

The Connector

Expect More. Do More.

Q4 2023 Newsletter



BUSINESS SPOTLIGHT

Hoppy's Primitive & Proper

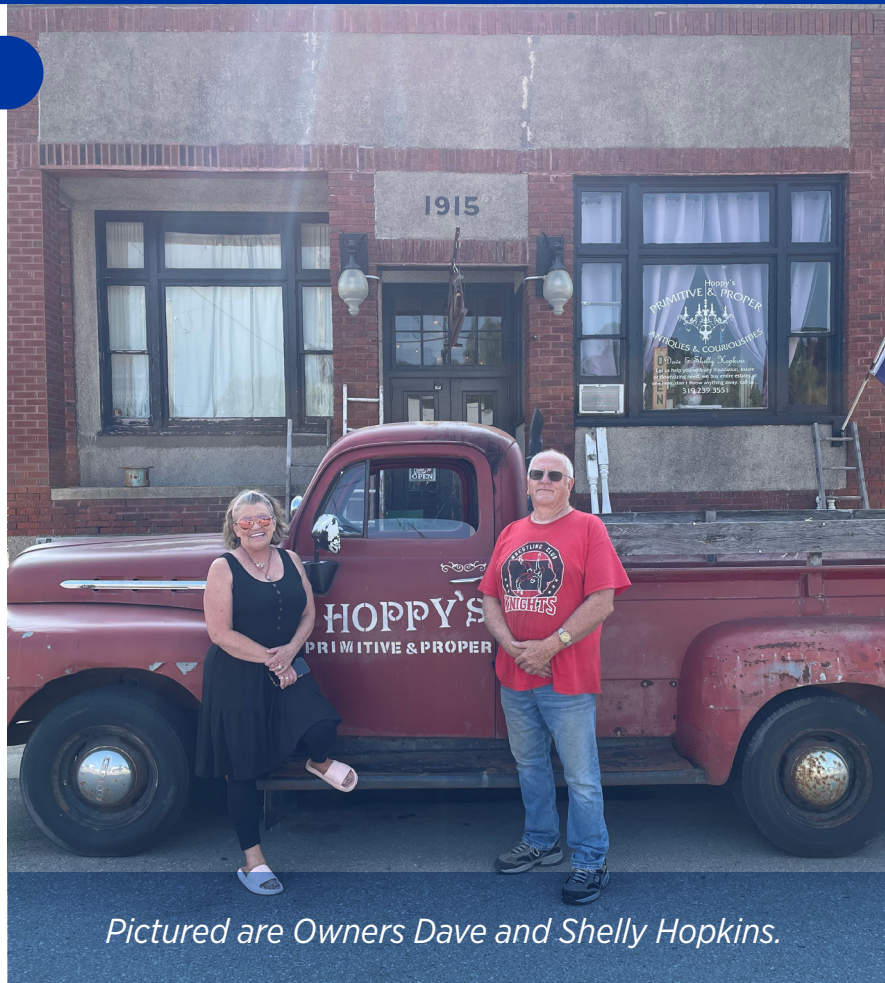
A good antique store is one that appeals to collectors and enthusiasts, offers a wide range of high-quality items, provides excellent customer service, and maintains a reputable and trustworthy reputation. You'll find all those things when entering Hoppy's in La Porte City, Iowa. Owners Dave and Shelly Hopkins retired from their full-time jobs in 2013 and officially went junking full time after hobby collecting on the weekends.

"It's awe-inspiring loving what we do", says Shelly. "I believe everything has a purpose and finding that purpose is our job. A new home, a new place, a new life. A picture paints a thousand words, a dresser becomes a sink, a burlap bag becomes curtains, absolutely nothing should ever be thrown away."

Hoppy's has been a customer of LPC Connect since they opened their doors in the historic Progress Review newspaper building. They are connected with telephone and internet service which is used heavily to reach their many collectors.

