



Dec. 2018

Volume 2 - Issue No. 4

Why Fiber-to-the-Home?

Poka Lambro is proud to offer Fiber-To-The-Home (FTTH) to the vast majority our customers. Fiber is simply the fastest, most versatile high-speed Internet connection around today. We deliver high-speed Internet access directly to the homes of individual residences and businesses through fiber optic cables. While most communications providers use fiber in their networks, many do not provide it all the way to the home.

The best way to explain the flow of Internet traffic is with a highway analogy. Think of FTTH as having your own dedicated lane on the "Internet highway." There is no other traffic in your lane to slow you down. When other companies provide Fiber-to-the-Node, they are providing fiber to a point in your neighborhood. So, during rush hour (peak usage times in internet terms) all of that traffic is on the same road. This means you might not have access to the speed you're paying for; kind of like a traffic jam. The same can be said for other types of signals that are shared by a group of people.

Fiber is also the superior technology because it is a better conductor. Fiber signals do not weaken over distance. With other technologies, the farther you move away from the switch, the weaker the signal becomes. Additionally, FTTH is less susceptible to interruptions caused by weather, electricity, or other factors. This means FTTH offers more stability and fewer interruptions to Internet access.

Fiber networks are said to be "future proof" because they have almost unlimited bandwidth capacity for both upload and download speeds. For the sake of comparison, a single copper pair can carry 6 phone calls. A single fiber can carry approximately 2.5 million phone calls. This means we can deliver the bandwidth our customers need for current and future services such as basic surfing, gaming, streaming HD video, Internet TV, video conferencing, "smart home" technology, virtual reality, and many more. Who knows what kind of internet-based technologies will develop in the next decade? Whatever is on the horizon, fiber can handle the load. We are proud to deliver Fiber-to-the-Home to your community!



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Tech Tip: Your Wi-Fi Signal



Wi-Fi allows you to connect devices to the internet without having to physically connect them to your router. However, there are a wide variety of factors that can negatively influence the strength and quality of your signal.

- **The age of your device.** Older computers and gaming devices simply do not have the same technology and capabilities as modern devices. They aren't able to take advantage of today's higher speeds due to these limitations.
- **Other electronics in your home.** Did you know common household items can interfere with your Wi-Fi signal? Some examples include microwaves, cordless phones, bluetooth devices, and fluorescent lights.
- **The distance between the router and your device.** It is important to position your router centrally in your home. It might take some trial and error to figure out where you get the best signal. If you use Wi-Fi enabled devices in rooms far away from your router, you may want to consider adding network extenders to your home.
- **Number of devices sharing your Wi-Fi connection.** Every device connected to your Wi-Fi is sharing the total bandwidth of your home's internet connection. If you have streaming, gaming, surfing, and chatting taking place across multiple devices at the same time, it could negatively effect your performance. Remember to disconnect devices not in use from your Wi-Fi. The average household now has more than seven connected devices. It is safe to estimate that most families need 20-30 Mbps to keep up with all of their online activities. Give us a call today to try our speed-up promo if you think your household may need more speed. You can try a faster speed for three months at no additional charge.



Shopping Online



Every year people do more shopping online, and of course that shopping is most prevalent around the holidays. While it can save you a lot of time, hassle, and gas money, it is important to remember to keep your personal information safe.

The first thing you want to ensure is that you are shopping on secure websites. A secure website is free of malware and viruses, and encrypts all data going through it to protect your personal and financial information. There are several indicators that a website is secure.

1. **HTTPS://** Check to see if the URL in the address bar of your internet browser starts with "https://" before entering personal or private information on a website. The letter "S" indicates that the website is using Hypertext Transfer Protocol Secure (https), a protocol for secure communication. Don't enter any personal information if the page is not secured by https.
2. **The Lock Icon** Click on the lock icon (usually left of the URL) in the address bar of your browser to see if a website is secure. A pop-up will appear showing you website permissions, security certificate information, and other related details.
3. **Website Privacy Policy** Websites are legally required to protect a customer or client's privacy. A website's privacy policy contains information on how your data is collected from the website, how it is used, and what security measures the business will take to make sure your private data is safe. Keeping your data safe is not only the responsibility of the website, but yours as well. Take precaution before sharing your information.

