

Jordan Soldier Valley Telephone Company dba Long Lines Broadband Demonstrated Experience

Jordan Soldier Valley Telephone Company, dba Long Lines Broadband (Long Lines), has decades of demonstrated experience provisioning broadband networks such as the XGSPON fiber network proposed in this application. For over 20 years, Long Lines has constructed, operated, and maintained fiber broadband networks in rural Iowa as well as providing telecommunications services in general to rural Iowa for over 80 years.

In 1983, Long Lines LLC was created as a parent company who holds multiple subsidiaries including Jordan Soldier Valley Telephone Company. In 1997, Long Lines pioneered the design, installation and operation of community-wide networks for the provision of Phone, Cable TV and Internet service packages, often in partnerships with municipalities, completing the overbuild projects, assisting with bill processing, and offering consulting services to the municipalities.

Over the years, Long Lines has emerged as a leader in the telecommunications industry and has maintained a well-deserved reputation for providing landline and business services of the highest quality, reliability and innovation. After 60 years of doing business, Northwest Iowa Telephone and all of its entities became officially known as Long Lines Broadband in 2001. Long Lines now serves 26 communities in the tri-state area with Cable TV, High Speed Internet and telephone service, including Sergeant Bluff, Salix, Sloan, Whiting, Onawa, Blencoe, Soldier, Moorhead, Ute, Danbury, Magnolia, Woodbine, Logan, Missouri Valley, Orange City, Sioux City, Holstein, Correctionville, Anthon, Ida Grove, Storm Lake, and Lakeside in Iowa; South Sioux City in Nebraska; and Dakota Dunes, North Sioux City, and Jefferson in South Dakota.

Long Lines Broadband's employees are very experienced in delivering first-class broadband services to their customers. Key personnel that will work on this project include Paul Bergman, President of Long Lines; Nicole Kroll, Director of Accounting; Larry Larsen, Director of Information Technology; Marni Cherkas, Director of Customer Experience, Pam Adams, Director of Business Development, and Joseph Junck, Director of Technical Operations. Combined, these leaders have over 292 years' experience in their respective fields and over 124 years of experience specifically in the telecommunications sector.

Paul Bergman serves as President of Long Lines Broadband with over 30 years of experience in the telecommunications industry. Previously, Mr. Bergman held various roles within the company including Accounting Manager, Controller and Chief Financial Officer, and Chief Operating Officer before assuming the role of President in 2021. Mr. Bergman's responsibilities include overseeing new fiber builds, all network improvements and upgrades, overseeing customer service, annual budgeting and financial results, and overseeing all 65 of Long Lines Broadband's employees. Mr. Bergman holds a Bachelor's Degree with a double major in Accounting and Economics.

Nicole Kroll serves as Director of Accounting and has 24 years of accounting experience, 17 of which has been in the telecommunications industry. Ms. Kroll's responsibilities include supervising accounting staff, preparing and presenting monthly financial reports and analysis, creating budgets and forecasts, and managing state and federal regulatory compliance. Ms. Kroll holds a Bachelor of Science Degree in Accounting.

Larry Larsen serves as Director of Information Technology and has over 25 years of experience in the Information Technology field, 5 of which has been with Long Lines. Mr. Larsen holds a Bachelor of Science Degree in Business Administration with an emphasis in Computer Programming and Accounting.

Marni Cherkas serves as Director of Customer Experience. Ms. Cherkas has over 25 years of experience in the telecommunications industry and currently manages all customer service representatives, level 2 tech support representatives, and dispatching for Long Lines. Ms. Cherkas holds a Bachelor's Degree in Business Administration.

Pam Adams serves as Director of Business Development. Ms. Adams has 13 years' experience in the telecommunications industry, 23 years in the technology industry, and over thirty years' experience in sales and marketing. Her responsibilities include supervising commercial sales and marketing staff; setting and monitoring revenue goals; working with local governments, Tribal Councils, and economic development organizations to partner on community growth initiatives; managing wholesale relationships; marketing initiatives for both business and residential customers; and overseeing all community relations and economic development activities. Ms. Adams holds a Bachelor of Science degree in Agriculture from the University of Nebraska.

Finally, Joseph Junck serves as Director of Technical Operations. Mr. Junck has 24 years' experience in the telecommunications industry, and holds Cisco DNCS, Cisco DCM, Cisco Ted, VOIP, and Calix Certifications. Mr. Junck manages all telecommunications technical operations for Long Lines including personnel management, assignments, and development; QA testing; workflow monitoring to ensure timely project completion and budget management; as well as handling all fleet vehicles and building maintenance at the Long Lines headend and central offices.

As demonstrated, these Long Lines employees have a proven track record of successfully providing fiber broadband services to rural Iowa and ask that this grant application to provide service to these underserved communities be given all due consideration.