

# Business Communicator

## Family Businesses in the Heart of Downtown Watford City



Beth Veeder (left) sits outside Door 204 with her daughter Lindsay Wingerter.



How Much Internet Speed Do We Need? | 3

Symmetrical vs. Asymmetrical Networks | 6

Spotlight on Meyer's Department Store, Door 204, Siggys Sandwich Shop, and Dub C's Creamery | 4

Grow With the Times to Grow Your Business | 7

FALL  
16

**RTC**

www.RTC.coop

**Headquarters:**

24 Main Street North  
Parshall ND 58770  
Monday – Friday 8:00 a.m. – 5:00 p.m.

**New Town Office:**

202 College Drive  
New Town ND 58763  
Monday – Friday 8:30 – 11:30 a.m.,  
12:30 – 4:30 p.m.

**Watford City Office:**

701 14th St SW  
Watford City ND 58854  
Monday – Friday 8:30 a.m. – 4:30 p.m.

**Mailing Address:**

RTC  
PO Box 68  
Parshall ND 58770-0068

**Business Office:**

0811 (Toll-free within RTC Exchanges)  
701.862.3115  
888.862.3115  
Fax: 701.862.3008

**Email:**

rtc@restel.com

**Publication Contacts:**

Shannon Stafstlien, Marketing Manager

**CEO/General Manager:**

Shane D. Hart

**Directors & Officers:**

Jeanette Hoff, President  
Barbara Steinmetz, Vice President  
Jennifer Sorenson, Secretary/Treasurer  
Wayne Skarda, Director  
Terry Wilber, Director  
Marlyn Froseth, Director  
Jared Eagle, Director  
Glenn Schreiner, Director  
Alicia Brenna, Attorney

**RTC is an equal opportunity  
employer and provider**

Copyright© 2016 by Reservation  
Telephone Cooperative and  
Cornerstone Publishing Group, Inc.



PRINTED ON RECYCLED PAPER

# Business Communicator

**“My, how they’ve grown!”** While you may associate this statement with what people say about your children or grandchildren, it can also apply to what we observe about other businesses in our communities. It’s so gratifying for RTC to watch our business customers grow, knowing that our cost-efficient communications solutions have helped contribute to their success.

We celebrate growth in this issue of *Business Communicator*. It starts on page 3 with a question we hear often, **How Much Internet Speed Do We Need?** If the number of devices at your business is growing along with your use of data-intensive applications, your internet speed needs to grow as well.

The Business Spotlight on pages 4-6 features a family of growing businesses in downtown Watford City: **Meyer’s Department Store, Door 204, Siggy’s Sandwich Shop, and Dub C’s Creamery.** Beth Veeder, her daughter Lindsay Wingerter, and son-in-law Dave Wingerter are working together to develop these Main Street businesses, with help from their RTC internet service.

Nothing stays the same in the business world, so it’s important to **Grow With the Times to Grow Your Business.** Holding on too tightly to traditions from the past may be hurting your business in the present, so be sure to stay open to new strategies and technologies.

RTC has a growing list of solutions to help businesses grow. Contact us to find what we can do for you.

Sincerely,

A handwritten signature in black ink that reads "Shane D Hart".

Shane D Hart  
CEO/General Manager





# How Much Internet Speed Do We Need?

RTC hears this question frequently from our business customers, and there's no single right answer. For some small businesses, a download speed of up to 100 Mbps may work fine. Larger businesses with many devices and data-intensive applications may need a download speed of up to 1 Gig (1,000 Mbps) for optimal performance.

To select the right internet speed for your business, it's important to consider these factors:

- **How many devices are using your internet service?** Add up all the desktop computers, tablets, smartphones, Point of Sale (POS) terminals, security systems, and other internet-connected devices at your business location. Remember to also include devices used by visitors and customers on your Wi-Fi network, if applicable. The more devices you have, the more speed you need.
- **How do your employees use the internet?** If your employees' online activities consist mainly of email, web browsing, and POS terminals, then a moderate internet speed may suffice. However, if you have many employees simultaneously streaming HD video, engaging in video conferences, uploading and downloading large files, and using cloud-based applications and storage, then your business may be a candidate for upper-level speeds.
- **What are your performance requirements?** Think about the impact to your business if your internet service were to slow down from heavy use on insufficient bandwidth. Would your employees be able to do their jobs? Would customer service be adversely affected? It's important to equip your business with plenty of internet speed for your current usage and upgrade your plan as your needs grow.

