



May 5, 2020

Dear Valued Green Hills Customer,

The majority of communication sent out lately has been centered around the pandemic and for good reasons. This has truly been a time for us to come together as a community and we have been heartened by the everyday acts of courage and kindness we've witnessed over the past several weeks.

I'm writing today to share news of a different sort. There have been many great things happening at Green Hills Communications independent of our response to the pandemic. We've proudly served our communities for nearly seventy years, and I'm happy to report that we've been successful in positioning ourselves for even greater service for the next seventy years. Here is some good news:

New Brand Image – Our communication evolves as our services evolve

We have recently undergone the process of updating our brand. This is much more than simply updating our logo (which we think looks great!). *This is about authenticating what we stand for and providing a way for us to be accountable to you – and ourselves.* Through this process we affirmed our:

- **Brand Promise:** Community first. You can rely on us because you're our friends and neighbors.
- **Vision:** We will build a better future for our communities through innovation, technology leadership, and an unsurpassed customer experience.
- **Mission:** To provide the connections that empower our customers with the freedom to live, work, and conduct business throughout our communities.
- **Core Values:** We Build (Networks, Relationships, Trust, Experiences, Futures); We Serve (Members, Customers, Communities, One Another); We Embrace (Technology, Change, Accountability, Improvement, Opportunities).

ReConnect Grant – Connecting our communities

Earlier this year, we were awarded funding through the USDA ReConnect program, allowing us to move forward on a \$3.4 million Fiber-to-the-Premises (FTTP) expansion project in rural areas of Caldwell and Livingston counties. This exciting opportunity will provide fiber optic services to more than 400 unserved and underserved locations, including homes, farms, businesses, and critical community facilities. Videos from the ReConnect Ceremony, maps of our coverage area and frequently asked questions can be found on our website at Greenhills.net/reconnect.

National Award received from Smart Rural Community – We are leaders

Green Hills was awarded the Smart Rural Communities SM national award – one of the first providers in Missouri to receive this honor. This initiative promotes the development of broadband-enabled solutions for education, economic development, healthcare and more. Later this year, we will begin our *Smart Rural Tours*, presenting awards to each of our communities and highlighting some of the great ways businesses and government entities utilize broadband to enrich our communities. Follow us on Facebook (@GreenHillsComm) for highlights of the tour.

While it has been a trying time, it is also one of great excitement for our communities. We have greater opportunities than we've ever had before to connect to the world – and to each other – with cutting edge communication technologies. We look forward to serving you in the years ahead.

Sincerely,

David Adams

David Adams, General Manager

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