

# the **PENCOR** *Report*

**MARCH 2015 | VOLUME 6 | ISSUE 3**

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**PENCOR'S FAMILY OF COMPANIES:**

Blue Ridge Communications  
TV-13/TV-11  
PenTeleData  
Pencor Super Store  
Pencor Wireless  
Penn's Peak  
Penn's Peak Radio | Roadies | No Peaking  
Palmerton Long Distance  
Palmerton Telephone Company  
Times News | East Penn Publishing  
TN Printing  
Pencor Construction  
Pencor Electric  
Claude's Creamery

## Cyberattacks and Distributed Denial of Service Mitigation

**A CYBERATTACK IS AN ATTEMPT TO DAMAGE, DISRUPT, OR GAIN UNAUTHORIZED ACCESS TO A COMPUTER, COMPUTER SYSTEM, OR ELECTRONIC COMMUNICATIONS NETWORK.**

Over the past several years, several significant cyber-incidents have affected companies and government networks. According to an article published by the New York Times, the F.B.I. now ranks cybercrime as one of its top law enforcement activities, costing billions of dollars with no end in sight. In December 2013, Target reported a data breach which included theft of credit and debit card information from more than 40 million customers. Then, in April 2014, Michaels, an arts and crafts supplier, estimated that data from three million customers' payment cards may have been stolen over several months. In June 2014, Community Health Systems, which operates 206 hospitals in 29 states, said that personal data including names, birthdates, Social Security numbers and addresses of 4.5 million patients had been compromised in a Chinese cyberattack on its network. By summer of 2014, JPMorgan Chase said account information of 83 million households was compromised. Later, cyberattacks affected businesses like Home Depot, Staples and Sony Pictures.

DDoS (Distributed Denial of Service) attacks target a connection with traffic, often with the goal of taking service offline. Any business can be a target and anyone with an Internet connection can find tools to launch an attack. These attacks can target connection bandwidth, security infrastructure, and a wide variety of applications that companies rely on, including HTTP, HTTPS, VoIP, DNS, and SMTP.

Motivation for these attacks can vary and they can come from around the world. Some may use DDoS to make a political statement, others to extort money. Attacks may also be a smokescreen to cover other illegal activity. While administrators focus on getting their website online, the offender can plant malware or steal information.

Like most networks, PenTeleData has been the target of Distributed Denial of Service attacks. These attacks cause wide spread issues and affect all customer traffic. Many of these attacks are intended to interrupt service or simply cause mayhem, but they take each one very seriously and are proactive about planning and responding when they happen. As part of their NextGen Network upgrade, PenTeleData has implemented a mitigation solution that constantly monitors traffic entering from the Internet. When an attack is being directed toward users, they automatically route the traffic through a specialized process that handles scrubbing out the nasty bits and sending on all the rest- in a totally transparent manner! When the attack stops, the traffic is routed back via the normal path. This is a network wide feature that is included at no additional cost to customers.

## YEARS OF SERVICE

## MARCH

## 50 years

Eugene DeSantis – Palmerton  
Telephone Company

## 30 years

Paul Steinmetz – Pencor

## 25 years

Jeffrey Wenger – Blue Ridge  
Ephrata

## 20 years

Matthew Kissinger – Blue Ridge  
Ephrata

Linda Klotz – Blue Ridge Lehigh  
Call Center

## 15 years

John Kennedy – Blue Ridge NOC

Timothy Kukucka – Blue Ridge  
Tunkhannock

Sarah Risteter – PenTeleData

Stephen Risteter – PenTeleData

## 10 years

Daniel Amorim – Blue Ridge NOC

Kevin Correll – Palmerton Tele-  
phone Company

Seth Shaw – TV-11

John Treantafelo, Jr. - PenTeleData

## 5 years

Kevin Hallman – TV-11

Robert Lumley – Blue Ridge  
Tunkhannock

Joseph Michael – PenTeleData

*There are no retirees for March*

## EMPLOYEE FUN FACTS

[MAR 15]

