recovery; natural disasters, fires and power outages occur with all too much regularity. Backing up your stored data is essential, but storing it at a single site (usually on premises) is a risk too dangerous for most businesses to take. Under these circumstances, recovering or continuing business after any type of major data loss can be nearly impossible.

The solution is INS Guardian co-location service, a compelling part of the end-to-end protection of vital communications infrastructures that INS offers. Through INS Guardian, your complete data framework can be stored, backed up and protected at the INS Westown Communications Center. Your data remains safe through fire protection, 24/7 security and constant monitoring of power and temperature, and our survivable network architecture assures continuous access to your data.



### INS G/Host Frees You From In-house Network Expenses

If your business hasn't established a data center yet or you'd rather not build and maintain your own, INS G/Host can serve as your virtual network solution. G/Host offers the freedom and flexibility of a feature-rich data network without the prohibitive expense.

Your customized INS G/Host virtual network provides a foundation that provides significant business advantages like these:

- Secure connections between offices and employees
- Access to your systems and software remotely from any location with Internet access
- Access to business email and documents via wireless devices or smartphones
- Complete data storage and retrieval
- Economical data network upgrades
- Elimination of the need for on-site IT personnel

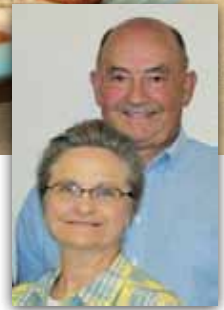
G/Host virtual networks are maintained at the INS Westown Communications Center, eliminating the responsibility for updating and maintaining an on-site system.

*For more information on INS Guardian and INS G/Host, visit [www.IowaNetworkServices.com](http://www.IowaNetworkServices.com).*

### INS Westown Communications Center

At the center of INS Guardian and INS G/Host is the INS Westown Communications Center in Des Moines. This state-of-the-art facility offers your business the space, power and connectivity needed to house critical data infrastructure. It's part of a three-node 10-Gigabit Ethernet ring that features self-healing technology for unmatched bandwidth capacity and reliability.

The INS Westown Communications Center is monitored locally by experienced network technicians for optimum performance of your connections around the clock. Temperature, humidity and power levels are continuously checked and adjusted. Only authorized personnel, using scan cards, are allowed access to the facility. The latest fire protection for data servers is used. And in the event of a catastrophic power outage, the center can provide an unlimited supply of power from independent generators. This means your business data will stay secure and online, even after a catastrophe.



Butter Braid dessert pastry is the flagship product of Country Maid, an Iowa company founded by Ken and Marlene Banwart

# Butter Braid® and Broadband

## The Country Maid recipe for success includes building partnerships and using technology

A family recipe for braided dessert pastry led to sweet success for Ken and Marlene Banwart, founders of Country Maid, as well as the company’s employees, dealerships and suppliers. Originally sold at the farmers market, the pastry was so popular that the couple decided to share it with more people than just the local fans. In 1991, they formed Country Maid, Inc. and gave the pastry the brand name of Butter Braid.

“Helping Others Help Themselves” became the Country Maid mission, and the company set out to:

- Do the right things*
- In the right ways*
- At the right times*
- With the right people*
- For the right reasons*

### A Taste of Country Maid’s History

The past two decades have been ones of tremendous growth and change for Country Maid:

**1992** – Butter Braid frozen pastry dough was sold in Midwest retail stores and through various fundraisers. The Banwart home was no longer adequate for growing production needs, so they moved the company to a larger building in West Bend, Iowa.

**1997** – Country Maid moved again to an even larger, state-of-the-art production facility.



Their \$4.5 million building project will be completed in the fall of 2010

**2002** – The decision was made to discontinue selling product in the retail stores, and focus instead on the fundraising market. This allowed Country Maid to better fulfill its mission of “Helping Others Help Themselves.”

**2003** – Country Maid, Inc. became a 100 percent employee-owned company, and an additional storage and warehouse building was constructed.

**2005** – Classic Breaks® cookie dough became the newest product manufactured by Country Maid and was also sold through fundraisers.

**2006** – As growth continued, a third building in West Bend was constructed for cold storage and warehouse needs.

**2007** – Country Maid acquired Country Style® braided bread and continued to provide it to regional grocery stores in the Midwest. This product is distinctly different from Butter Braid braided pastries.

