

STANDARD
US POSTAGE
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RAPID CITY SD



Customer Appreciation Giveaway

WIN BIG SHOP LOCAL

Win a Local Shopping
GIFT CERTIFICATE

1 GRAND PRIZE
\$500 Local Shopping

20 WINNERS
\$100 Local Shopping

Register online at:
goldenwest.com/giveaway

You can also stop by one of our local offices to register.

You must be a Golden West residential customer and be 18 years of age to register. Only one entry and prize awarded per household. No purchase necessary. **You must provide a local merchant's name (merchant must be in a Golden West community) when you register.** The value of the gift certificate must be spent with only one merchant. Drawing will be held Friday, December 14, 2018.

HORIZONS

A Golden West Customer Newsletter
November 2018

RURAL INNOVATION

Philip Rancher Invents,
Makes & Sells
Self-Closing Gate

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RURAL INNOVATION

Philip Rancher Invents, Makes & Sells Self-Closing Gate

Driving around his century-old ranch outside of Philip on a yellow four-wheeler, Bill Gottsleben slows as he approaches the gate into the next pasture. Thanks to his own invention, he doesn't need to dismount or even stop. Instead – with his dog Violet perched behind him – his front tires and the weight of the four-wheeler gradually push the gate forward to the ground. He drives over it, and the gate springs back up into place.



Over the past few years, he and his wife, Jayne Gottsleben, have been turning Bill's gate idea into a small business known as Bill's Gate Manufacturing LLC (Bill's Gate Mfg).

"Bill is always tinkering in his shop, building things or tweaking them to better fit his needs," explains Jayne. "He prides himself on producing a solid, well-built gate that is simple to install."

Impressively, it only took him three tries to come up with working models to use around the ranch.

"It took me about a year to get it right," says Bill. "My first gates were small and lightweight and worked well for my operation."

Neighbors Test Product

Then a neighbor inquired about using his gate with a side-by-side, so Bill redesigned it to a wider universal size. And he continued to use his neighbors for market research.

"Late in 2013, Bill took his gates around to some of our neighbors to try out and give feedback," explains Jayne. "After a few months, they could pay him if they liked it, or he'd come get the gate if they didn't. Everyone paid up, and many became repeat customers."

Customer satisfaction remains key to their operation. They are currently developing a network of dealers to help control shipping costs. To maintain quality, Bill still assembles the gates in his shop, the same shop where tinkering led to his first gate six years ago.

With the help of a few part-time employees, Bill oversees the welding, materials and manufacture of his gates. Jayne, a retired teacher, handles the financials, advertising and delivery schedules. Together, Bill and Jayne handle the sales and customer relations for their business.



The Gottsleben's are also working to obtain a patent to protect their intellectual property. This became especially important after social media exposed their gates to the world.

In 2016, Jayne put their Golden West Internet to work by creating a Facebook page to explain their gates to interested ranchers and farmers. She periodically posted to the page, and they continued to sell gates.

"In March of this year, we were delivering a load of gates to the eastern part of the state," explains Jayne. "Bill asked me to put up a post to generate interest and see if we could fill our trailer for the trip."

Facebook Video Goes Viral

Instead of a text-heavy post, Jayne suggested Bill record a video of the gate in action. It was calving

season and the snow was falling – an ideal setting to demonstrate its usefulness.

"I posted an 11-second video of Bill driving over his gate on a Monday evening," recalls Jayne. "By 4 p.m. on Tuesday our video had reached 100,000 people, and within the next hour – as I was answering posts and messages – it doubled to 200,000 people!"

Five days later, Bill's video had reached over one million people from all over the world! Viewers in the U.S. and Canada were expected, but Jayne was surprised to see big numbers from France, Ireland and the United Kingdom. "Throughout that week, we were bombarded non-stop with phone calls, texts, voicemails and Facebook messages. It was crazy," exclaims Jayne.

Thanks to their video, the Gottslebens saw a huge uptick in interest and inquiries. "Since our video went viral, people now come to farm shows with a much better idea of what the gate is and what it can do for them," says Bill. He and Jayne are just happy their gates are helping the customer.

"We often hear about what a life changer they have been for elderly farmers and ranchers or those that have had medical issues," explains Jayne. "We've also heard about a wheelchair-bound hunter who is able to hunt more independently because of the gates."

Despite this success, Bill is determined to keep the customer's needs first. "The cost of each gate will remain at a manageable price for our customers," says Bill. "As a rancher, I know first-hand how important it is to have reliable, affordable equipment."

If you're looking to find one of Bill's gates, they're being used on farms and ranches in twelve different states and one Canadian province.

If you're looking for Bill, he's out driving around his ranch or tinkering in his shop, with Violet by his side.

To view the viral video and learn more about Bill's Gate Mfg, visit their Facebook page.