Seeing the large pieces of furniture and light fixtures online attract buyers from as far away as the UK. With all the unique pieces LPC Fusion Internet also provides the connection to protect their valuables with the security system and allows for easy transactions via credit card.

Knowing all the LPC Connect employees by name creates a trusted relationship helping each of the businesses grow in the small town of La Porte City, Iowa. *As Dave and Shelly say, "Keep on junkin..."*



Pictured are Owners Dave and Shelly Hopkins.

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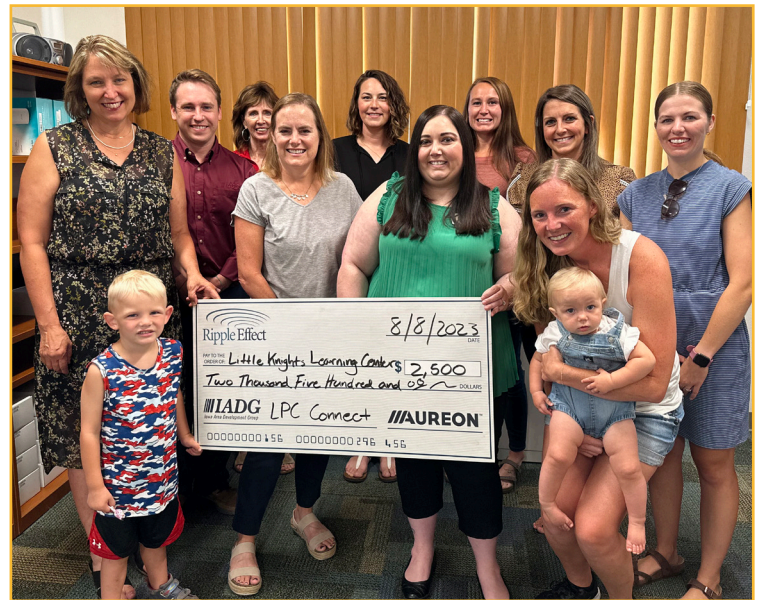
LPC Connect and Aureon Awards Grants To Little Knights Learning Center

LPC Connect and Aureon each granted the Little Knights Learning Center – La Porte City Campus Board \$2,500, totaling \$5,000 in Ripple Effect funding. The Board is embarking on a campaign to construct a new daycare center in La Porte City, and this funding will help the Board cover initial pre-construction costs for the facility.

Quality childcare availability in La Porte City is becoming an increasingly urgent issue. In a survey taken of local families last fall, more than half of the 72 respondents said they currently were looking for childcare. La Porte City is designated as a “Childcare Desert” by Iowa Childcare Resource and Referral, meaning the community has a population of children more than three times larger than the number of registered childcare spaces available. Over the past 10 years, more than 80 childcare spaces in the community have been lost due to the closure of in-home providers, with more expected to close within the next year. A professional daycare center would be a tremendous asset to La Porte City and would help address a critical need for young families in our community, as well as area employers.

The Little Knights Learning Center (LKLC) – La Porte City Campus was originally conceived in 2017 as a sister facility to a similar daycare center in Dysart. At that time, La Porte City was able to support its childcare needs with local in-home providers, so the La Porte City effort was shelved. However, as the childcare shortage grew in La Porte City, the LKLC - La Porte City Campus effort was resurrected in January 2023. The La Porte City Campus will be modeled after the highly successful Little Knights Learning Center in Dysart. The facility will be a registered, age 0-12 daycare with approximately 80 - 90 full-time and part-time children, including before and after school care. In addition to childcare, the center also will provide 3-year-old preschool. La Porte City has been without 3-year-old preschool for two years, due to the lack of capacity in the existing preschool facility. The 3-year-old preschool will serve families using the daycare, along with additional families who only want to enroll their children in preschool.

