

Improvements

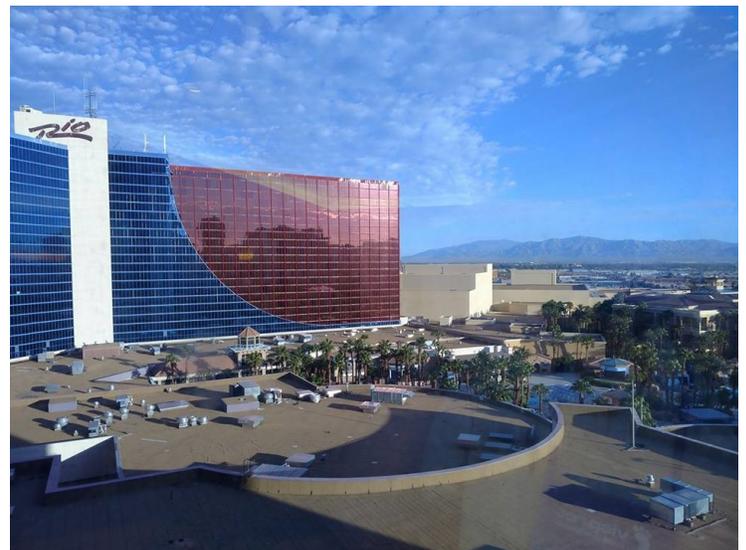
Cherry Capital Communications keeps growing every single day. We keep adding new members, vehicles, knowledge and experience to our company.

Less Outages: After seventeen years in the business, power is still our single biggest interruption issue. The harsh weather in Northern Michigan often leaves a large number of our customers without internet. However, we have started adding standby generators to our fiber head ends, and we will be placing standby generators at our tower locations in 2018. This will significantly decrease the power outages. And less power outages means more happy customers— and our customers are our priority!

WISP conference: This month the Senior Engineer attended WISP meeting in Las Vegas, Nevada. Learning is essential to our business. We always want to stay tuned for the newest technologies and new ways to improve our service, There were 5 jam-packed days of hands-on training and interactive sessions in the following areas:

- ◆ Technical Training - Touching every aspect of running a network
- ◆ Business Strategies - Take your business to the next level of success
- ◆ Sales and Marketing - Best practices and success stories
- ◆ Human Resources - Learn how to hire and engage the best people for your organization
- ◆ Fiber Bootcamp – Revised and expanded information on joining the fiber revolution

The 2017 conference featured some of the brightest minds and hottest new product offering for the ISP world.



Saving Big: An average cable price per month is \$66.61. In an article published on dsreports.com on Oct 18th 2017, Karl Bode writes:

“Cable providers and Wall Street continue to believe that the best response to cord cutting isn’t offering cheaper, better television bundles— but raising already expensive broadband prices even further.”

If you are a TV fanatic and you want everything— network TV, cable shows, HBO, and streaming exclusives, all on demand whenever you want then we strongly recommend that you cut the cord. Believe it or not, you can still have all this for significantly less than the price of cable. Even after subscribing for HBO Now, Hulu, CBS All Access and Amazon Prime Video, you will still be more than \$250 in the black. You can watch Sling TV for \$5 per month— way under your cable bill!

Delinquent Payments

Cherry Capital Communications would like to remind all its customers that the invoices for the following month are sent on the 21st of the month, and the balance is due on the 1st of the month.

The fee is automatically deducted on the 1st of the month if we have a card on file, set for Auto-Pay. All customers can use the Customer Portal to pay their bills.

It is our customers' responsibility to keep a valid card on file in our system. In the events a customer has refused to set their card for Auto-Pay, or the transaction has been declined, and Cherry Capital Communications does not receive a payment by the 10th of the month, your internet service will be automatically disconnected. This does not cancel the account. Cherry Capital Communications will continue to treat this as an open account and the billing cycle will continue, resulting in a past due account that may be turned over to a third-party collection service. In order to get your service back, all customers have to pay their delinquent balance due and a reconnection fee of \$200. Customers who have delinquent payment will be directed to the following page:

Cherry Capital
Communications

Action is Required



Your Internet Access Is Temporarily Unavailable!

Your IP: \$(ip)
Your MAC: \$(mac)

You are seeing this message for one of the following reasons:

- Your account has become delinquent.
- You are not an authorized customer of Cherry Capital Communications or
- Your Computer and/or Router is not configured properly.

In order to clear this message you will need to either:

- Use the Customer Portal to pay your bill,
- See if you qualify for service or
- Call Customer Services.

You may also pay your bill online by accessing the [Customer Portal](#)
To become a customer click here [Qualify for Service.](#)

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New Funding Model

Cherry Capital Communications used cash flow funding for years. We just started a new funding model, which will allow us to invest in new areas, construct new towers and improve current infrastructure in a timely manner. This will also allow us to focus our attention in pre-qualified neighborhoods, and, no additional investment or pre-payment from the customer will be necessary.

Since 2014 we have successfully constructed 30 towers using the Network Neighborhood funding model. We currently support over 100 owned or leased tower locations throughout a 12-county region. The new funding model will help us to construct 5 new towers over the next few months.

Since 2015 customers have consumed 100% more internet every year, prior to 2015 the planned consumption rate has been 10-15% increase. The new towers are essential on helping us keep up with the pace of the consumers' needs.

Cherry Capital Communications' Newsletter is part of our customer-oriented policy. It aims at informing Cherry Capital Communications' customers about the newest announcements the company and its employees have to offer. The next Newsletter will be emailed in the end of December. **Please email sales@cherrycapitalconnection.com and let us know what you would like to see in the next newsletter.**

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