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16 Years

Celebrating 16 years of

Local Service

Gorge Networks

(541) 386-8300

www.gorge.net

October is Annual Breast Cancer Awareness Month

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"We Bring You the World"

NEW Operations Manager

The largest differentiator of Gorge Networks as a service provider is the overall customer service experience. As we continue to grow our residential and business & enterprise class services, we want to ensure we deliver the high levels of customer service that has made Gorge Networks support and service the leader in the area.

Our newest executive level team member, Dave Keleher, was brought on as Operations Manager to help facilitate this goal. His primary focus is to ensure our processes and services support continues to be delivered in the high quality threshold our customers have come to expect over the years. Additionally, he will develop a business specific support team for business services. Dave was selected after an exhaustive and extensive interview process.

He and his family have lived in Hood River for over 13 years and are active members in our community. We are sure many residents and business owners will likely know him and agree our decision was a great one in bringing him on board to lead our services department. Dave has been involved with operations and customer service for over a decade and brings with him a wealth of industry experience.

When asked what is the key to excellent customer service, Dave replied "Great customer service is exceptional communication and meeting or exceeding your customer's expectations on the delivery of your product."

We couldn't agree more.
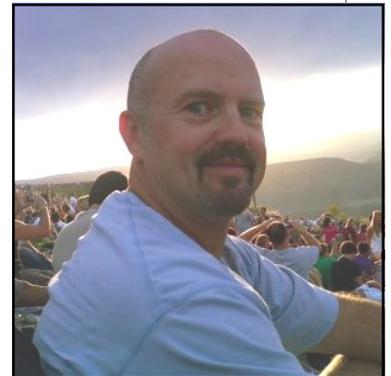
"welcome aboard Dave!"

Gorge Networks Hosts Business After Hours

The first Thursday of every month the Hood River Chamber of Commerce holds business after hours for local Chamber Members to gather and meet in a casual environment. Our staff was very excited to be selected to host this event for the month of September.

When planning the event, we wanted to ensure that we reciprocated business with customers of ours for food, beverages, rentals and prizes.

The Thai House, a new family Thai food restaurant in Hood River, delivered outstanding food and side dishes. There was also a compliment of wine and beer from Maryhill Winery and Double Mountain Brewery. Tracy Olmstead LMT provided chair massages and there was a local magician dazzling our guests. Rental equipment was provided by Your Party Rental Center. The raffle items included nice beverage selections from the Volcanic Bottle Shop, gourmet coffee from Hood River Coffee and there were free shirts and hats designed and produced by Northwest Graphics. To all those who attended, thanks for making the event a big hit.

For more information on these and other local events, please contact your Chamber of Commerce.

New WiFi Look

To keep in line with the recognized universal logo for wireless locations, our logo went through some major changes here this past quarter. Having looked at several layout ideas, we decided to keep it uniform with the industry so not only will our local users recognize it, but so will our traveling visitors. These decals designate locations where a free wireless access area has been provided by the businesses that display these decals. These WiFi areas are generously

provided for convenience and adds extra value by a merchant or owner to their patrons.

At a Gorge Networks WiFi location, users are ensured a quality broadband connection with high reliability. For a list of all Gorge Networks WiFi locations in the Gorge, visit our website, or just look for our new logo. If you are interested in becoming a WiFi spot contact our sales team at 541 386-8300 xt 301.

WiFi

POWERED BY **gorge·net**
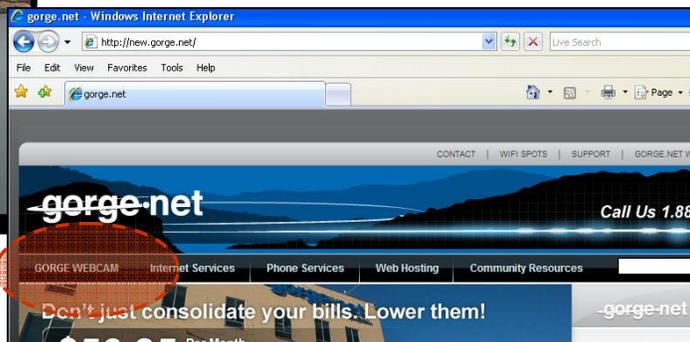
New "Live" Web Cam

Through repeated feedback from our customers and website visitors, we have found that our webcam is a valuable resource for people to check conditions for wind sports - or from the office to take a quick

momentary getaway break to the water. Gorge Networks felt it important to stay current with technology and to improve the visitors experience.

