

BUSINESS

# connections

## Ashe Pediatrics Wants Patients and Parents to Feel Comfortable



*Pictured L to R: Brent Keith, SkyLine Strategic Sales Supervisor; Pam Roark, Ashe Pediatrics Office Manager; Sheila Driver, Pediatric Nurse Practitioner and Ashe Pediatrics Owner; Craig Poe, SkyLine Field Services Technician; Travus Lovell, SkyBest Senior Security Technician.*



Add Emergency Services to Your Holiday List **3** // SkyLine Sponsors Rise & Shine Food Drive **3**

Business Spotlight: Ashe Pediatrics **4** // Sign Up for Total Connect, Get Six Months Free **5**

Large and Small Disasters Can Disrupt Your Business **6**



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## BUSINESS connections

### What comes to mind when you hear the word “security”?

For some, it means protection against intruders or disasters in the home or office. For others, it means having reliable responders in the community in an emergency. In this issue of *Business Connections*, we explore how you can contribute to the security of your company and your community.

On page 3, you’ll find a suggestion to **Add Emergency Services to Your Holiday List** by earmarking some of your holiday donation dollars for them. We also review our **Rise & Shine Food Drive**, which took place in September and October, and focused on getting much-needed breakfast foods to area food pantries.

On pages 4 and 5, our Business Spotlight highlights **Ashe Pediatrics**, a practice that goes above and beyond to make patients comfortable. Owner Sheila Driver ensures patient and staff security with the Total Connect security system from SkyBest.

Finally, on pages 6 and 7, look for helpful information about how **Large and Small Disasters Can Disrupt Your Business** and what you can do to prevent them.

Let us know how we can meet your business’ security needs. Just call or stop by any time; we’ll be happy to help.

I’d like to close this letter by wishing you a Merry Christmas and Happy New Year. SkyLine/SkyBest looks forward to meeting the security and communications needs of your business in 2015.

Sincerely,

Jimmy C. Blevins  
Chief Executive Officer



Photo by Todd Bush, www.bushphoto.com



# Add **Emergency Services** to Your Holiday List

*These life-saving organizations need your support*

If you're looking for places to spread holiday cheer this season, there are many options available, including local volunteer organizations and charities. Your company may already have a list of organizations it regularly gives to. This year, think about also supporting the folks that keep the community safe during disasters: emergency services organizations such as Volunteer Fire Departments (VFD), Volunteer Fire/Rescue Departments (VFRD) and Rescue Squads. Here's a list of some local groups for your reference:

## **Alleghany County**

### **Glade Creek VFD**

P.O. Box 39, Ennice, NC 28623

### **Laurel Springs VFD**

P.O. Box 21, Laurel Springs, NC 28644

### **Piney Creek VFD**

500 Piney Creek School Rd,  
Piney Creek, NC 28663

### **Sparta/Alleghany VFD**

P.O. Box 365, Sparta, NC 28675

### **Alleghany Rescue Squad**

P.O. Box 351, Sparta, NC 28675

## **Ashe County**

### **Creston VFD**

P.O. Box 9, Creston, NC 28615

### **Fleetwood VFRD**

P.O. Box 55, Fleetwood, NC 28626

### **Glendale VFD**

P.O. Box 61, Glendale Springs, NC 28629

### **Jefferson VFRD**

P.O. Box 97, Jefferson, NC 28640

### **Lansing VFRD**

P.O. Box 176, Lansing, NC 28643

### **New River VFRD**

6067 NC Hwy. 16 North, Crumpler, NC 28617

### **Pond Mountain VFRD**

6038 Joines Road, Creston, NC 28615

### **Todd VFRD**

P.O. Box 75, Todd, NC 28684

### **Warrensville VFRD**

P.O. Box 207, Warrensville, NC 28693

### **West Jefferson VFD**

P.O. Box 1631, West Jefferson, NC 28694

### **Ashe County Rescue Squad**

420 Mt. Jefferson Road, Jefferson, NC 28640

## **Johnson County, TN**

### **Shady Valley VFD**

10114 Hwy. 421 N, Shady Valley, TN 37688

## **Avery/Watauga County**

### **Banner Elk Fire Rescue**

345 Shawneehaw Ave. Banner Elk, NC 28604

### **Beech Mountain VFD**

P.O. Box 436, Banner Elk, NC 28604

### **Boone FD**

P.O. Box 192, Boone, NC 28607

### **Cove Creek VFD**

P.O. Box 251, Sugar Grove, NC 28679

### **Fall Creek VFD**

4296 Beech Mountain Rd., Elk Park, NC 28622

### **Foscoe VFD**

9230 Hwy. 105 South, Banner Elk, NC 28604

### **Seven Devils VFD**

1356 Seven Devils Rd., Seven Devils, NC 28604

### **Shawneehaw VFD**

171 Rominger Rd., Banner Elk, NC 28604

### **Zionville VFD**

P.O. Box 6, Zionville, NC 28698

### **Watauga Rescue Squad**

P.O. Box 3394, Boone, NC 28607

## **SkyLine Sponsors Rise & Shine Food Drive**

During September and October, SkyLine held its inaugural breakfast food drive. SkyLine joined the Cooperative Council of North Carolina and other statewide co-ops organizing food drives as part of National Cooperative Month in October. SkyLine provided insulated "Rise & Shine to Fight Hunger" grocery totes and invited board members, employees and community members to fill them with non-perishable breakfast items such as oatmeal, whole-grain cereals, hot cereals, pancake mixes, granola bars, syrup, fruit juice packs, jam, hot chocolate and coffee.