**Today** – Country Maid offers Butter Braid and Classic Breaks products in the fund-raising market through approximately 80 dealerships across the United States. Country Style braided bread is also sold in various Midwest retail grocery stores. The company currently has 61 employees, 40 of whom hold full-time positions.

### Teaming Up With NTCA

The growth that Country Maid has experienced is due in no small part to the big help it's received from community partnerships. Darin Massner, Country Maid CEO, puts Northwest Telephone Cooperative Association (NTCA) high on that list. Massner says, "Country Maid has been an NTCA customer since we started in 1991; we now have their landline service and their DSL broadband. NTCA keeps improving their infrastructure, giving us even better Internet service. I appreciate the willingness of NTCA to sit down and learn about our business, as well as discuss their technologies with us. The strong relationship we've built with NTCA enables Country Maid to better leverage our resources."

*"I appreciate the willingness of NTCA to sit down and learn about our business, as well as discuss their technologies with us."*

— DARIN MASSNER, COUNTRY MAID CEO

Don Miller, General Manager of NTCA, values this partnership as well. "We're pleased to be able to provide Country Maid with the broadband infrastructure they need to achieve their goals. And we continually look for ways to move forward, such as the fiber connection that's being planned from Country Maid to Northwest," he says. Massner also appreciates the fact that NTCA's broadband infrastructure allows Country Maid to

accommodate their growing number of teleworkers. "In the future, Country Maid sees the need to do more telework, and we've created an internal video conferencing center to facilitate this. Some jobs just can't be filled locally, so we hire people with the specialized skill sets that are required, often from Omaha or Des Moines. By using telework, we can access their skills and still keep Country Maid located in West Bend," notes Massner.



Architect's rendering of the new Country Maid production and office building

### Raising the Dough to Build

For years, Country Maid operated in three separate buildings in three locations. A \$4.5 million building project, which will be completed in the fall of 2010, will consolidate their production facilities and offices into one site—the new industrial park in West Bend. An INS Ripple Effect loan (see sidebar) was part of the financing package for this building.

Explains Massner, "NTCA recommended we apply for the Ripple Effect loan, and they stepped up to the plate to help us complete the application; this improved our probability of success. And this wasn't the first time NTCA helped Country Maid with a loan. In the past, they assisted us with getting a USDA loan that was used to construct one of our other buildings. We greatly appreciate the role that NTCA has played in Country Maid's growth."



### Development has a Ripple Effect

Ripple Effect, funded by Iowa Network Services and implemented by Iowa Area Development Group (IADG), provides a portfolio of financial and technical assistance program options for business and community development through rural Independent Telephone Companies and their development partners.

Northwest Telephone Cooperative Association (NTCA) helped Country Maid secure a zero-percent Ripple Effect loan to help finance their new production and office building. Notes Don Miller, NTCA General Manager, "Country Maid is one of several companies that we've partnered with through the Ripple Effect program. We worked closely with Sue Cosner at Ripple Effect during the application process for Country Maid, and greatly appreciate her expertise; our attorney did the required legal work. Since it's a pass-through loan, NTCA actually signed the note and then relayed it to Country Maid to make payments over the 10-year term."

Adds Miller, "We want Country Maid to continue to be successful; they're a valuable part of the West Bend community."



# Scareware is a Frightening Threat

## How to avoid the tricks of this malicious software

Scareware is malicious software that is sold or marketed to users under the premise that it's antivirus or antimalware software. Companies that produce scareware use scare tactics, fear and unethical advertising techniques to trick users into downloading and installing their fake products. It's often marketed to users through pop-up and banner ads on websites. These ads typically warn that a user's computer is infected with malicious software and then offer to provide an antivirus solution that will clean things up.

This is the most devious aspect of the scareware model—users that were not previously infected are frightened into believing they are. They click on the link to the software, hoping to solve the problem, but actually become infected instead. On top of that, since many scareware programs are sold for up to \$70.00, users lose money and are offered no recourse for a refund.

In reality, once the software is installed, scareware usually functions like typical spyware or other malicious programs. It can do the following:

- Log user keystrokes
- Increase the number of pop-up ads
- Infect the user's computer with other types of malware
- Steal personal information
- Configure the computer to become part of a botnet

Most computer users are afraid of being infected, so scareware companies play directly to those fears to market their products. Beyond that, the scareware



programs themselves typically are designed to resemble legitimate and recognizable brands like Symantec, Kaspersky and Trend Micro. The design similarities are used to sell the “legitimacy” of scareware programs.