Make sure your new toys get the speed they need, with **FASTER INTERNET!**

FREE MONTH of Your Bundled Service

NO DATA LIMITS

Recommended for 1 to 4 devices in your home.

up to **25 Mbps**

InternetPAK – \$74.45 per month

CompletePAK 1 – \$137.45 per month
(Internet and 80+ Channels Cable TV)

CompletePAK 2 – \$150.40 per month
(Internet and 125+ Channels Cable TV)

Recommended for 5 to 9 devices in your home.

up to **50 Mbps**

InternetPAK – \$94.45 per month

CompletePAK 1 – \$157.45 per month
(Internet and 80+ Channels Cable TV)

CompletePAK 2 – \$170.40 per month
(Internet and 125+ Channels Cable TV)

Recommended for 10 or more devices in your home.

up to **100 Mbps**

InternetPAK – \$114.45 per month

CompletePAK 1 – \$177.45 per month
(Internet and 80+ Channels Cable TV)

CompletePAK 2 – \$190.40 per month
(Internet and 125+ Channels Cable TV)

All Bundles Include:

- Home phone • 150 Minutes Long Distance
- Five Popular Calling Features • Internet Virus Protection

FREE INSTALLATION

This offer is for new or upgrading bundle customers who are adding a new service (phone, cable TV or Internet), or are increasing their Internet speed. To be considered a new customer, you must have been without Golden West service for a period of six months. This promotion can be combined with the Refer a Friend offer, and expires January 15, 2019. The new service must be maintained for 12 months. If you should discontinue any service within the bundle, it will void this offer and result in the cost of the offer and the installation being billed back to your account. The free installation doesn't include additional jacks. The monthly cost doesn't include local, state or federal charges or end-user fees. Golden West Internet speeds may vary based on network infrastructure and service availability. Higher Internet speeds may not be available in all areas. This is an advertisement. Golden West shall not be held liable for errors or omissions in pricing. In the event of an error we will make every effort to accommodate our customers. Some restrictions may apply. Golden West is an equal opportunity employer and provider.

New or upgrading bundle customers get a **FREE MONTH!**

Qualifying upgrades include adding phone, cable or Internet, or increasing your Internet speed.

Refer a Friend

and receive a

\$50 GIFT CARD

Refer your friends and family to Golden West. They'll receive one **FREE MONTH** when signing up for bundled services, and you'll receive a **\$50 Gift Card**.

Simply refer friends and family and have them give us your name when they sign up for services.

goldenwest.com/refer

Offer applies when you refer a friend or family to the bundle of their choice. To be considered a new customer, they must have been without Golden West service for a period of six months. Offer ends January 15, 2019. Golden West customers may pair the Refer a Friend offer with the Christmas bundle offer.

Call for Special **TV Upgrade Offers!**

Friendly Customer Service

1-855-888-7777

goldenwest.com/offer



Pick the Bundle That Fits Your Family and **SAVE!**

FREE MONTH Bundle of Your Choice

All Bundles Include:

- Home phone
- 150 Minutes Long Distance
- Five Popular Calling Features
- Internet Virus Protection

up to **25 Mbps**

- ▶ **InternetPAK – \$74.45** per month
- ▶ **CompletePAK 1 – \$137.45** per month (Internet and 80+ Channels Cable TV)
- ▶ **CompletePAK 2 – \$150.40** per month (Internet and 125+ Channels Cable TV)

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New or upgrading bundle customers get a **FREE MONTH!**

Qualifying upgrades include adding phone, cable or Internet service.

Add Digital Cable TV to your bundle and enjoy affordable entertainment at home.

80+ or 125+ Channel Options
plus 50 Music Channels

Premium Channels, DVR, Video On Demand watchTVeverywhere, and Pay-Per-View are also available.



Call for Special **CABLE TV Upgrade Offers!**

Friendly Customer Service
1-855-888-7777
goldenwest.com/offer

Refer a Friend

and receive a

\$50 GIFT CARD

*Refer your friends and family to Golden West. They'll receive one **FREE MONTH** when signing up for bundled services, and you'll receive a **\$50 Gift Card**.*

Simply refer friends and family and have them give us your name when they sign up for services.

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Golden West
You're In Good Company

SPOOFING SCAM

It is becoming all too familiar. A phone call comes from what appears to be a local number, but it turns out to be a telemarketer or worse – scammers. This practice of “spoofing” is the deliberate act of changing the number and name displayed on caller ID to disguise a caller’s identity. “Neighbor spoofing” takes it a step further, displaying a number similar to yours to increase the chances you will answer the call.

According to the South Dakota Public Utilities Commission (SD PUC), stopping these calls is difficult because of the various methods culprits use to hide their identity and location. In addition, many of these scams originate outside of South Dakota, and even the United States, which means the SD PUC has little authority to do anything. However, the Federal Communications Commission (FCC) is actively working to prevent these scams and punish those who break the law.