After items were dropped off to SkyLine, they were delivered to area food pantries including the Solid Rock Food Closet, Ashe Outreach Ministries, Second Harvest Food Bank of Northeast Tennessee Mobile Food Pantry (Shady Valley Baptist Church), the Hunger and Health Coalition and Reaching Avery Ministry. This effort reflects the seventh cooperative principle, which is "concern for community." SkyLine and its employees strive to honor this principle by being active in community support and outreach throughout the calendar year.



**These groups may not be as visible as other charity organizations but they need your help just as much.**

# Ashe Pediatrics

*Little extras make a big difference for quality pediatric care*



Office Manager Pam Roark with patients Steven and Brandon and their mother Gina.

Photo by Todd Bush, www.bushphoto.com

Ashe Pediatrics provides ideal pediatric medical services, but the practice also goes above and beyond to help patients and their parents feel more comfortable. For example, says Pediatric Nurse Practitioner and Owner Sheila Driver, “We know all the kids’ names and their siblings’ names.” Each exam room is decorated specifically for kids; including themes like Mickey Mouse, Winnie the Pooh, and princesses, just to name a few. The office has a total of eight exam rooms, including a new baby room for nursing mothers. “The décor helps patients feel at home,” explains Driver.

### Caring for Patients and Parents

Ashe Pediatrics offers a sick walk-in session each weekday between 8:00 and 9:00 a.m., with no appointment needed. Driver says, “This way, parents can decide what they need to do for the day.” When parents call after hours, they don’t get an answering service; they get Driver’s mobile phone number. In addition, Ashe Pediatrics performs testing and screening tools that other offices in the area might not, including a (PFT), ADHD Quotient testing, developmental, emotional and behavioral checklists. Some of these screening tools are specifically targeted for mental health issues. “Not only do we care for the physical care of the child, but for the emotional being of the child as well.”

The practice has achieved Certified Medical Home, Level 3, which is the highest level for Blue Cross/Blue Shield. Driver tries to help patients, who are aged 0 to 22, to understand how to take care of their illnesses and also how to prevent them the next time around. She and her staff strive to make patients feel welcome and not rushed. The practice never turns any patient away and tries to keep them out of the emergency room as often as possible.

The office has been in business for a little over five years and has nine employees: Driver herself; her husband Allen, who serves as Chief Financial Officer; an office manager; a receptionist; and five medical assistants. Driver decided on a medical career because she loves kids and used to feel helpless during emergencies, wanting to be able to help. She loves watching the kids grow up.

### Keeping the Office Safe and Secure

To maintain security within the practice, Ashe Pediatrics has used Total Connect from SkyBest for nearly two years. Driver comments, “This service offers great security for us. We don’t have controlled substances in the office, but we do have vaccines worth a lot of money in the refrigerator at any given time. We also have 20-plus computers with a server that includes all of our patient data. Anyone seeing the security cameras is not likely to come in and steal. In addition, the cameras help protect the staff in the parking lot as they arrive and leave each day. I can view what’s going on in and around the office any time I’m not there.”

The office also recently had a new ESI phone system

installed by SkyLine/SkyBest with new features, including a headset that allows the front desk receptionist to move around throughout the office. The new system also includes programmable frequently-used phone numbers, efficiency features and a more modern look.

Strategic Sales Supervisor Brent Keith notes, “Sheila Driver and all of the folks at Ashe Pediatrics work hard for our community. Knowing they needed a system that could keep up with their demanding communications needs, SkyLine/SkyBest installed the latest digital/IP system available from ESI. This new business system equips them with the tools to keep their office running smoothly, both now and in the future.”

Ashe Pediatrics also has fiber Internet service from SkyLine/SkyBest. “Our fiber-optic network provides the fastest speeds of Internet available in the area—up to 1 Gbps,” Keith says.

**The staff is always really nice. They listen and help us in any way they can.”**

— SHEILA DRIVER, PNP AND OWNER, ASHE PEDIATRICS

### Enjoying Peace of Mind

Driver notes that the service from SkyLine/SkyBest has been excellent. She adds, “The staff is always really nice. They listen and help us in any way they can. I also have their Internet service at my home.” Office Manager Pam Roark adds, “If we have any kind of problem at all, we call and help from SkyLine/SkyBest is here immediately. We have their mobile phone numbers, so we know we can reach them whenever we need to. They always stick around to make sure everything is working and go over questions with us.”

Travus Lovell, Senior Security Technician for SkyLine/SkyBest, shares some additional benefits of Total Connect: “It records events and lets the owners know who’s there after hours. It sends email notification and the owners can disarm the security system for authorized personnel to gain access to the office. Customers who use this service most appreciate that they can arm or disarm the system from anywhere, using their phone. It’s easy to install, with no wires involved. It gives them peace of mind.”



