



2024 Annual Meeting

74th Annual Meeting to be held on Wed., Sept. 25th

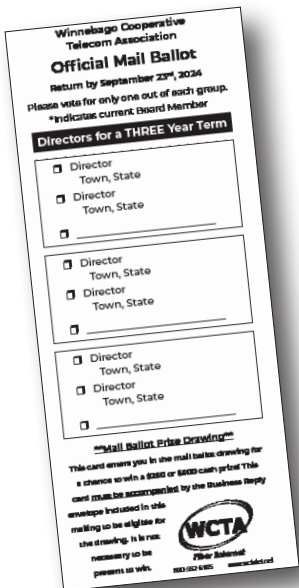
WCTA's 74th Annual Meeting will be held on Wednesday, September 25, 2024 at 9:30am. It will be held at the WCTA corporate office in Lake Mills, Iowa. This year's Annual Meeting will be a brief business meeting and will not include attendance prize drawings or refreshments.

The mail ballot will be sent in a separate envelope. The mail ballot must be returned in the designated mail ballot envelope and received in our office by the end of day on Monday, September 23, 2024. Ballots will not be accepted after this date.

There will be two mail ballot prize winners! The winners will be contacted after the Annual Meeting to arrange delivery.

In 2023, WCTA shifted our focus from the Annual Meeting to a more member-oriented event, with our 1st Annual Member Appreciation Day. It was a resounding success, with incredible attendance! We are filled with gratitude that we had the opportunity to spend an evening celebrating our members and want to thank each of you for being a valued member of our cooperative.

We hope you will join us again at this year's Member Appreciation Day, on Wednesday, September 11, 2024 from 4:00-7:00pm at Friendship Hall in Forest City, IA!



Watch for the ballot which will be mailed to you next week. Ballots must be received in our office by end of day on Monday, September 23rd. Ballots will not be accepted after this time.

Reminder!
This is a business meeting. For attendance drawings and a meal, join us at Member Appreciation Day on Sept. 11th from 4-7pm at Friendship Hall in Forest City, Iowa.

Be Sure to VOTE!

Winnebago Cooperative Telecom Association

704 East Main Street Lake Mills, Iowa

www.wctatel.net 800-592-6105 wcta@wctatel.com

Directors' Report



L to R: **Mark R. Johnson**, President | **Nancy Moglestad**, Director
Dale Meinders, Vice President | **Curt Helland**, Director
Shanan Redinger, Director | **Larry Foley**, Director
Not Pictured: **Mike Stensrud**, Secretary/Treasurer

2023 was another year of success for WCTA! Thank you to each of our members and employees for making that possible. Serving our members is the reason we exist, and our employees make it happen. Our role as the board is to set policy and govern the cooperative to serve the membership.

Member Appreciation: In 2023, WCTA hosted our 1st Annual Member Appreciation Day event. With a shift from a longer, more formal Annual Meeting to what is now a brief business meeting, we were able to put more focus on Member Appreciation Day. This gave us the opportunity to celebrate and interact with our members in a casual setting, with delicious food and wonderful prizes. We had a spectacular turnout last year, with over 1,000 attendees! We hope you enjoyed your time with us and felt our appreciation for your continued membership in our Cooperative. We are grateful for all our members who have contributed to our success throughout the years. We will have our 2nd Annual Member Appreciation Day on September 11, 2024, from 4-7pm at Friendship Hall in Forest City, Iowa. Join us for a meal and several fun prize drawings! We welcome you all to come and spend time with your WCTA representatives.

Communications 1: WCTA is excited to announce a partnership between WCTA and WCCTA (Webster-Calhoun Cooperative Telephone Association) in the co-purchase of Comm1 (Communications 1) that was effective on July 1, 2024. WCCTA is positioned south of Comm1, serving several communities just outside the Fort Dodge, Iowa, area including Pilot Mound, Churdan, Moorland, Clare, Duncombe, and Lake City. Comm1 provides fiber internet, phone, and digital cable TV services, as well as streaming support to the northern Iowa communities of Belmond, Britt, Eagle Grove, Humboldt, Kanawha, Renwick, and more. With our combined territories, WCTA, WCCTA, and Comm1 cover an expansive area in north central Iowa and share exchange boundaries.

We are thankful for the support our members have given us to make this change successful for all parties. We believe this transaction has allowed more open communication between the three companies and increased collaboration among management and staff. Comm1 has continued to operate under their own name to provide the same familiar, high-quality service and customer support.