**MARK MCKEEHAN, ASSISTANT DIRECTOR AND SPORTS  
ANCHOR, BRCTV 13**


1. Mark has been married his wife Janice for 12 years. They have two children, Cameron, age 13 and Genevieve, age 8.
2. They have one pet, a yellow Labrador retriever named Dodger.
3. Mark was born and raised in Carlisle, PA.
4. He attended Big Spring High School and then East Stroudsburg University. He played football, basketball and baseball in high school.
5. He spends a lot of time coaching his kids in baseball, softball and basketball. His guilty pleasure is fantasy sports, both football and baseball.
6. Mark's favorite vacation was a trip to Los Angeles. He shared, "I finally got to see Dodger stadium and the weather was perfect every day. We have also gone to West Palm Beach in Florida a few times. My wife has a lot of family down there so it's always a fun trip."
7. When asked about his job, Mark said, "The best part of my job is meeting new people. I've made a lot of friends over the years covering sports in the Poconos and the Lehigh Valley."
8. His favorite movie ever is *Sling Blade*, starring Billy Bob Thornton. He is also a big fan of all the *National Lampoon Vacation* movies.
9. Mark's family likes to go to Outback Steakhouse. His favorite foods are steak and seafood and he says that he could probably eat Buffalo wings every day.
10. He is a fan of the LA Dodgers. He explained, "My father started rooting for them in 1948 when they were in Brooklyn and I followed suit. I'm also a big fan of the Georgia Bulldogs college football team."

## HR Corner

## New Employment Pages

**Our customers have demanding expectations for quality products and services. To meet them and keep them coming back, we need qualified employees. That's why it's important to know where to find our employment website.**

Public job opportunities and an online application are available at [www.pencor.com](http://www.pencor.com). This page also contains a video introduction to the Pencor family of companies.

Internal postings are located at [intranet.pencor.com](http://intranet.pencor.com) under the Category of HR Documents. The Pencor Internal Application is also in this site. It must be filled out, signed by employee, signed by their supervisor/manager and then sent to Jennifer Brownmiller in the HR department at 3rd Street in Palmerton whenever an existing employee (Full-Time or Part-Time) wishes to apply for a new open position within the company. It is recommended that a professional resume be attached as well. Please keep in mind an existing employee is only eligible to interview for a new position after they have been working in their current position for at least 6 months.



## Join the Pencor Team in the "MARCH FOR BABIES"

Please consider joining the Pencor Team on

**Sunday, April 19th for the March of Dimes "March for Babies" walk at Dorney Park in Allentown.**

More than 200,000 companies big and small participate each year. By walking you give hope to families of babies born premature or ill. Monies raised support programs in your communities to help mothers have healthy full term pregnancies. It also funds research to find answers to the serious problems that threaten infants. This fundraiser is their largest and takes place all across the country.

### Did You Know:

- One in nine babies is born prematurely.
- Premature birth is the #1 cause of death in newborns.
- Premature birth is a leading cause of lasting childhood disabilities such as learning, vision and lung problems.
- Every 4 ½ minutes, a baby is born with a birth defect in the United States.
- Today, hundreds of new parents will face the reality of life in newborn intensive care.

**With your support, there is hope! Walk for a healthy, premature, sick baby, or for all children. Sign up by contacting Kim Wentz at extension 2279.**



## Great News for Us and Our Customers! Watch your favorite TV shows with your PC, iPhone, tablet or other mobile device!

Blue Ridge Communications has partnered with over 50 channels to provide Blue Ridge TV customers live feeds and the newest on demand shows . Just visit [www.brctv.com/apps](http://www.brctv.com/apps) to view the list of available apps. Then, login using your Blue Ridge Account and watch the best TV on the Internet!

## PENTELEDATA'S NEW CINS (COPYRIGHT INFRINGEMENT NOTIFICATION SYSTEM) = INCREASED PRODUCTIVITY + IMPROVED COST MANAGEMENT

**ASK ANYONE IN PENTELEDATA'S CUSTOMER SERVICE DEPARTMENT HOW THEY SPENT MOST OF THEIR TIME AND THEIR ANSWERS WERE LIKELY TO BE THE SAME: COMPROMISED EMAILS AND COPYRIGHT INFRINGEMENT. LUCKILY, THERE IS NOW SOME RELIEF.**

Their new Copyright Infringement Notification System is in place. This automates much of what has always been a very time-consuming manual process. In the past, each alleged infringement required them to open a ticket, create and print a letter and envelope, and pay for postage to mail them. In addition to the cost of supplies, the thousands of notices took a significant amount of time and manpower. In one instance, PenTeleData received 2,500+ for just one customer for a given month. That's a lot of tickets to open and letters to print!