It is just as important to make sure that the internet connection you are shopping on is secure. Your best bet is always to shop from home over your secure network. Be sure that your home network uses encryption and a password to prevent others from accessing it. Public networks, like those in airports and restaurants, are often less secure than private ones. Avoid banking, shopping, or doing anything confidential when using public Wi-Fi.

Lastly, be cautious when downloading music, apps, movies, software, or other types of entertainment. Keep your anti-virus software up-to-date, and change your passwords regularly. Many people fall victim to phishing emails and internet pop-ups with malicious links. These links offer great deals or free downloads, but are actually files that will harm your computer. The same can be said for purchasing goods. One of the latest trends is criminals who take the time to set-up websites and fake online reviews to sell counterfeit goods. A lot of the time you never receive what you purchase, and when you do the goods are fake, damaged, or low quality. Always try to buy from a reputable source. Remember, if an online deal sounds too good to be true it usually is.

Network Updates

Once fiber has been installed in an area, customers located there will need to upgrade to the new fiber facilities to experience the added benefits. There is no cost to the customer to transition to fiber facilities, however, we do need to enter the home or business to install a small piece of equipment.

Ausborne: If you have not been upgraded, please give us a call to schedule an appointment.

Fletcher-Carter: Construction is complete. Fiber-splicing is now underway.

Patricia: Construction is now underway in the Flower Grove and Three League areas of Patricia.

New Home: Customer conversions continue.

Union: Fiber-splicing is complete. Customer conversions are underway.

If you are unsure whether you are in an area that has been upgraded, or need to schedule an appointment, please call us at 806-924-7234 or 800-422-2387.



Holiday Hours

We will be closed Monday & Tuesday, December 24th & 25th, in observance of Christmas.

We will also be closed New Year's Day
Tuesday, January 1st.

Merry Christmas & Happy New Year from Poka Lambro!

A Look Back

The last year has been a lot of fun at Poka Lambro! We participated in parades, fund-raisers, field-trips, and many more community events. We can't wait to see what 2019 has in-store!



New Connects

Ausborne

- Paul Bullard (806) 585-6371
- Denissa Churchwell (806) 585-6609
- Dinah Ferriera (806) 585-6318
- Barbara Gregg (806) 585-6576

Gail

- Sandy Price (806) 756-4341

Hatch

- Jarett Holliday (806) 497-6330

New Home

- Blane Churchwell (806) 924-7780
- Kyler Hatley (806) 924-7417
- Brian Rose (806) 924-7525

New Home Continued

- Harvey Silva JR (806) 924-7571
- Rachel Slade (806) 924-7509
- Scott Wood (806) 924-7424

O'Donnell

- Jamie Barnes (806) 428-3553
- Louise Traylor (806) 428-3468

Patricia

- Mark Shofner (806) 462-7614
- Danielle Therwhanger (806) 462-7746

Punkin Center

- Kirk Davis (806) 489-7654

Southland

- Veronica Arguello (806) 996-5550
- Michael Phillips (806) 996-5681
- Carl Wilke (806) 996-5518



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The Connection

Your Telephone Cooperative
Quarterly Newsletter

Published by Poka Lambro
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NEW INTERNET CUSTOMERS. FOR A LIMITED TIME.
RESTRICTIONS APPLY. CALL FOR DETAILS.

Lifeline Notice

Lifeline is a government assistance program, available from Poka Lambro, that provides a monthly discount on telephone services (fixed or wireless) or broadband service (fixed or wireless) but not both, to qualified, low-income customers. Only one Lifeline discount is allowed per household. To be eligible for Lifeline a customer's annual household income must be at or below 135% of the Federal Poverty Guidelines for the federal discount, or at or below 150% of the Federal Poverty Guidelines for the state discount. You may also be eligible for Lifeline if you or someone in your household participates in one of the following state or federal assistance programs: Medicaid, Supplemental Nutrition Assistance Program (SNAP), Supplemental Security Income (SSI), Temporary Assistance for Needy Families (TANF)(state only discount), Federal Public Housing Assistance, Veterans or Survivors Pension Benefit, National School Lunch program (NSLP)(state only discount) Low-Income Home Energy Assistance Program (LIHEAP)(state only discount), or Health benefits coverage under the state Children's Health Insurance Program (CHIP)(state only discount). Additional discounts may be available for residents of Tribal lands. For more information, or to apply, contact the Texas Low Income Discount Administrator at: 1-866-454-8387.

Para recibir esta información en español, por favor póngase en contacto con Poka Lambro al 800-422-2387.