



# THE Connection

## OWNED BY OUR MEMBERS, COMMITTED TO OUR COMMUNITIES

National Cooperative Month is celebrated in October, and this year's theme is "Cooperatives: Owned by Our Members; Committed to Our Communities". As we highlight coop month, 2023 marks an extra special year for GBT's member-owned cooperative as we celebrate our 70th anniversary. It's exciting for all of us at GBT to celebrate this Platinum anniversary, but also express that celebrating 70 years is more than just a monumental number for the cooperative!

As a cooperative, GBT's mission is to serve all our customers with the most reliable and advanced technology, regardless of the location of their home or business. Because we are a cooperative, we are not driven by profit or by trying to make our stock price go up; we make decisions based on what is going to be best for our member-owners and the sustainability of the cooperative. As a cooperative, we believe and take pride in ourselves providing a high level of customer service with our easy accessibility and response time to anything that comes up. It is unfortunate to hear from customers who have switched to GBT to learn that with their previous communications provider, they have gone weeks without a service working! Being a cooperative means being involved in the community by donating, volunteering, and serving the many amazing events and activities throughout our communities with our time and financial support. Most importantly, being a cooperative isn't about selling our services; it's about partnering with our local governments, hospitals, financial institutions, schools, businesses, and all our customers to provide a means so everyone can be successful, whether it's for your work, life, or entertainment purposes.

## GET \$5 WHEN YOU TAKE OUR CUSTOMER SATISFACTION SURVEY

In our mission to be a partner with all our customers and strengthen the area we serve, we need your feedback!

It's important for us to know the areas we excel in and areas where you, our partners and members, would like us to improve on. We are asking all customers to take our customer satisfaction survey and give us your feedback!

The survey can be found on our website at [www.gbta.net/customer-satisfaction-survey](http://www.gbta.net/customer-satisfaction-survey) and will be available from October 1st through October 15th. If you complete the survey, we will apply a \$5 bill credit to your account just to say thank you. We look forward to hearing from you!



# SAVE MONEY AND TIME: QUICK TIPS FOR PAYING YOUR GBT BILL

*In today's fast-paced world, time and money are valuable commodities. We understand the importance of both, which is why we've introduced a range of convenient options for you to pay your bills more efficiently. By taking advantage of these simple tips, you can save both money and time!*

## **Auto-Pay and E-Bill Combo: Save \$5 per Month**

One of the easiest ways to save money on your GBT bill is by signing up for Auto-Pay and E-Bill services. Here's how it works:

**Auto-Pay:** When you enroll in Auto-Pay, your monthly bill amount is automatically deducted from your chosen payment method on the due date. This not only ensures that you never miss a payment but also saves you the hassle of manually processing payments.

**E-Bill:** With E-Bill, your monthly statement is delivered directly to your email inbox. Say goodbye to paper bills and hello to a clutter-free mailbox. Plus, it's environmentally friendly!

**Combining Auto-Pay and E-Bill is a win-win for GBT customers. Not only does it make bill payment effortless, but it also rewards you with a \$5 monthly discount. Over a year, that's a significant saving of \$60!**

## **Payment Flexibility with the GBT Website and Mobile App**

In today's digital age, convenience is key. GBT recognizes this and offers two user-friendly options for making payments:

**GBT Website:** Visit the GBT website from your computer or mobile device. Log in to your account, view your bill, and make a payment with just a few clicks. The website is designed for ease of use, ensuring a smooth payment experience.

**E-Bill Mobile App:** For those who prefer to manage their accounts on the go, GBT provides a dedicated E-Bill mobile app. Simply download the app to your smartphone or tablet, log in, and access your bill anytime, anywhere.

**These digital payment options allow you to pay your GBT bill at your convenience, whether you're at home, in the office, or on the move. No more waiting in line or worrying about office hours.**







## STAY INFORMED, STAY PROTECTED: BROWSER HIJACKS AND YOU

October is Cybersecurity Awareness Month, and GBT's IT/Computer Repair Department wanted to share the following scenario which they see on a weekly basis from our customers--

Mr. and Mrs. J brought in a laptop stating they were locked out of it. After performing the normal troubleshooting (scans, etc), GBT Technician Rich called them as he saw no indication of it being locked. Mr. J stated there was a "popup" screen which stated they were locked out of their computer and to call a phone number, which is a typical browser hijack. The customer did NOT call the number (correct action to take—NEVER call a number that pops up on your computer screen) and shut the computer down.

In most cases, a simple reboot of your computer is all it takes to disable a browser hijack attack. If you receive a suspicious email or popup on your screen, STOP—TAKE A BREATH—AND THINK. Do you really believe Microsoft or any other company knows or cares that your computer has a virus? If you experience one of these browser hijacks and are concerned about damage or are unable to clear it, call someone local--call GBT!