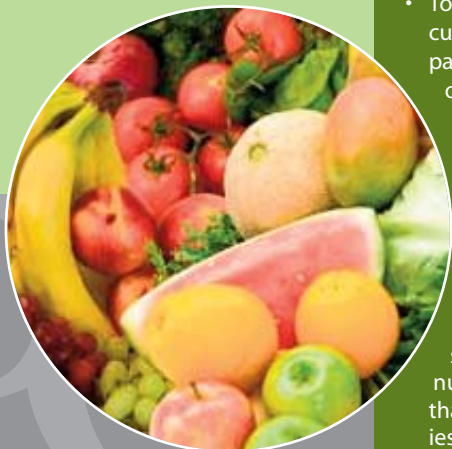
Now, when they receive the infringement notification email, CINS automatically extracts the IP address and date of infringement. It uses that information to associate it with a modem MAC address and then associates that with a customer. This creates an email notification. Notifications are emailed on a daily basis, so each can contain up to five infringement notice attachments. Any additional infringements received that day are stored with the customer's notices to review online.

The customer receives the email with directions to review online. If no email is on file, they call the customer and the CSR directs the customer to the Copyright Infringement Notices page and provides a PIN for the customer to access their own log contents. When the customer uses that PIN and clicks on the notice, it becomes their proof of acknowledgement. Each log can contain one or multiple notices, depending on the customer's online activity and the number of alleged infringements they receive.



## HEALTHYWAYS™ FITNESSYOURWAY

- > Available to Capital BlueCross members
- > Sign up for Healthways membership at:  
<https://www.blue365deals.com/>
- > Membership card grants access to participating fitness centers nationwide
- > Membership is \$25 per month with a 3 month commitment
- > \$25 covers a basic membership
- > If have questions, call 1-888-242-2060
- > Participants in this program are still eligible for the Pencor reimbursement program



# WELL, WELL, WELL

WELLNESS UPCOMING EVENTS

## Pencor GYM/FITNESS CENTER Use Incentive - *GET READY FOR SPRING 2015!*

**For the months of January 2015 – April 2015**

**If you are a FULL-TIME, NON-UNION EMPLOYEE ON PENCOR'S BENEFIT PLAN, Pencor will reimburse up to \$15.00 per month\* that a gym/fitness center is used a minimum of 8 dates that month.**

**Reimbursement will occur at the end of the 4 month period.**

For example: If you meet the above criteria for 1 mos., you will be reimbursed \$15.00; for 2 mos., \$30.00; for 3 mos., \$45.00; and for 4 mos., \$60.00.

**Use = Personal Workout completed OR Fitness Class attended**

**PLEASE UNDERSTAND THAT TO QUALIFY, THE WORKOUT MUST TAKE PLACE IN A GYM/FITNESS CENTER. RECREATIONAL ACTIVITIES, THOUGH THEY MAY BE OF PERSONAL BENEFIT, DO NOT QUALIFY FOR THE REIMBURSEMENT.**

### Documentation needed for reimbursement:

1. A printout from your gym of workout dates or class dates (minimum of 8 dates/ month) attended. Alternatively, you may submit a calendar of workout dates or class dates (minimum of 8 dates/month) signed by gym owner/personnel/instructor.
2. Receipts for your monthly payments. At the end of the four month period, please send completed documentation to Joan Reinhard at 613 Third St. Reimbursement checks will be sent to your home address. **Please allow 20 days from submission of documentation until you receive your check.**

### Have a great workout!

*\*If the total monthly cost of gym membership/classes is less than \$15, the amount paid by the employee will be the amount reimbursed.*



## FRUITS AND VEGETABLES: CULINARY COMBOS

*Fruits and vegetables are amazingly versatile. We can eat them raw in salads or simply by themselves. But when fruits and veggies are paired with other foods, it's a match made in culinary heaven.*

