

# In Touch

NOVEMBER 2020



## Shop Big on Small Business Saturday

American Express founded Small Business Saturday in 2010 to encourage holiday shoppers to patronize small, independently owned stores in their communities. Held yearly on the Saturday after Thanksgiving, the event has continued to grow.

Due to 2020's challenges, small businesses need more support than ever. So on November 28, we encourage you to buy holiday gifts for family and friends. You'll be giving a gift to your favorite small businesses as well.

## Contact Bevcomm

- Blue Earth • 507-526-2822
- Hager City • 715-792-2103
- Minnesota Lake • 507-462-3444
- Lonsdale • 507-744-2311
- Morristown • 507-685-4321
- New Prague • 952-758-2501
- Pine Island • 507-356-8302
- Wells • 507-553-3144
- Weyerhaeuser • 715-353-2434
- Winnebago • 507-893-3111



www.bevcomm.net



TIME TO BE

*grateful*

**Happy Thanksgiving!** Our hearts are filled with gratitude at Bevcomm. We're grateful you chose us to be your communications provider. We're grateful our community is filled with such kind, dedicated, and hard-working people. And we're grateful our company has the privilege of keeping you connected to what matters most.

May the spirit of gratitude you celebrate abundantly in November continue to be present in the months and years ahead.

**OUR OFFICE WILL BE CLOSED ON THURSDAY, NOVEMBER 26 AND FRIDAY, NOVEMBER 27.**

## Please Watch Out for Imposter Scams

According to the FTC, imposter scams—where criminals pretend to be from a government agency or well-known company—have increased dramatically in recent years. For example, someone might call you or send an email or text to say:

- They're from Microsoft or Apple and need to inform you of a problem on your computer.
- You owe money to the IRS or another government agency.
- Your Social Security account was suspended or your Social Security number was linked to a crime.
- You just won a prize but you have to pay fees to redeem it.
- Your credit card has been charged a large amount for an Amazon.com order and you need to call "Amazon Support" if you didn't make that purchase.

If you receive messages like these, hang up the phone or ignore the email or text.

**Be sure to follow Bevcomm on social media. We regularly post about scams circulating in our community in order to give you a "heads up" and keep you from becoming a victim.**



Many people use the terms internet and Wi-Fi interchangeably, but although they're related, they're not the same. To help clear things up, here are descriptions of both terms:

### The Internet Is a Highway

The internet has been called the Information Superhighway and with good reason. Just like a road that connects two cities and moves people and goods, the internet is a digital maze of routes that connects thousands of computer networks so they can exchange bits of information. Using an agreed-upon language called the Internet Protocol, these interconnected devices use the internet's digital "roads" to exchange data that is then translated into human-consumable form at the other end.

To connect to your Internet Service Provider's (ISP) network from your home, you're given access to a physical line connected to a modem. There are two ways to connect a computer to a modem. The first method involves physically plugging the computer into the port on the back of the modem using an Ethernet cable. The second method, which is much more common today, uses a wireless connection made possible by a device called a Wi-Fi router.

### Wi-Fi is an Access Ramp

Wi-Fi refers to a wireless network that allows computers, smartphones, or other devices within a particular area to connect to the internet (and each other) without being physically connected by a cable.

The Wi-Fi router can be physically plugged into the modem with a cable or combined with the modem into a single piece of equipment. It uses radio technology to broadcast a unique name (also known as a service set identifier, or SSID), which you or your ISP chooses when the router is first set up.

Because information is transferred using wireless transmitters and radio signals, physical proximity to the Wi-Fi router is necessary for a good connection. But once connected, people can move around freely with their devices without losing their connection to the internet.

To sum things up, Wi-Fi is what transports the internet service to your device but Wi-Fi is not internet service. That's why you can have strong Wi-Fi signals but still experience slow speeds.

**We are here to help with a range of internet speeds and whole home Wi-Fi service. To learn more, call 800-473-1442 or visit [www.bevcomm.net](http://www.bevcomm.net).**