Construction Update: WCTA always looks to extend our Fiber internet to more members and communities. Over the past year, we have successfully completed several fiber optic

network projects. We're excited that we've begun to sign up customers in the newly built areas of Alden and Kiester, Minnesota, as well as Mason City, Manly, and Ledyard, Iowa. Our multi-year project in Albert Lea is also progressing smoothly. The 2023 construction phase has been completed, and we are thrilled to welcome new customers from that area. Looking ahead, our 2024 construction plans for Albert Lea are advancing as expected, and we anticipate this phase of the multi-year project will be complete by the end of the year. These new connections show our commitment and dedication in providing superior high-speed Fiber internet to new and existing service areas.

With these latest additions, we are proud to announce that we have met and sustained a milestone of 10,000 members! This growing customer base allows us to look into the future and stay ahead of our members' needs to continue to deliver first-class connectivity and customer service and give more communities the chance to benefit from the fast and reliable service that WCTA is known to offer.

Re-Connect: WCTA will always search for new opportunities to provide our members with fast, reliable, and stable fiber optic internet services through Federal or State broadband funding. The U.S. Department of Agriculture (USDA) Rural Utilities Service (RUS) provides loan and grant funding for broadband buildout projects across rural America through their Rural eConnectivity Program (ReConnect) to aid in the economic development of rural areas. WCTA's ReConnect-3 application for \$12,556,772 grant and \$12,556,772 loan was approved. We are excited to begin construction and expand our fiber optic broadband services to new members.

Dividend Payment: The board approved a dividend payout of \$2 million. The dividend refund is a result of the efficient operation of your Cooperative and is based upon the amount of deferred patronage dividend allocations for the years 2000, 2001, and 2006. The payments represented 100% of the remaining deferred dividends for the year 2000, along with 46.65% of the allocated dividends for the year 2001, and 31.5% of the allocated dividends for the year 2006. We printed nearly 8,800 checks for the 2024 retirement.

We are grateful for the ability to provide our members with first-in-class Fiber Internet, TV, and phone services. Thank you for the continued trust you put into the cooperative, the board, and our staff. We never take it for granted.



CEO's Report

Modernizing our Packages, Member Survey Results, and More!

Modernizing our Packages:

The digital landscape is constantly changing and WCTA strives to provide our customers with services that keep pace with their ever-changing needs. Traditional internet packages often include bundled services that aren't necessarily a fit for every customer. To address this, WCTA transitioned from traditional packaged internet plans to

tiered speed-based plans to accommodate varying customer demands, and to simplify the plan selection experience. The Bronze, Silver, and Gold tiers make it easier for customers to select the plan and additions that are more aligned with their specific needs, ensuring customers only pay for what they will use – from the lightest Internet users, to the highest. For instance, our Bronze plan might be a good fit for a casual user who does basic browsing while our Gold plan might be best for heavy Internet users, such as gamers, or those who frequently stream HD content.

Parallel to this shift is the widespread focus on streaming TV as opposed to traditional cable. As such, WCTA is now offering streaming-based TV solutions in place of cable TV. Embracing TV via streaming over conventional cable aligns with current TV trends and gives more flexibility to our customers on how they will receive the service – whether via the Amazon Fire Stick that we recommend, or over a different means. These steps move towards modernizing WCTA's offerings for enhanced flexibility and personalization in how you choose to interact with our services.

Member Survey Results: Thank you to all our valued members for participating in our Net Promoter Score (NPS) survey earlier this year. The NPS survey is a way to gauge customer loyalty and satisfaction; our goal was to ensure that we are exceeding your expectations, and to find what areas we may need to improve in. The broadband industry standard, on a scale of -100 to 100, typically lands between 0 to 20. WCTA scored a whopping 73! Your feedback is invaluable, and we were thrilled to see such positive results.

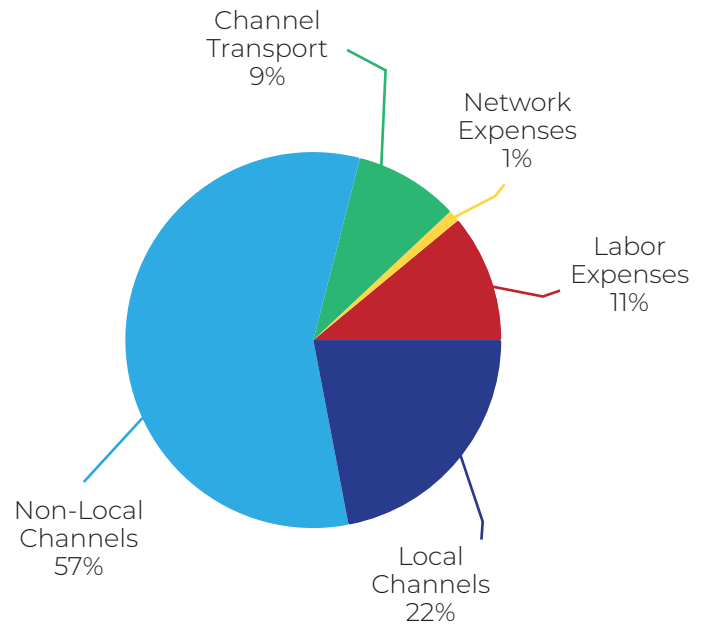
We are happy to hear that our efforts to provide excellent service are felt, and your high ratings are a testament to the hard work and dedication of our team. We are committed to taking all your feedback to refine our processes and provide the best possible service with minimal interruptions. Your satisfaction is our top priority, and we are grateful for your trust and support as we continue to serve you. Thank you once again for taking time to fill out this survey, and for being an integral part of our membership!