If you want to discuss an internet speed upgrade for your business, call RTC at 888.862.3115.

## RTC OFFERS A RANGE OF SPEEDS

No matter what kind of business you run, RTC has the internet speed to keep pace with your requirements:

### 1 Gig x 1 Gig (1,000 Mbps)

- For large businesses and organizations with many power users
- Easily accommodates advanced hosting platforms, enterprise applications, and other data-intensive tools

**Business Plan: \$299.95\*/month**

### Up to 500 Mbps x 500 Mbps

- Ideal for medium to large businesses
- Supports video conferencing and large data transfers

**Business Plan: \$199.95\*/month**

### Up to 250 Mbps x 250 Mbps

- Meets the needs of small to medium businesses

**Business Plan: \$149.95\*/month**

### Up to 100 Mbps x 100 Mbps

- An affordable option ideal for small businesses

**Business Plan: \$99.95\*/month**

*Sign up for 100 Mbps or higher internet now and get three months of a faster speed at the same price as your current speed. Call RTC at 888.862.3115 today.*

*\*Fees do not include County, State, and Federal charges or taxes. Activation fees may apply. Speeds are not available in all areas and are limited in some areas. Offer subject to change.*



# Four Downtown Businesses, One Energetic Family

Meyer's Department Store, Door 204, Siggy's Sandwich Shop,  
and Dub C's Creamery enjoy family ties

It's not unusual for co-workers at small businesses to feel like family. But in this case, they actually are family. Beth Veeder, her daughter Lindsay Wingerter, and son-in-law Dave Wingerter are working together to run four businesses in the heart of downtown Watford City.

This intertwining success story began when Beth Veeder bought Meyer's Department Store in September 2011.

## Meyer's Department Store

Veeder says, "Meyer's is the name of one of the previous owners, Shirley Meyer, who is a family friend. Since I took over Meyer's Department Store, it's certainly kept me busy! I provide assistance and service to customers, manage the inventory, pay invoices, do merchandising, order new items, handle unpacking and pricing, develop weekly schedules, and oversee the work of employees. It has been, and continues to be, a learning experience each and every day."

Meyer's Department Store is located at the corner of 2nd Ave and Main Street. It offers clothing for women, juniors, kids, and men as well as accessories, and carries more than two dozen fashion brands. "We strive to help each customer find clothing they love," Veeder notes.

While Veeder spends most of her time at Meyer's Department Store, she also offers support to Door 204, Siggy's Sandwich Shop, and Dub C's Creamery. She says, "The businesses are all Main Street ventures, and our goal is to provide services and goods that will send a customer away feeling satisfied with the experience. With the exception of Meyer's Department Store, all of the businesses are relatively new. It takes some time for any business to get established and grow a customer base. We plan to increase our joint marketing as the newer businesses get more settled. I also take part of taste testing new recipes from Siggy's and Dub C's, which is not a bad gig!"

Veeder is interested in more than just the success of these four businesses. She adds, "I am thrilled to see all the

businesses doing well on Main Street in downtown Watford City. The more, the better."

What's the most enjoyable part of being in business with family? Veeder replies, "I love spending time with them. I especially love when my grandson and granddaughter come to visit. It really feels like a family business when they're around. Every aspect of running a business, particularly the new businesses of Door 204 and Dub C's Creamery, is a challenge. As a family, we've faced those challenges by sharing our individual strengths, being open to learning from each other, and providing support."

Speaking of support, Veeder appreciates RTC as the provider of the store's internet service with symmetrical speeds. "I value the ability to do business over the internet in a timely and reliable fashion. All of our sales are processed via the internet on our Point of Sale systems. I couldn't do business without this service."



Kylee Pederson assists customers behind the counter at Meyer's.



Meyer's Department Store.



Door 204 displays artwork from local artist Cameron Horning.

## Door 204

Veeder also owns Door 204, the coffee shop at 204 Main Street next to Meyer's Department Store. Door 204 opened in January 2016 and is managed by her daughter Lindsay Wingerter.

