



*Cal.net Wireless Internet is perfect for rugged terrain.*

## CEO's Corner

By: John Lane  
1/31/2013

There is no doubt that the war between Main Street and Wall Street continues to rage in our social and political arenas. As taxes continue to rise and politicians remain at odds, I believe the character of this nation is at stake.

Cal.net is a business, so it's obvious we are always looking for ways to grow. However, I am very proud of this team's integrity and character, and our collective commitment to improving the quality of service to our existing customers. Every single installation is reviewed for quality, every problem is addressed, and the expectation is excellence.

As such, I have asked that this issue of Tenacity cover ways we are working for you, our customers. Hopefully it will be helpful, and as always, we appreciate any feedback you provide.

Sincerely,

John Lane  
Cal.net, Inc.  
Chief Executive Officer

## “Winter is Coming.”

### How weather affects Cal.net's different services.

Wireless Internet is a continually evolving communication medium. The technology is extremely effective at bridging the divide between urban and rural areas. Using licensed and unlicensed radio signals, Cal.net is able to broadcast speeds up to 6 Megabits per second invisibly into your home. However, because it is a radio signal, certain environmental factors, like the weather, can affect the quality of signal you receive. In this article, we will spend a few moments discussing how you can maximize your up time and maintain the highest speeds possible.

Radio signal is light. Anything that can affect light or visibility affects your radio signal to some extent. For example, on a very rainy day, visibility is often reduced from 50 miles to just a few. In our industry, we call this “rain fade.” Rain fade is a common factor but fortunately for us, it isn't a...

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<< Saving money can be as easy as that! ...

As a special thank you to our loyal customers, Cal.net is offering an extra \$15.00 for referrals for the month of February!

Refer a friend  
and get **\$54<sup>95</sup> OFF**  
your next bill

Not valid with other offers. See website for details.  
www.cal.net. Expires February 28, 2013.

## Make the Web Work for You

### How to leverage a website for increased sales and revenue.

Cal.net's experienced team of marketing professionals has helped dozens of local businesses increase revenue generated from their websites.

The key to getting the most from your website is to stay fresh and relevant. Consumers have a world of options available on the web, and the most important part of capturing their attention is to have a good website design that projects professionalism and gives them confidence and trust.

Additionally, you want to have content that is easy for Google to index and gives you the most online visibility possible. If you need help with any facet of your website, please feel free to contact our Web Development team, we would love to help!



***Cal.net is committed to protecting your right to privacy.***

## Protecting Your Privacy

### Cal.net's customer rights policy

Cal.net works diligently to achieve an ethical balance to its business practices. Several years ago, the Federal government passed the Communications Assistance for Law Enforcement Act (CALEA). As the law expanded, it required Internet Service Providers to install equipment and maintain records for use by law enforcement. In our time of lawyers and law suits, many people have tried to take advantage of this by requesting cooperation for alleged copy right infringements and other unproven allegations.

Cal.net has a simple policy, if you don't have a court order, you don't get cooperation. Every month we get requests from lawyers that we consider blatant extortion attempts. Often, these requests include offensive subject matter designed to shock and intimidate persons or organizations into compliance. These attempts are viewed by Cal.net as a violation of your rights...

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### “Winter” (Cont.)

... major factor. At worst, we see a small percentage of decrease in the overall available bandwidth. This is something that is intrinsic to wireless Internet, and the key to minimizing its effect is to have a clear line of sight to your access point. As a customer, this means it is critical that you keep trees on your property that could cause interference trimmed and out of the signal path.

“Snow fade” is similar to rain fade but can be much more dramatic. This is more of a problem for our subscribers “up the hill”. Because of the shape of our radios, it is unusual for them to be covered by snow or ice. However, making certain they are clear from mounted snow and that nothing has piled in front of them is key to maintaining good service. Additionally, making sure that any snow covered trees and branches are removed from the direction they face is also important to reduce interference. It could be argued that a snow covered pine tree in the signal path is practically the same as a brick wall.

The other major weather consideration in our area is lightning. Lightning strikes cause massive amounts of static discharge, which has the capacity to short out any electronic device. This includes computers, routers, and Cal.net radios. During thunder and lightning storms, we advise customers to unplug the power from their electronics so that they can reduce the chance of damage to their equipment.

Using these simple steps, we hope that you can “maximize your up time” and get the most from your Cal.net Internet!

### “CALEA” (Cont.)

... and promptly discarded. Our team has been trained to understand that law enforcement is a matter that will be conducted in person and with a warrant. Our staff knows that unless a warrant is presented by a law enforcement official, the request is considered illegitimate.

At the same time, we maintain the records required by law in order to cooperate with legitimate requests. Cal.net does maintain its logs to comply with the minimum Federal standards and has invested into the appropriate equipment to monitor traffic as needed to protect the innocent and comply with the law.



We believe in privacy.

Over the past many months, we have had many questions regarding our CALEA Compliance Fee and we have encouraged people to understand the costs and liabilities that come with the services we provide. For those interested in more information about this act, we invite you to review any of these resources:

[http://en.wikipedia.org/wiki/Communications\\_Assistance\\_for\\_Law\\_Enforcement\\_Act](http://en.wikipedia.org/wiki/Communications_Assistance_for_Law_Enforcement_Act)

<http://www.forbes.com/sites/andygreenberg/2012/06/22/ceo-of-internet-provider-sonic-net-we-delete-user-logs-after-two-weeks-your-internet-provider-should-too/>