The LPC Campus Board is a talented, energetic group of community volunteers that have already accomplished a tremendous amount of work in this effort so far, including identifying a parcel of land on the La Porte City Elementary School campus for the construction of the facility. The site is immediately adjacent to the elementary school. The LPC Campus Board will continue fundraising through 2023 and early 2024 with an estimated construction start date in 2024. They hope to open the doors of the new facility in Fall 2025. If you have any questions or would like to support this effort, please contact Maureen Hanson at (319) 939-3248.



Pictured left to right: Jackson Bruns, Maureen Hanson, Ethan Pitt (Ripple Effect Grant Coordinator), Barb Bader (LPC Connect), Heidi Barz (LPC Connect), Carolyn Herman, Danielle Hutchinson (Aureon), Bre Larson, Zoie Feuerbach, Haley Spragg, Mackenzie & Colbie Bruns; all members of the Little Knights Learning Center - LPC Campus Board



Pictured left to right: Barb Bader, Chelsey, Rhys and Gracie Weber, MacKenzie & Cobbie Bruns, Heidi Barz and Case Larson, Jasmine Gaston, Maureen Hanson, Bre and Cruz Larson (All from Little Knights Learning Board Members)

LPC Connect has been the hometown provider of communications services for La Porte City, Mt. Auburn and the surrounding rural community since 1907. We are a small company with big advantages, including future-proof communications technology through our Fiber to the Home network. We are committed to providing exceptional customer service to our customers.

Aureon is a premier business solutions provider with expertise in IT services, consulting, and customer care. For details, please call 800-469-4000 or visit www.Aureon.com for more information.

Developed through a partnership alliance between Aureon and Iowa Area Development Group (IADG), the Ripple Effect program helps Independent Telecommunication Companies and communities become catalysts for advancing the economic health and vitality of rural Iowa.

Phishing Tactics to Watch Out For

Not the type with a rod and reel. Phishing is a type of cyberattack in which attackers use deceptive tactics to trick individuals into revealing sensitive information, such as login credentials, credit card numbers, or personal information. Phishing attacks typically involve masquerading as a trustworthy entity, such as a legitimate company or organization, to manipulate the victim into taking actions that compromise their security.

Here are some examples of phishing and common phishing tactics:

EMAIL PHISHING: Attackers send fraudulent emails that appear to be from a reputable source, like a bank, social media platform, or government agency. These emails often contain urgent requests for information or actions, such as clicking on a link to verify an account or providing login credentials. The goal is to trick the recipient into divulging sensitive data.

VISHING (VOICE PHISHING): In vishing attacks, scammers use phone calls or voice messages to impersonate trusted entities, such as banks or government agencies. They might claim there's a problem with your account and ask for personal or financial information over the phone.

SMS PHISHING (SMISHING): Smishing involves sending phishing messages via SMS (text messages). These texts often contain links to fake websites or ask recipients to reply with sensitive information. For instance, you might receive a text claiming to be from a shipping company, asking you to click on a link to track a package.

SOCIAL MEDIA PHISHING: Phishers can create fake social media profiles or pages that impersonate legitimate businesses or individuals. They might then send direct messages, friend requests, or comments containing malicious links or requests for information.



**TECH
TIP!**

How to Protect Yourself From Phishing

It's essential to be cautious when receiving unsolicited emails, messages, or calls. Verify the authenticity of requests for sensitive information, **use two-factor authentication (2FA) wherever possible**, and educate yourself and others about common phishing tactics to recognize and report phishing attempts.

New customers
receive the
first **two**
months
FREE!

Stay Safe While Working, Learning & Socializing From Home!

Our lives have increasingly moved online with so many people working, learning and socializing from home. Cyber attacks have also picked up so it is important to take precautions to keep your family safe.

Tech Home can help! Tech Home plans cover multiple devices in your home with anti-malware, cloud file backup and a password manager. All 3 plans have 24/7 product support, plus Tech Home Support includes premium tech support to help you resolve tech issues.

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