We have recently changed out our static web camera for a live webcam overlooking the Event site of Hood River. Our website visitors are now treated to a live stream video of the

action and can see live the activity at the waterfront.

We also have a mobile live cam that can be set up on location and used for local events. If you have any comments or questions on our web or live cam, please contact us. We are always interested in feed back; these types of website items are for our neighbors added value when visiting www.gorge.net.

Access the Live Webcam from our main page here

Case Study—Mid Columbia Family Health Center

MID-COLUMBIA FAMILY HEALTH CENTER

Mid Columbia Family Health Services have two clinics, one in White Salmon and one in Stevenson. We teamed up with their staff to aid in understanding and cleaning up difficult invoices from another provider. Once completed, Gorge Net-

works proceeded to develop service programs that exceeded the current service levels at a substantial savings.

Gorge Networks addressed the physicians at Mid Columbia Family Health Services and presented and demonstrated a multi year plan for their PRI phone services and T1

connections that yielded higher levels of service at fixed cost savings. Upon acceptance of our proposed program, responsible rapid deployment and changeover was initiated so they could begin the savings, better service and receive the dedicated local support provided with our offerings.

"we want to get the ball rolling and are looking forward to the positive change."
MCFHC

Traditional Voice vs. Hosted PBX and VoIP

Voice services come in a variety of flavors these days. POTS, land line, VoIP, SIP, Hosted PBX, etc. What does it all mean? Digital services like VoIP, SIP and Hosted PBX use the internet as the primary means to deliver a call. Hosted PBX is a virtual phone switch that has all the features of a traditional PBX only it is hosted and maintained by a service provider rather than the business owner. These internet based voice solutions typically are a great value and extremely flexible as your company's needs and size changes. On the other side of the spectrum there are the traditional voice services like POTS (basic land line) and PRI. Most fax machines, credit card machines, alarms and similar equipment require a POTS line to function properly. POTS and PRI services are also typically used when your business has a traditional PBX (phone system) on site. When considering what types of services to use it can get overwhelming. You may hear "POTS is so behind the times" and "VOIP is not ready for prime time". We disagree with both. As in all good systems design, the success of a project requires using the appropriate technology for the given application. A large number of our business solutions involve using a combination of both technologies- traditional POTS voice AND internet based voice solutions. As one of the only service providers in the area that can offer these hybrid solutions – we don't have to lead you to our products, we just find the best solution.

Affordable Business Data Solutions

In this day, most businesses are facing the reality that their internet is no longer a novelty side product, but the most important communication component in their operations. Email, web orders, research—a typical business has changed their operating habits over the past few years to rely on their internet connection.

Surprisingly, most businesses typically put the most important part of their connectivity on the lowest grade connections they can find. Price from any provider is proportional to actual performance and the reliability of resources. Would a business deliver their frozen goods in the cheapest truck they could find, or would they find one that would deliver a solid performance year round and offer the best balance of risk and value?

Where a standard DSL or cable connection does have high levels of reliability, the technology for any carrier of these services lends itself to the lower level of offering in their service base.

If a business connection is lost, it likely cripples operations while repairs are put into place. Another highly overlooked facet is speed requirements. While more computers are added to a network, it is not common practice to add more bandwidth to serve the expansion of users. That is like adding more houses onto a water grid without adding more water capacity to serve those additional homes and wondering why the water pressure goes down. The result is slower operations of the users broadband as the users compete for the limited resource on their local network.

