



The Holidays are a time when we reflect on those we are grateful for.

CEO's Corner

By: John Lane
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Happy Holidays from all of us at Cal.net!

This year has been an amazing year that has opened new opportunities for our subscribers including faster speeds and better service. Many of you have successfully transferred from legacy unlicensed programs to our new Velocity products. As a result, we have received a steady stream of positive feedback and referrals.

We are working to complete this year's network upgrades and well into next year's planning. We look forward to growing with our community's needs. To all of you who have helped make us El Dorado County's number one choice for wireless Internet, thank you, and Merry Christmas.

Sincerely,

John Lane
Cal.net, Inc.
Chief Executive Officer

Why should I switch to Velocity-WiMAX?

The value of upgrades for existing customers.

Cal.net is determined to provide its subscribers with the best Internet possible with the technology available. For years, this meant that people who couldn't get DSL or Cable were finally able to have High Speed Internet in their rural homes and communities, but often faced connectivity issues. As technology has improved, so have the wireless options available in El Dorado County.

We recently ran a check on our current subscriber list and were able to determine that more than 40% of our customers on legacy technology (Primary or Primary Plus plans) are able to upgrade to faster and more reliable Velocity Wi-MAX service. This means that many customers who have experienced the frustration of signal noise...

Continued P. 3 – "Velocity"

Holiday Referral Special

As a special thank you to our loyal customers, Cal.net is offering an extra \$15.00 for referrals in December!

Refer a friend and save \$54.95 off your next bill!

Not valid with other offers. See website for details.
Expires Dec. 31, 2012

Cal.net is Open on Weekends! Quality Customer Service You Can Rely On

Wireless Internet is a service that often requires some degree of maintenance on the part of the customer or Cal.net from time to time. We have provided many “self-help” resources in past editions of *Tenacity*. However, sometimes a simple “reboot” doesn’t fix the problem and you need Cal.net’s Customer Service.

That’s why Cal.net provides support for your wireless Internet seven (7) days a week. We know that the Internet is a core part of many people’s lives. Our trained Customer Service staff is available from 8AM to 7 PM on weekdays, 8AM to 5 PM on Saturday, and 11AM to 5PM on Sunday.

Our technical team is trained to immediately handle voicemail from the night before, and is always available to respond to your service needs.

Don’t be shy; we look forward to serving you!



*Cal.net Customer Service
is standing by to help you with your Internet
7 days a week!*

Great Logo Design for Your Business Cal.net Design Teams Latest Projects

Our Graphic Design team is specially trained in creating professional logos and presentations for business. Combined with our Web Development team, we have been able to partner with many local business in order to improve their brand image, increase their visibility, and ultimately improve their bottom lines.

One such Cal.net customer is Northern California Environmental Testing (NCET). Their current website can be found at www.norcaltesting.com. The company is run by Mark Ford who is ...

Continued P. 3 – “Logo”

“Velocity” (Cont.)

...and slow-downs at peak times have a faster and more reliable product available. It only takes one simple phone call!

The difference between Cal.net’s legacy wireless service and the new Velocity-WiMAX product is significant. The old products operate on unlicensed radio frequencies, which means that anything and everything has the potential to cause signal interference. Most residential products, including home routers, cordless phones, and garage door openers, operate on these shared public frequencies. For years unlicensed services are all El Dorado County WISPs, including Cal.net have offered.

However, with Cal.net’s Velocity-WiMAX, El Dorado County residents now have access to private, licensed networks. Our new networks operate on licensed frequencies that are no longer subject to the noise and interference of public bands. This means that the slow-downs caused by radio interference are a thing of the past.

Best of all, anyone at Cal.net can help you sign up for these new services. Whether you call sales or support, ask for the new Cal.net Velocity service!

“Logo” (Cont.)

...an El Dorado County businessman with a high priority on integrity and quality service. He has been operating in El Dorado County for many years and has numerous customer references.

Mark’s business is focused on providing unbiased environmental testing for contaminants such as mold or asbestos. These contaminants can be very harmful to the health of homeowners, businesses, families, and tenants. As such, it is a high priority for many people, especially those suffering from frequent illness, to test their homes and businesses for contaminants.

Once the sampling has been performed, NCET sends the sample to an independent laboratory for third party testing. After this testing, NCET then prepares a full written report for the customer to deliver to a concerned party or remediation company. NCET does not do any type of mold or asbestos remediation work, and so never has a conflict of interest. Their priority is to keep you safe “at home or at work.”

Cal.net is happy to partner with this great company and is currently working to redesign their website and company logo. Once complete, we will be posting final images to our Facebook, Twitter, and Google Plus accounts, so keep your eyes open for the latest updates.



Northern California Environmental Testing, LLC

www.norcaltesting.com