



Communication Workers of America's Frank Mathews (l) discusses Ohio's broadband coverage with CenturyLink's Tom McCullough at Connect Ohio's Technology Association quarterly meeting in Columbus on Sept. 25.

## New mapping technology improves analysis

Ohio will soon have a new tool for sharing broadband service and related data, attendees at Connect Ohio's Technology Association meeting learned on Sept. 25.

Wes Kerr, Connected Nation's senior manager of geographic information systems, demonstrated BroadbandStat, a Web-based framework for viewing, analyzing and sharing broadband service and related data.

"This solution is ideal for decision makers and planners who need to identify areas that are unserved or underserved by high-speed Internet and want to share that information on an intranet or the Internet," he said. The BroadbandStat solution features a dashboard-style display that provides

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## Connect Ohio research spurs Ohio stimulus applications

Nearly 2,200 state and local governments, businesses, nonprofit groups and other entities submitted applications in August totaling \$28 billion in loans and grants for projects that would expand broadband access. Almost four dozen different Ohio-based organizations submitted applications, while 78 out-of-state applications that included Ohio in the proposed service area were also submitted. Several Ohio-based applicants for broadband stimulus funds used Connect Ohio's research to bolster their applications.



JB-Nets, LLC, a wireless Internet provider, began building its service in 2002 and has grown to nearly 400 customers, including local businesses and community services in Gallia County.

Its last mile, non-remote area stimulus funding application targets the 3,070 Gallia County households

that remain unserved or underserved, including the 23.1 percent of the county population that lives below the poverty level. It requests a \$239,963 grant, as well as a \$559,517 loan.

If funded, the project would support high-speed remote physician access to Holier Hospital and Holier Clinic facilities. The project would also be able to support the high-speed broadband requirements for the Dan Evans Industrial Park and other property tracts in the vicinity adjacent to US Route 35, a heavily-traveled transportation route through Southeastern Ohio.

The project would also be able to support law enforcement services, utilities, such as Gallia County Water and Buckeye Rural Electric and advance projects such as wireless remote water meter reading and the electric company's SMART system, said Jacob Kline, principal of JB-Nets.

"It could also support volunteer fire departments in rural communities such as the Centerville Volunteer Fire Department. As part of the expansion, JB-Nets plans to extend not only Internet service, but Voice Over Internet Protocol (VOIP) services, Web/client based e-mail, graphic design services for Website development as well as Web and picture hosting services," he said.

JB-Nets is a small, local company founded in Gallia County. Although it was founded in 2002, it has been in the area since 1997.

It was originally known as Kline's Custom Computers and provided local computer repair. As their business grew over the next few years, so did its mission. "We began to focus less on the repair part and more on becoming an Internet Service Provider," Kline said.

"Connect Ohio's tools helped us in our application by giving us an easy way to document the unserved areas of southern Ohio that our project will address," he said. "We also provide service in Spring Valley and Green Valley in Ohio, as well as in Henderson and Point Pleasant, WVA."

The Village of New Albany, in northeastern Franklin County, applied to expand its fiber optic network into the newly-created Business Park East area of adjacent Licking County. The project would include connecting the local fire station, installing conduit, running fiber, installing a wireless network and making the system operational by building a point-of-presence facility.

"Connect Ohio served as an excellent resource for the Village of New Albany's broadband grant application," said Jennifer Chrysler, New Albany's director of community development. "The interactive broadband map on Connect Ohio's website was a great resource the village utilized to determine that our area was eligible for funding," she said.

A loan of \$828,364 would enable the village to serve businesses with fiber optic connections and also offer wireless service to local residents.

The New Albany Business Park, Ohio's largest planned corporate campus, is home to the international headquarters of Abercrombie & Fitch, Tween Brands and Commercial Vehicle Group. The campus, which runs adjacent to SR-161, also features Discover Financial Services, Aetna Life Insurance and the Mount Carmel New Albany Surgical Hospital, Ohio's only orthopedic surgical hospital.

The village offers some of the most aggressive incentive packages, amenities and development services available in central Ohio, including 15-year, 100 percent tax abatements, a fiber optic network, a technology incubator, redundant power system capabilities, shovel-ready sites and a streamlined planning process.

"Connect Ohio helped our application by providing free Webinars educating village staff on how to strengthen our application and Northwest Region Field Director Brad McMillen provided constant help and enthusiasm which encouraged and assisted us throughout the application process," Chrysler said.

## New mapping technology improves analysis

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BroadbandStat, developed in partnership with GIS industry leader ESRI, gives planners and decision makers a common operating picture and the tools necessary to perform work related to the current and changing broadband landscape.

an interactive map and options that make it easy to combine data in different ways for viewing and analyzing.

Planners and decision makers can benefit from having access to a shared operating picture and using geospatial analysis tools for identifying areas that are unserved and underserved by broadband. They can also use BroadbandStat to evaluate the impact of proposed broadband projects and monitor the effects of changing coverage.