There is a whole suite of products that balance reliability, speed, and affordability. Ranging from data T1's to Metro Ethernet products with speeds from 10M up to 50M and beyond . Gorge Networks has continued to stay on the advanced edge of service offerings for any of our user needs.

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"We Bring You the World"

Advertising on Website

www.gorge.net is one of the most popular websites in the area, our classified section is possibly the most used resource for selling, notices and general information.

With over 65,000 impressions per week, a banner ad in the classified section runs 24/7 and is a great value at only ~$1.50 per day for our multi service customers. There is no other medium for advertising in the area that can beat the exposure at the price. For information on web advertising on ours or other websites, give us a call.

Gorge Technology Alliance will be hosting a Panel discussion on the subject of current and future state of internet and telecom in the Gorge. This is open to the public and will be held at Centerpoint Bank in Hood River on October 26 starting at 7pm.

Gorge Networks, along with other industry contacts will be on hand for any pertinent discussions about current and future technologies. For information about this event please contact GTA at 541 296-2266.

Tech Support Tip of the Quarter—Residential VoIP Features

Your residential VoIP service is chock full of user features. Our VoIP service puts you in total control of your telephone.

Simply go to http://voip.gorge.net and click on the "Residential VoIP Portal". You can then log into your VoIP Portal and are in complete control.

At the bottom of that screen, you will see a HELP button. Click on that and you will find all of the functionality at your finger tips. As always, if you have any questions, please do not hesitate to call or email our Support Team. They are always anxious to help.

Here are the * features that you have at your disposal.

*00-Redials the last number called.

*01 to *20 -Reserved for personal speed dial numbers.

*55-Activates a call blocking on certain types of outgoing calls. You can restrict certain types of outgoing calls by pressing *55<call code><PIN>, where call code is the 1-digit code for the type of call you want to restrict and <PIN> is your PIN number.

*56-Deactivates the call blocking feature. Press *56<call code><PIN>.

*57-Activates the annoyance call trace feature. You can trace an annoying phone call after you hang up by pressing *57. This feature only works for external calls.

*61-Activates caller ID blocking for all outgoing calls. To deactivate caller ID blocking, press *65.

*62-Activates the call forwarding busy feature that lets you forward all incoming calls to a specified number when your desk phone is busy. Press 62<number>#, where <number> is the internal or external number to which you want the calls forwarded.

*63-Turns off the call forwarding busy feature.

*65-Enables caller ID on all outgoing calls.

*67-Blocks your number from being transmitted for the next call only by pressing *67 before dialing the number.

*69-Activates the Call Return feature for the last incoming call, which lets you redial the last incoming call.

*70-Turns off Call Waiting on analog phones for the current call only. When activated, a second incoming call is automatically transferred to your voicemail box.

*72-Activates the call forwarding feature. This feature lets you forward all incoming calls to another number. Press *72<number>#, where <number> is the internal or external number to which you want all calls are forwarded.

*73-Turns off the call forwarding feature.

*74-Assigns a speed dial to a phone number. Assign a personal speed dial by pressing *74<speed dial>*<phone number>, where <speed dial> must be a number between 1 and 20, and <phone number> is the number you want to assign to the speed dial.

*75-Unassigns a speed dial. Press *75 followed by the speed dial number.

*78-Turns on the Do Not Disturb feature on analog phones only, all calls go to voicemail and the local phone does not ring.

*79-Turns off Do Not Disturb on analog phones only.

*80-Lets you make an external call on a phone that allows internal calls only. Dial *80 followed by your phone number, your pin and the phone number you want to call, as follows: *80*<phone number>*<PIN>*<number>

*82-For users with caller ID blocked. Press *82 before dialing to selectively unblock the caller ID on any outgoing call.

*92-Activates the call forwarding no answer feature. This feature lets you forward all incoming calls to a another number when you do not answer your desk phone. Press *92<number>#, where <number> is the internal or external number to which you want all calls are forwarded.