Article By: **Rich H**  
Computer / Network Sales &  
Service



## GET TO KNOW YOUR GBT NEIGHBOR

*Beau, General Manager*

### Tell us about yourself and how you got to GBT?

*I grew up in Ness City and my family has been long time residents of the county. My grandfather was a grain cooperative manager in Beeler, and I am very honored to follow a similar career path. My secondary education took me to Fort Hays State University where I graduated with a bachelor's degree in Marketing and master's degree in Business Administration. While I was getting my master's, my predecessor Gerald Washburn recruited me to GBT. I am thankful that he gave me an opportunity to join GBT and make it possible to work and play in the same area I call home!*

*I tackle everyday with my wife Holly (also a former Eagle), and my two kids Brynn and Jaxson. Some of the best advice I received and something I try to live everyday by, is remembering the 3 F's. My Faith, Family, and Friends!!*

### What are you most excited about in your day-to-day?

*For me, it is the strategy part of the job and looking at the long-term plan of the Cooperative. There are many challenges where we operate in terms of density and federal funding that play critical components in the affordability, reliability, and sustainability of the network. It is working with the Board of Directors and staff to maintain the health of cooperative and deliver the performance our members need.*

### What are your work highlights of the past year?

*The Cooperative is celebrating its 70th Anniversary which is a testament of past leadership. At the end of the year, GBT will have connected every member with a fiber connection; this is an accomplishment that I didn't know was achievable a decade ago, but was always a goal of the Board of Directors. Finally, is being awarded a grant to connect residents and businesses in rural Pawnee County. This was a discussion several years in the making and partnering with the county we were able to make it happen. GBT is currently working on delivering fiber Internet to every rural person in the county.*

### If you could say one thing to all GBT customers what would it be?

*I would thank them for their confidence, support, and patronage. The GBT staff is an incredible group of individuals that are very passionate, motivated, hard-working, and take a lot of pride in delivering services to our patrons!*

# NAVIGATING TV NETWORK AGREEMENTS

As we've now entered October, thoughts turn to Fall activities. What I love most is Fall brings cooling temperatures, football, the end of yard work, and no more bugs on my windshield! But there is one activity that is my least favorite, and that is contract negotiations with TV networks, such as ABC, NBC, CBS, Fox, Bally Sports, Big 10, etc. These networks routinely ask for significant rate hikes to continue to carry the channels our customers watch. We try our best with our partners to limit these increases, our position is one of limited push back and if we do not oblige, can lead to a channel going dark, meaning that they will temporarily take the negotiated channel offline for us until terms are agreed to. It can also mean that we agree to pay the increased rate, even though it is our desire to minimize these increases and keep the channels live.

Unfortunately, we have to pass along the programmer rate increase to you, the consumer subscriber.

Subscribers often think that the cooperative is making a lot of money on TV because it is the highest- priced service you subscribe to. However, it is the cooperative's objective to not lose money or just break even on this service.

What drives these increases you ask? Well, every major sports negotiation that results in a network carrying games usually comes with a larger contract, and a higher cost to us and you the consumer. Or, when a network has a very popular show or an exclusive event, we will see that network ask for more at the next contract negotiation. Again, we will continue to try and limit these increases. Our goal is to be transparent with our members to make you aware of the potential increases, and why. Our team will bring you updates as contract negotiations progress with the networks.

- Beau Rebel, GBT General Manager

## Recipe of the Month:



### Easy Vegetable Beef Soup

*It's chock-full of colorful veggies, filling ground beef, and the most delicious broth ever. Serve it up with a nice crusty bread for dipping and lunch is served!*

#### - Ingredients

- 1 yellow onion
- 2 cloves garlic
- 2 Tbsp olive oil
- 1 lb. ground beef (\$6.49)
- 1 russet potato (about ¾ lb.)
- 1 28oz. can diced tomatoes
- 1.5 tsp Italian seasoning
- ¼ tsp freshly cracked black pepper
- 4 cups beef broth
- 2 Tbsp Worcestershire sauce
- 12 oz. frozen vegetables (corn, carrots, green beans)
- salt to taste

#### Directions

1. Dice the onion and mince the garlic. Add the onion and garlic to a soup pot along with the olive oil. Sauté over medium heat until the onions are soft and translucent.
2. Add the ground beef to the pot and continue to sauté until the ground beef is cooked through. If using a higher fat content ground beef, you can drain the excess fat, if you prefer.
3. While the beef is cooking, peel and dice the russet potato into ½-inch cubes.
4. Add the cubed potatoes, diced tomatoes (with juices), Italian seasoning, pepper, beef broth, and Worcestershire sauce to the pot. Stir to combine.
5. Turn the heat up to medium-high and allow the soup to come up to a boil. Once boiling, turn the heat down to medium-low and let the soup simmer for about 10 minutes, or until the potatoes are fork-tender.
6. Add the frozen vegetables to the pot and allow the soup to come back up to a simmer. Simmer the vegetables in the soup for about five minutes.
7. Finally, taste the soup and add salt to help the flavors pop. Start with ½ tsp, if desired, and add more until it reaches your desired level.



785-372-4236  
www.gbta.net

**Ellis**  
101 W 9th | Open: Mon., Wed., Fri.  
8 am - 12:30 pm; 1:30 pm - 5 pm

**Ness City**  
114 W. Main | Open: Mon.-Fri.  
8 am - 5 pm

**St. John**  
602 N US Hwy 281 | Open: Mon.-Fri.  
8 am - 1 pm; 2 pm - 5 pm

**Larned**  
122 W. 5th | Open: Mon.-Fri.  
8 am - 11:30 am; 12:30 pm - 5 pm

**Rush Center**  
103 Lincoln St. | Open: Mon.-Fri.  
8 am - 5 pm



## The Connection

If you have questions or comments about this newsletter or any of our services, please email us at [marketing@gbtlive.com](mailto:marketing@gbtlive.com)

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