For example, the application makes it possible to combine broadband coverage data, broadband adoption statistics, and demographic information to identify where digital divides and other barriers to broadband adoption exist.

The BroadbandStat application will be available on Connect Ohio's Web site in the next few weeks. For more information, visit [www.esri.com/bbstat](http://www.esri.com/bbstat)

## Connect Ohio names two new staff members

Two new staff members have recently joined the Connect Ohio team.

Don Shirley is Connect Ohio's new field director for Ohio's southeast region. He replaces former field director Gary Lambert. Don brings 25 years in telecommunications technology and 10 years communications experience from the US Army to Connect Ohio.

He most recently served as director, strategic alliances for Spinvox, a London-based technology solution provider. In addition, he has served as director, product marketing, Next Generation Services for Powernet Global Communications and as a senior product manager, business marketing for Cincinnati Bell. He holds a B.A. in political science with a minor in business administration from The Citadel in Charleston, SC.

Don will be working with stakeholders in the following counties: Athens, Belmont, Carroll, Columbiana, Coshocton, Gallia, Guernsey, Harrison, Jackson, Jefferson, Lawrence, Meigs, Monroe, Morgan, Muskingum, Noble, Perry, Scioto, Tuscarawas, Vinton and Washington. You can reach Don by e-mail at [dshirley@connectohio.org](mailto:dshirley@connectohio.org) or by telephone at 513-668-2222.

Rachelle Takach joins us as a public affairs intern. She provides support for communications and administrative projects and assists with coordination and execution of special events. She is a senior at Capital University,



Don Shirley



Rachelle Takach

where she plans to graduate in December 2009 with a Bachelor of Arts in public relations and minors in marketing and management. Rachelle most recently served as web marketing assistant for [manageyourbar.com](http://manageyourbar.com) where she created e-mail newsletters, maintained Web site information and created promotional materials. In addition, she served as marketing assistant at Payex, where she was responsible for implementing Web promotion techniques, conducting market research and developing content for web sites.

Rachelle currently serves as president of Capital University's Public Relations Student Society of America chapter and is a member of the International Special Events Society.

## FCC continues work on national broadband plan



Tom Fritz  
Executive Director

The American Recovery and Reinvestment Act of 2009 (ARRA) includes a provision requiring the Federal Communications Commission to develop and deliver a report setting forth a national broadband plan (NBP) to Congress within a one-year time period.

The U.S. Broadband Coalition, which has grown to more than 160 organizations, has been working on a national level to identify key policy issues and priorities. The coalition has reached consensus on many of the principles, values and ultimate goals that are likely to underlie the NBP.

On Sept. 24, the coalition issued a 48-page report which describes the opportunities that universal, affordable and robust broadband connectivity will create for America. It also discusses national broadband goals and offers a range of policy options to stimulate broadband adoption, use and build-out. To view a full copy of the report, visit the coalition's web site at [www.bb4us.net](http://www.bb4us.net)

While many Ohio stakeholders may not be able to travel to Washington, D.C. to participate in the discussion, the FCC has several ways to make your voice heard in the NBP process.

To foster dialogue about the NBP, the FCC has launched a new blog called "Blogband" at <http://blog.broadband.gov>. Blogband is intended to keep the public up-to-date about progress on the National Broadband Plan and to allow public feedback, comment and discussion that will help the FCC in developing the best possible plan. The agency recently announced that any commentary submitted on Blogband will be part of the public record.

Workshops to promote an open dialogue are currently scheduled through Oct. 20; interested parties can register to attend in person or can attend a webinar by visiting [www.broadband.gov](http://www.broadband.gov).

Connect Ohio encourages your participation.



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## Broadband helps battle H1N1 influenza

The Telework Coalition (TelCoa), the only non-profit organization in the United States dedicated to supporting and advancing all forms of telework and telecommuting, has been receiving numerous calls and e-mails from both businesses and individuals concerned about their well-being and continuity of their business operations after the first death on U.S. soil occurred earlier this year from the H1N1 flu outbreak.

H1N1 is a subtype of the influenza A virus, the same subtype which was responsible for the Spanish flu pandemic of 1918 that killed about 675,000 people in the U.S. and between 50 million and 100 million worldwide.

The Telework Coalition has long recommended Work@Home™ programs as the best preventative means to minimize the spread of infection and as the 'insurance policy' to reduce the consequences of a pandemic or serious outbreak's impact upon an organization. The key to success, however, is to be prepared in advance.

Companies that have solid telework programs in place are in good shape, says Chuck Wilsker, president and CEO of The Telework Coalition in Washington, D.C. Those that aren't prepared to have employees work offsite may find operations at a standstill if the H1N1 flu threat were to escalate to the point of widespread absenteeism, building closures, or quarantines.

"This is a really lousy economic time for businesses to have to go 'cold turkey' and not be able to carry on," Wilsker said.