Sourcing and inspiration for this article courtesy of puc.sd.gov and fcc.gov.

Here are a few things you can do to protect your phone number and security.

- **Put your phone number(s) on the National Do Not Call Registry by calling 1-888-382-1222 or by visiting DoNotCall.gov. You can also verify that you are already registered and report any unwanted calls.**
- **Don’t answer calls from unknown numbers; hit ignore or let them go to voicemail.**
- **If you unexpectedly answer an unwanted call, do not share any information with the caller. Just hang up.**
- **Do not answer yes or no questions, and do not press any buttons when prompted.**
- **If you have lost any money due to a scam call, contact local law enforcement for assistance.**
- **If the caller claims to be from a legitimate company, hang up and call back using a valid number from their website or bill.**

As a reminder, Golden West follows FCC Customer Proprietary Network Information rules and does not sell or give out customer information to third parties. If you receive any questionable calls claiming to be from Golden West, please call **1-855-888-7777** to alert us. We will do our best to inform Golden West customers and keep them safe from scammers.

Law Testifies Before U.S. Senate Committee

Golden West CEO and General Manager Denny Law gave rural South Dakota a voice in the halls of the United States Congress. Law testified before the U.S. Senate Committee on Commerce, Science and Transportation on October 4th at the invitation of committee chairman Sen. John Thune (R-SD).

Speaking on behalf of Golden West, Law shared stories from Golden West customers. He also addressed the benefits of rural broadband along with the challenges of fiber installation and service in rural areas.

“Small broadband providers like Golden West are essential to connecting rural America with the world.



*Denny Law,
Golden West CEO/GM*

We help rural communities overcome the challenges of distance and density,” stated Law. “Robust broadband must be available, affordable, and sustainable for rural America to realize the economic, healthcare, education, and public safety benefits that advanced connectivity offers.”

Sen. Thune stated his support for building rural broadband as a necessary means to provide for rural Americans.

“Rural Americans and the smaller businesses serving them must never be an afterthought when making public policy decisions,” said Sen. Thune.

An archive of the webcast can be found at commerce.senate.gov. A direct link can also be found on an October 4th post on Golden West’s Facebook page.



Does Your Computer or Smart Device Appear Lost?

Smart home devices like the Amazon Alexa or Google Home, can answer our random questions and play music. They can tell us the weather and the television schedule or help us order products online.

But for many of these features, first the device must know where you live, otherwise known as its geo-location. Computers also use geolocation information for certain types of Internet searches.

To respect your privacy, Golden West does not provide your geolocation information to third party services or devices. The default location your device uses is based off a Golden West IP address; these are issued from a number of Golden West locations in South Dakota. For example, a customer in Dell Rapids may have an IP address assigned to Golden West’s Hot Springs area.

However, you can correct this issue and program your geolocation with streaming services, smart devices, etc. As each device and service has different settings, we recommend following the instructions provided in the device manual or on the service website.

For a list of links to instructions for common devices, visit goldenwest.com/smart-devices.

Annual Meeting Focuses on Leadership & Progress

A beautiful fall Saturday set the tone for Golden West Telecommunications’ 66th Annual Meeting in Wall on September 22nd. With the exception of one tourist’s excited dog crashing the registration hour, this year’s meeting was business as usual.

President Jeff Nielsen delivered his report, starting with an introduction of the Golden West Board of Directors. He spoke about his upbringing in Viborg, and how after leaving South Dakota to serve in the military and work,

he knew he wanted to return and raise a family in small town South Dakota. Nielsen shared how friendly people in small towns are like family and that this family spirit extends to the members of the Golden West Cooperative.

General Manager/CEO Denny Law presented his annual report. Law welcomed members and spoke of his background in South Dakota.

He reported on how broadband is the backbone of society today and reinforced Golden West’s commitment to

expanding the Cooperative’s fiber network. Law also spoke of working with Congress to maintain the policies that help Golden West expand its network and provide broadband services to rural South Dakota. He finished his report by speaking of Golden West’s investments in the communities it serves. He mentioned scholarships to high school graduates, economic grants, and Golden West employees who give to their communities by donating their time and talents to the causes they believe in.

Four Board of Director seats were filled at this year’s meeting. The following were re-elected and will begin new four-year terms: District I – Duane Wood, District II –

John Knutson, District V – Kenneth Tonsager, Jr. and District VIII – Randy Koerner.

Local country group The Midnight Sun Band entertained the audience with a great variety of classic country and rock-n-roll hits, and Donald Poss of Philip won the \$500 grand prize drawing.

Golden West would like to thank all the members who were able to attend this year’s meeting. We appreciate the opportunity to serve and provide your telecommunication needs. Golden West will hold our next Annual Meeting on September 28th, 2019.