TV Expenses Explained: Television expenses can vary significantly depending on the channel provider. Local TV providers, like WCTA, incur substantial cost to offer a wide range of channels to our customers. These costs are determined by a variety of factors and directly related to the rates our content providers charge WCTA to obtain these channels.

Most channels are carried due to "tying arrangements." Tying arrangements essentially mean to carry Channel A, we must also carry Channel B, C, and D. We are not able to choose channels on an individual basis. We would like to carry every

channel members want to see; we do our best to carry the most requested and popular channels, but these tying arrangements and contractual obligations may prevent us from adding requested channels. WCTA carefully considers how adding requested channels will contribute to the overall rate all members must pay, and if it's something most subscribers would want and/or benefit from.

Other costs related to the rate WCTA charges for TV can be attributed to channel transportation and related infrastructure, network expenses, and labor expenses. With these combined costs for WCTA, we do not profit from providing TV to our customers, but nonetheless try our best to provide exemplary TV service.



In closing, I'd like to thank our WCTA employees who work relentlessly every day to fulfill our commitment to our members and provide you with the services you expect and deserve. I also want to thank the Board of Directors for your commitment to our members and your guidance. Finally, thank you to our members for trusting us to serve you and for your encouragement for current and future projects. After all, if it weren't for our members, there wouldn't be a WCTA.

Don't Miss Out!

MAIL IN YOUR BALLOT FOR A CHANCE TO WIN ONE OF OUR MAIL BALLOT PRIZES!

\$250 CASH PRIZE

\$500 CASH PRIZE



Meeting Agenda

Wednesday, September 25th – 9:30AM

Call to Order & Roll Call
 Business Meeting
 Election of Directors
 Old & New Business
 Adjournment

Watch Your Mailbox

Your **BALLOT** will
 be mailed soon -
 Don't forget
 to **VOTE!**



WCTA Employees

Beenken, Nathan	Technician	Petersen, Dan	Technician
Boysen, Ross	Technician	Peterson, Zachary	Technician
Brock, Jesse	Construction Technician	Pins, Marty	Controller
Buhmann, Heather	Customer Support Specialist	Piper, Mike	Network Operations Technician
Casperson, April	Customer Support Specialist	Reichert, Brenda	Residential Solutions
Caylor, Clay	Business Systems Technician	Renneker, Rob	Operations Manager
Chodur, Deb	Customer Support Specialist	Rentz, Josh	Network Operations Technician
Christianson, Jody	Customer Support Specialist	Riles, Chaden	Engineer
Davis, Paul	Network Manager	Ringham, Jayne	Customer Service Manager
Ducommun, Chad	Operations Assistant	Rygh, Carson	Business Analyst
Eastvold, Tom	Network Operations Technician	Sabin, Logan	Technician
Eaton, Chris	Inventory/Purchasing Coordinator	Savoy, Steve	Network Administrator
Fitzlaff, Hanna	Customer Support Specialist	Stoneking, Aaron	Technician
Garver, Saige	Marketing Specialist	Swenson, Tyler	Construction Technician
Hagen, Sarah	Lead Customer Support Specialist	Tegland, Travis	Technician
Johnson, Aaron	Office Network Admin	Theisen, Austin	Technician
Joynt, Ryan	Operations Assistant	Thoma, Mark	CEO
Kesler, Ryan	Network Operations Technician	Thompson, Angie	Project Coordinator
Klebsch, Bob	Plant Administrator	Thompson, Scott	Construction Technician
Kloster, Chad	Field Operations	Thoreson, Eric	Accountant
Kroger, John	Regulatory Manager	Throne, Ashley	Customer Support Specialist
Lucas, Jason	Plant Designer	Walden, Logan	Technician
Neiber, Nick	Technician	Waller, Garrett	Technician
Niebuhr, Mark	Engineer	Willert, Trevor	Technician
Nitcher, Dylan	Technician	Wogen, Scott	Construction Technician
Pederson, Jeff	Business Solutions		



Fiber Internet



**THE #1 CHOICE FOR
 FIBER INTERNET!**

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