### PROTEIN PLUS...

- Add mushrooms, green peppers and/or tomatoes to egg dishes, such as quiche, scrambled eggs, or frittatas.
- Place grilled steak tips or sliced chicken breast over a bed of field greens. Drizzle with extra virgin olive oil and balsamic vinegar, season to taste.
- Combine veggies and beans in soups, stews or chilis for a quick and satisfying dish.
- Tofu is an excellent alternative to meat; place cubes in your favorite marinade until saturated, pat dry on a paper towel and sauté with a variety of vegetables - asparagus and zucchini to snow peas and carrots.

### DAIRY PLUS...

- For breakfast, lunch or a snack, combine sliced fruit with plain Greek yogurt; for more flavor, add 1/4 teaspoon pure vanilla extract and/or a drizzle of honey.
- The sky's the limit when it comes to adding veggies or fruit to smoothies—kale, spinach, avocado to name just a few. They add nutrients and vitamins (and are much tastier than you might think). Don't like green smoothies? Add raspberries or strawberries to perk up the color.

- Add finely-chopped veggies, such as mushrooms, peas, cauliflower or squash into your favorite mac and cheese recipe.

- For dessert or entertaining: create a cheese board featuring a soft cheese, a semi-soft cheese and a hard cheese. Serve with a range of fruit including grapes, strawberries, quince, dates or dried apricots.

### WHOLE GRAINS PLUS...

- Add fruit (fresh, frozen, dried, or canned) to oatmeal or any whole grain cereal.
- Make grain salads, by combining a colorful mix of chopped vegetables to leftover quinoa, whole grain pasta, or brown rice. Add a little dressing and your favorite herbs and spices—from zippy (dried chili pepper, cumin, garlic) to savory (thyme, fresh parsley, oregano)—and go with the grain.

**Short on time?** Visit the prepared foods section of your favorite grocery store; you'll find a variety of options made with fruits and vegetables that everyone in your family can enjoy.

Source: *Oldways and the Oldways Nutrition Exchange* [www.oldwayspt.org](http://www.oldwayspt.org)





## WELL, WELL, WELL

WELLNESS UPCOMING EVENTS

### SPRING IS JUST AROUND THE CORNER AND SO IS OUR NEXT TEAM CHALLENGE!

You're invited to form Pencor teams of five co-workers and participate in Penn State Extension's "Everybody Walk Across PA" virtual walk which runs from March 30th through May 24th!

If you'd like to form a Pencor Team, please email  
[jlreinhard@pennspeak.com](mailto:jlreinhard@pennspeak.com)

Each person on a team must also register on the website  
<http://extension.psu.edu/health/events/everybody-walk-across-pa2015> by March 29th.



**eat right.** Academy of Nutrition and Dietetics

### Eating Right Never Tasted so Good!

Check out our healthy recipes sure to please your taste buds at [www.eatright.org/nnm](http://www.eatright.org/nnm).



## IN HONOR OF NATIONAL NUTRITION MONTH®, 50 PENCOR EMPLOYEES ARE PARTICIPATING IN AN "EAT 5-A-DAY EVERY DAY" INDIVIDUAL CHALLENGE!

The challenge began on Sunday March 1st 2015 and will conclude on Sat. March 28th 2015.

The goal is for participants to eat at least 5 servings (combined total)/day of fruits and vegetables!

One Point will be awarded for every serving eaten up to a maximum of 5 points/day.

However, participants are encouraged to eat as many servings/day as they wish!

#### "Gold" status

(a monthly total of at least 125 servings)  
is the highest level of achievement that will be recognized.

#### "Silver" status

(a monthly total of at least 112 servings)  
is the second level of achievement that will be recognized.

#### "Bronze" status

(a monthly total of at least 84 servings)  
is the third level of achievement that will be recognized.

Certificates of Achievement will be given to participants at each level.

A random drawing will be held among participants at each level to determine three prize winning participants!