The vision for Door 204 was to create a destination place for the community where people could come, hang out, and enjoy some great coffee. Veeder says, "Lindsay and Dave were instrumental in setting up the coffee shop along with my mentor in all things coffee, Kathy 'Jess' James, who runs James Gang Java coffee shop in Alexander and trained the staff of Door 204."

**We're able to simultaneously run our POS systems, use our computers, and give guests Wi-Fi access. RTC internet is essential to our businesses."**

— LINDSAY WINGERTER, MANAGER, DOOR 204; CO-OWNER, SIGGY'S SANDWICH SHOP AND DUB C'S CREAMERY

Visitors can enjoy a variety of coffees — including espresso, hot drinks, iced and blended drinks, and smoothies — as well as pastries to go with them. To enhance the experience, Door 204 is also an art gallery, showcasing the contemporary works by local artist Cameron Horning.

Lindsay Wingerter's primary responsibility is to manage Door 204, but there's more on her plate. She explains, "A typical day for me might consist of getting my son ready for school, going to work at Door 204, and then running off to teach dance classes at another business I own, The Meadowlark Dance School. In between those jobs and in the evenings, I help Dave out with advertising materials

and other things for Siggys Sandwich Shop and Dub C's Creamery. Something is always going on, keeping us on our toes!"

Wingerter is grateful to work with her family. "The most enjoyable aspect of working with my mother is being able to watch and learn from her. She's an amazing woman with a great sense of fashion and management style. Now that I manage Door 204, we're able to work along side each other and bounce around ideas."

She adds, "I also love working with my husband Dave and watching him excel at doing something he's always wanted to do. He comes up with amazing ideas and is very creative with new recipes. All the recipes and specialties come from him, and he is indeed an artist."

Door 204 provides free Wi-Fi to customers, powered by RTC internet service. Notes Wingerter, "I appreciate the internet speed very much. We have people who come to Door 204 to work, using our Wi-Fi. We're able to simultaneously run our POS systems, use our computers, and give guests Wi-Fi access. RTC internet is essential to our businesses."

Lindsay and Dave Wingerter have a son Sylas. Lindsay notes, "At the end of the day, the most important thing we do is spend time with him. All this hard work is being done to provide a great life for Sylas. He's learning about clothing, coffee, ice cream, sandwiches, and dance, so he'll be a well-rounded child!"

This is clearly a family of businesses. Notes Lindsay, "Meyer's Department Store, Door 204, Siggys Sandwich Shop, and Dub C's Creamery all share employees. It's a group effort, and we all work together."

*Continued on page 6.*

## SYMMETRICAL NETWORKS HELP BUSINESSES KEEP TRAFFIC MOVING

What's the difference between asymmetrical and symmetrical networks, and what benefits does each type offer to businesses? Here's a quick rundown:

**Asymmetrical networks** provide internet connections with different upload and download speeds. For example, it might be 100 Mbps down and 5 Mbps up. Asymmetrical networks have been predominant for years, with upload speeds being considerably lower than download speeds.

**Symmetrical networks** provide the same speed in both directions — upload and download. Continuing with the example above, a symmetrical network might offer 100 Mbps up and 100 Mbps down. A growing number of businesses are switching to symmetrical networks to meet increasing demands for higher upload speeds.

RTC Network Manager Dan Schilla notes, "As businesses started to move more services to the cloud and hosted providers, the need for upstream data became more important. Symmetrical networks are the best solution for businesses that routinely upload large amounts of data."

*RTC offers internet plans with symmetrical speeds ranging from 100 Mbps to 1 Gig. To learn more, see page 3.*



# Four Downtown Businesses, One Energetic Family

*Continued from page 5.*



*Dave and Lindsay Wingerter, owners of Dub C's Creamery and Siggys Sandwich Shop.*

## Siggys Sandwich Shop and Dub C's Creamery

Completing the mix of this family's downtown businesses are Siggys Sandwich Shop at 114 Main Street and Dub C's Creamery next door at 113 Main Street, across from the Children's Park. Both are feeding the needs of hungry residents, and are owned by Lindsay and her husband Dave.

**I am thrilled to see all the businesses doing well on Main Street in downtown Watford City. The more, the better."**

— BETH VEEDER, OWNER, MEYER'S DEPARTMENT STORE AND DOOR 204

Siggys Sandwich Shop specializes in made-to-order sandwiches with freshly sliced meats, cheeses, and produce on the finest bread, topped with handmade sauces. Customers can eat in or have their sandwiches delivered. Catering is also available.