Senior Security Technician Travus Lovell shows Sheila Driver how to use Total Connect on her cell phone, and desktop computer.



SkyLine Field Services Technician Craig Poe works with Sheila Driver on their new ESI phone system.

Photos by Todd Bush, www.bushphoto.com.



## Sign Up for Total Connect and Get Six Months Free

Ever wish you could be in more than one place at a time? We can't create a clone but we can keep you connected to your business while you're away. With Total Connect from SkyBest Security, receive alerts on your mobile device when certain events happen, such as someone trying to gain access to your office, an alarm going off or if you forget to arm the security system. Get six months of Total Connect FREE\* and add video monitoring for only one dollar when you sign up for SkyBest Security. We'll even waive the \$270 installation charge. With an offer like this, who needs a clone?

For more information, visit [SkyBestSecurity.com](http://SkyBestSecurity.com).

\*Restrictions apply. Service available in NC only. Installation and registration of system must be completed no later than December 30. Required basic monitoring not included in free offer. Three-year service agreement required.



# LARGE and Small Disasters Can Disrupt Your Business

*You absolutely, positively need a business continuity plan*



Whenever there's a disaster in the headlines, whether a building fire or severe weather, it serves as a dramatic wake-up call regarding the necessity of having a business continuity plan in place. You may ask yourself, "What if our business had been in the affected area? Would it have been able to keep functioning?"

## Common and Crippling Events

While large disasters get most of the attention, smaller and more common events can be equally crippling to your business. They may include:

- Water main break
- Accident/crime scene that blocks entrances
- Asbestos/hazardous waste issue
- IT service outage from a key supplier
- Water leak in server room
- Server failure
- Lightning strike
- Internal sabotage or embezzlement
- Cut fiber line
- Power outage

Given the potential impact of events like these, you may think most businesses have a business continuity plan. Unfortunately, that's not the case. The U.S. Small Business Administration notes on its website, "Small business owners invest a tremendous amount of time, money and resources to make their ventures successful, yet, many owners fail to properly plan and prepare for disaster situations." According to the Federal Emergency Management Agency (FEMA), within two years after

Hurricane Andrew hit Florida in 1992, 80 percent of affected companies without a business continuity plan went out of business.

## What Does Business Continuity Really Mean?

The Business Continuity Institute, which offers worldwide education and training, defines business continuity as "the capability of the organization to continue delivery of products or services at acceptable predefined levels following a disruptive incident."

You can also think of it this way: Business continuity is a **proactive** plan to avoid and mitigate risks associated with a disruption of operations. Disaster recovery is a **reactive** plan for responding after an event.

## Business continuity includes three key elements:

- 1. Resilience** – Critical business functions and the supporting infrastructure are designed and engineered in such a way that they are materially unaffected by most disruptions, for example through the use of redundancy and spare capacity.
- 2. Recovery** – Arrangements are made to recover or restore business functions that fail for some reason.

**3. Contingency** – The organization establishes a generalized capability and readiness to cope effectively with whatever major incidents and disasters occur. Contingency preparations constitute a last-resort response if resilience and recovery arrangements should prove inadequate in practice.

Business continuity planning is the process of identifying an organization's exposure and risk factors—both internally and externally—and developing an effective approach to mitigating that risk and exposure to maintain business as usual, or at acceptable levels determined by the organization.

### How to Start Planning

If you don't have a business continuity plan, start by identifying the top two or three risks to your business—the things that would make it difficult or impossible for you to continue working—and discuss strategies to overcome them.

These risks will vary depending on the size and type of business. For example, a manufacturer might consider their supply chain to be their largest risk, so their business continuity plan would include factors for mitigating that risk with alternate suppliers, multiple shipping partners and methods, etc. On the other hand, an accounting business might be most concerned with its IT infrastructure and databases, carrier network reliability and alternate locations for its people to work in the event of a catastrophic event. In this case, relocating critical processing to a data center and allowing people to access those systems from anywhere might be part of its business continuity plan. In general, most business continuity plans will need to address capturing and maintaining customer databases, inventory, accounting and historical information as well as communications issues.



## Ask Questions Now to Avoid Troubles Later

As you develop your business continuity plan, ask yourself these questions:

- What happens to your business if you and your employees can't get into your facility for a few days?
- Without access to the building, can you communicate with customers, employees and vendors?
- Can your phone calls be rerouted to alternate numbers?
- Can your employees work from home or an alternate location?
- Will remote workers have access to essential company data and applications?
- If you possess critical systems, can they be maintained remotely?
- Is your data backed up?
- Are your servers vulnerable to water or fire damage?

Your answers will help you identify steps to take to keep your business functioning despite big or small disasters. As Benjamin Franklin once said, "If you fail to plan, you are planning to fail."





# SkyBest TV

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*-Brent Pitts  
Owner of 'Tis the Season*

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Pictured L to R: Audrey Brooks and Brent Pitts

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