**Results of the challenge will be in next month's Pencor Report.**





# WELL, WELL, WELL

WELLNESS UPCOMING EVENTS

## PENCOR FEBRUARY TEAM CHALLENGE: COMPLETE AN AEROBIC MILE-PER-DAY! EIGHTEEN TEAMS OF FOUR COMPLETED THIS HEART-HEALTHY CHALLENGE!

*A random drawing was held among teams at each level to determine three prize winning teams.*

**And the winners are:**

### Gold Status Winner

#### Intercompany Run Affair

each team member won a \$28.00 Gift Card to Dick's Sporting Goods (for achieving the goal of 28 aerobic miles/month!)

### Silver Status Winner

#### Tons of Anarchy

each team member won a Pencor "Communication is Healthy" Insulated Tote Bag

### Bronze Status Winner

#### Flaming Lipids

each team member won a Pencor "Communication is Healthy" T-shirt



The challenge began on Feb. 1, 2015 and will conclude on Feb. 28, 2015. The goal is for each person on a team to complete at least 1 aerobic mile-per-day. An aerobic mile is achieved by completing a certain number of minutes of an activity, at a selected pace, continuously for a specified time. For example:

**20 minutes of cycling at an easy pace = 1 aerobic mile.**

**15 minutes on an elliptical at a moderate pace = 1 aerobic mile.**

**8 minutes of jogging at a vigorous pace = 1 aerobic mile.**

One point was awarded to individuals for every aerobic mile achieved up to a maximum of 3 points/day. However, participants were encouraged to complete as many aerobic miles/day as they wished.

Here are the results:

**"Gold" status** (everyone on the team had a monthly total of at least 28 aerobic miles) - **13 teams**

**3 Corners:** Steve Schreiber - captain, Wendy Borger, Michael Brong, Dolores Earnest

**462 Crew:** Carla Teichert - captain, Renee Scheffler, Kathleen Evans, Alison O'Donnell

**Designing Divas:** Amanda Blum - captain, Patti Jo Blum, Michelle Griffith, Antoinette Homyak

**Fit For Lifers:** Erika Ahner - captain, Andrew Graff, Amy Burger, Joan Reinhard

**Intercompany Run Affair:** Stacey Hines - captain, Melissa Price, Alice Muniz, Erica Muscovitch

**Live Wire:** Melanie Plume - captain, Elizabeth Smith, Laura Tremblay, Craig Vakiener

**Misfits:** Catherine Shinko - captain, Christa Pursell, Cheryl Snyder, Tammie Pomposello

**The Perfect Storm:** Natalie Eckhart - captain, Terry Eckhart, Kim Clements, Frank Clements

**Roxy Stars:** Roxana Olivares - captain, Melissa Adams, Linda Tullo, Jennifer Ero

**Scrambled Legs:** Cindy Hoffert - captain, Joel Pifer, Bethany Hoffert, Diane Andes

**Walk of the Town:** Kim Bell - captain, Marie Johns, Kate Booth, Zack Booth

**We Thought They Said Rum:** Trina Sawyer - captain, Christiana Kruk, Meghan Dailey, Matt Dailey

**Workout Wonders:** Jean Condly - captain, Beth Winters, Christy Nothstein, Anne Howard

**"Silver" status** (everyone on the team had a monthly total of at least 19 aerobic miles) - **3 teams**

**Dial Tones:** Joann Horn - captain, Donna Bonser, Georgianne Stroup, Terri Sheckler

**Tons of Anarchy:** David Silliman - captain, Ljoro Ljuljicm, William Perez, Raul Nieves

**Virtually Skinny:** Victoria Ash - captain, Cassandra Rosales, Kathy Doran, Colleen Grover

**"Bronze" status** (everyone on team had a monthly total of at least 10 aerobic miles) - **2 teams**

**Aerobicizers:** Lacey Barachie - captain, Jen Maroney, Alicia Blaine, Emily Ahner

**Flaming Lipids:** Meaghan Snyder - captain, Nicole Wininger, Angel Watson, Ryan Holley



**March  
Nutrition Month**

**Colorectal Cancer  
Awareness Month**

*"Every man dies. Not every man  
really lives."*

*William Wallace- Braveheart*



**B. ALIVE**

Stuck in a rut? Feeling bored? The winter may have left you feeling less than enthused about life. If that describes how you may be feeling, try a new hobby. Look into cooking or trying a food you normally would not eat. Go to a new restaurant. Go for a hike instead of walking on the treadmill. Learn a new skill, try taking music or dance lessons.