For dessert after a meal at Siggys or as an anytime treat, Dub C's Creamery fits the bill. The ice cream parlor, which opened in June 2016, serves a delicious assortment of homemade ice cream and frozen treats. Dub C's Creamery is currently closed for the season, but customers can call in larger orders such as pints of ice cream.

**When you visit any of these four businesses, you can expect to be treated like family by this family.**





# Grow With the Times to Grow Your Business

To stay relevant and successful, branch out and explore new opportunities

It's impressive to be a longstanding business with deep roots in the community. Keep in mind, however, that holding on too tightly to traditions from the past may be hurting your business in the present. Why? Because blindly following tradition causes us to turn off our brains and can get in the way of critical thinking, imagination, and innovation.

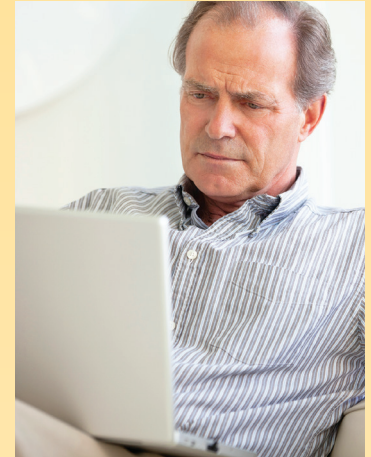
Think about these questions: Do you handle tasks a certain way simply because that's the way you've always done them? Are you using outdated computer or communications technology? Do you still have the same marketing materials, merchandising displays, or products that you had five years ago?

To foster growth, stay open to fresh ideas and encourage your employees to look for better and faster ways to do their jobs and serve your customers. Many resources are readily available which can help plant the seeds for new opportunities. For example, join a local business or community group to hear inspiring speakers and network with new people. Expand your knowledge by studying the success stories of businesses in other industries. Browse around Pinterest for images that may spark a more creative tactic for items such as your office interior, product packaging, or advertising.

The U.S. Small Business Administration also offers a variety of growth tips at [www.sba.gov](http://www.sba.gov):

- **Form an alliance.** Partnering with a similar type of business can be a powerful way to expand quickly.
- **Diversify.** Diversifying is an excellent strategy for growth, because it allows you to have multiple streams of income that can often fill seasonal voids. Some of the most common ways to diversify are to sell complementary products or services, teach adult education or other classes, and become a paid speaker or columnist.
- **Target other markets.** Your current market may be serving you well, but are there others that could use your products?

To grow your business, it's important to take advantage of today's powerful and cost-efficient options in communications services. To learn more, call RTC at 888.862.3115.



## ARE YOU CHECKING YOUR EMAIL TOO OFTEN EACH DAY?

During a typical workday, how many times do you check your email? Is it once every hour or two? Or is it more like every five minutes? You may think checking your inbox frequently throughout the day and sending replies within minutes makes you highly productive. Actually, the opposite is probably true; you're slowing yourself down and preventing the kind of focus required for optimal productivity.

Consider disabling your email notifications so you're not hearing alerts or seeing pop-ups throughout the day. They're constant distractions and can make you feel like you need to stop what you're doing and see what just came in. According to researchers, this kind of multitasking zaps your productivity and is actually harmful to your brain.

Aside from avoiding the habit of checking emails too often, you'll also want to actively take steps to reduce the number of emails you're receiving. For example, tell coworkers to avoid copying you in on emails unless it's absolutely necessary and unsubscribe from email lists that no longer meet your needs.

# You want Internet that won't keep you waiting!

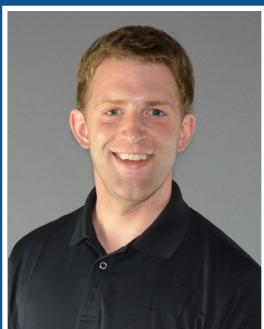


*With RTCs Gigabit Internet, you'll have speeds up to 100x faster than what you are used to.*



## Contact Us for All Your Business Needs

Your RTC team appreciates the opportunity to work with you, our customer. In order to receive the best support, please reference our key contacts below for business services.



**Rob Hansen**  
*Account Executive*



**Diana Pokrzywinski**  
*Account Executive*

**888.862.3115**

**www.RTC.coop**