### Take Precautions

To avoid becoming the victim of scareware, remind your employees to stay knowledgeable and use smart browsing habits. There is a legitimate chance that any website running these types of advertisements is infected with malware. Stay away from websites and pop-up ads that advertise products that look like scareware. You should only purchase software from a legitimate vendor, and make sure you validate the URL of a vendor before purchasing anything. Lack of common sense is how most users get infected.

Don't believe the ads that claim a website can scan your computer to know if you're

infected or not. This isn't possible unless you give specific permission, usually by installing an add-on or some other piece of code. If you open a page and it automatically tells you that your computer is infected, it's a blatant lie. Don't be fooled.

Finally, remember to run your own antivirus software, from a legitimate vendor, on your computer at all times. This will help protect against threats, but it will also give you the peace of mind to make rational decisions. Utilize a tiered security environment that includes managed antimalware, a firewall, spam filtering and other security solutions. The best security is always multi-layered.

*Most computer users are afraid of being infected, so scareware companies play directly to those fears to market their products.*

# INS Again Supports The Principal Charity Classic

For the third year in a row, INS provided support to The Principal Charity Classic at Glen Oaks Country Club in West Des Moines, one of the finest stops on the Champions Tour. The golf tournament's 2010 theme was "FORE Our Kids," reflecting an important goal of the event — to raise money for local nonprofit organizations that support children. These organizations were: Blank Children's Hospital, Bravo Greater Des Moines, Community Foundation of Greater Des Moines, United Way of Central Iowa, and Variety - The Children's Charity of Iowa.

As Official Communications Provider of The Principal Charity Classic, INS was responsible for the ordering and managing of all communication services needed to run the event. INS arranged for the telephone lines, DSL/Internet connections and dry fiber pairs, and also provided mobile phones.

Scott Fuller, Sales Director for The Principal Charity Classic, says they sought out INS to be the Official Communications Provider. Says Fuller, "We like working with a good Iowa company, and INS does a great job. They work from two weeks out until the tournament is over, and all of the INS communications services performed very well. If ever we have a need, INS is always willing to help, and I appreciate that."

INS was also a corporate sponsor of The Principal Charity Classic, and in



this role, was active and visible throughout the tournament. INS participation included:

- **Playing in the Pro-Am event** – Taking a swing at the course were two foursomes formed by INS, including these members of the INS staff: Dick Vohs, CEO; Mike Eggle, VP Sales; Marty Ouverson, Sales Manager; and Scott Cousins, Major Accounts Manager.
- **Jumbotron promotions** – INS took to the big screen to spread the word about our wide variety of communications solutions.
- **Hospitality tents** – INS employees, customers and guests enjoyed refreshments and relaxation, compliments of INS.

Scott Cousins, INS Major Accounts Manager, views the partnership between INS and The Principal Charity Classic as a mutually beneficial one. He notes, "Our support of the tournament is not only an excellent opportunity for positive exposure for INS within our state, but also a way to contribute to the success of a wonderful community event that raises so much money for charities. We look forward to our participation each year."

According to Fuller, The 2010 Principal Charity Classic was a record breaker. "Our sponsorship sales were up 14 percent, and we had more than 200 sponsors. Thanks to good weather, the crowd totaled about 74,000 people. And all of the top 10 Champions Tour players were in the field. It was definitely a fun and successful experience."

## THE NEXT GENERATION of Network Solutions



*INS is good for your business.  
And with the Westown  
Communications Center, INS can  
enhance your success with two  
new business solutions:  
INS Guardian  
business continuity/disaster recovery  
and INS G/Host  
virtual network operation.*

**INS Guardian** Protect your data from fire, natural disasters, equipment failure and power outages by creating a customized remote data network from INS. Enabled by the powerful INS three-node 10 gigabit Ethernet ring and data center, INS Guardian offers the security of having your data readily available if your system goes down.

**INS G/Host** Whether you're looking to upgrade a data network or relinquish the responsibility, INS G/Host can host and manage your network virtually from the Westown Communications Center. INS reliability and service – combined with near-infinite, scalable bandwidth – keep your network online and flexible to your changing needs. Take it mobile, expand access and save with cloud-stored software.

**The Westown Communications Center** Inside, your data is Fort Knox-secure with 24/7 network monitoring and local technicians, mandatory pass card access, temperature and humidity monitoring, hacking and virus detection, fire protection and onsite, unlimited emergency power backup.

Iowa Network Services lets you make the most of your business through innovation and business-smart technology. Success comes from INS.



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