**B. Tipped Off**

Check out [cancer.org](http://cancer.org) for  
information

**B. INFORMED**  
March 2015 A Monthly Publication From The Wellness Division Of The Benecon Group & ConnectCare3

**B. NUTRITIOUS**

Weight loss is accomplished in the kitchen and health is gained in the gym! Variations of this statement have been around for years and are mostly true.

In a nut shell, output must be greater than input. A caveat to remember is that input must be enough to operate efficiently. Many people tend to underestimate the amount of calories they consume in a day, which is why tracking and journaling is so productive. So, hit the gym for your overall health and be conscious of what you eat to lose weight. People that combine these 2 tend to be the most successful at weight loss.



**B. BALANCED**



When people encourage you to eat a balanced diet what exactly might that mean? Unless you have a medical condition or allergies it may look like eating the right amount of carbs, proteins and fats. Many people try to eliminate entire food groups which may not be the best option for you.

Keep in mind that each food brings something to the table, pun intended. Some fats are good and can be added in a limited manner, to your diet. Carbs can be included too as they contain nutrients and fiber your body may need. And of course proteins help repair muscle fiber and contain essential amino acids our bodies require. Unless directed by a medical professional be careful of eliminating whole food groups.

**B. FAMOUS**

Maybe not the rich Hollywood type of famous, but famous in your circle. Be famous for being a great friend, husband, wife, son, daughter, coworker and/or neighbor. Be known as a person of honor who keeps their word, doesn't gossip and helps out before they are asked. Be known for doing the right thing always.

**BENECON**  
Benefit Administrators & Consultants

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888.400.4647



## Practically Speaking Your Ideal Weight

My ideal weight is\_\_\_\_\_.

How many of you are aiming for a number that may be unobtainable? We tend to attribute health with an ideal weight. The fact is many items influence our weight and some are in our control and some may not be in our control.

Genetics, medical conditions, medications, stress, sleep, age, our diets, our exercise habits and our lifestyles are just a few examples of things that influence our weight.

If we start taking better care of ourselves and aim for better overall health maybe our weight will not be such a focus. Let's look at how we can be healthier. Choose appropriate portions of the proper foods, get exercise, stay active, get the proper amount of sleep, reduce your stress levels and take any medications as directed. Doing all those things may just result in a new "ideal" weight that has you feeling healthier than you have in a long time.

Mark

## B.ACTIVE

Are you already bored with your New Year's resolution workout plan? It's a great idea to mix up your workouts every 8-12 weeks. It doesn't always have to be drastic changes. Just changing the sets and reps can be beneficial. Or go through your workout in the reverse order.

Our bodies and minds get used to performing the same tasks over and over again so switching them stimulates growth. You will benefit both psychologically and physiologically. So mix things up a bit and reap the rewards every 8-12 weeks!



## B.NUTRITIOUS



### Mini Egg Muffins

- ◆ 6 eggs
- ◆ 1/2 cup milk
- ◆ 1/4 tsp. salt
- ◆ 1/8 tsp. pepper
- ◆ 1 cup shredded cheese
- ◆ 3/4 cup fresh spinach-chopped
- ◆ 1/4 cup chopped red bell pepper
- ◆ 2 Tbsp. red onion

Makes 6 servings: (each serving is 2 muffins)  
164 calories, 12 g protein, 3 g carbs, 11 g fat

**Directions:** Heat oven to 350 degrees. Beat eggs, milk, salt and pepper in a medium bowl. Add cheese, spinach, pepper and onion and mix well. Have a 12 muffin pan ready and spray with cooking spray. Spoon the mixture evenly into the 12 openings. Bake for 20-22 minutes. Let cool for 5 minutes and remove. You may freeze these for later use. Make them when you know you may have little time, they reheat quickly.



If you have a question you would like answered, please contact me at [mkrug@ConnectCare3.com](mailto:mkrug@ConnectCare3.com)  
[www.ConnectCare3.com](http://www.ConnectCare3.com)

