



Dear Smart Rural Community provider,

At the heart of the Smart Rural Community™ (SRC) program is the importance of making connections in our communities: as SRC providers, **you deploy rural broadband service and also actively lead or collaborate on innovative projects to advance the regions you serve.** Community-based providers are amazing at forging connections; recently, for example, **Jefferson Telecom** (Jefferson, Iowa) enabled its community to win a national award and **Nex-Tech's** (Lenora, Kan.) loan program supported community businesses.

There is an interdependence in communities in rural America; a knowledge that you, who live and work there, want every resident to succeed and thrive. While many of you have been building relationships for decades, some of you are still looking to expand ties with other stakeholders in your service area. That's where the SRC program can help. In this newsletter, you'll find a toolkit to assist you in finding collaborative partners. Additionally, I recommend our **upcoming SRC Branding Bootcamp webinar** for tips on boosting community engagement and growing your business.

As always, NTCA wants to share the amazing stories of the work our members are doing. If you wish to share your innovative accomplishments, please bring your story to a national stage by applying for a **2025 Showcase Award** (but hurry - applications are due on Friday!).

And I would be remiss if I didn't mention our many SRC program sponsors who help make this program possible. Recently, we shared a **study conducted by the Center On Rural Innovation (CORI)**. Sponsored in part by NTCA, The Fiber Broadband Association and Calix, the study shows why broadband matters, backed up by hard data. Below, see the video that delves into the study.

Your community connections empower economic development—and so much more. I encourage you to continue to foster relationships with local stakeholders that share your deep commitment to community prosperity.

Sincerely,



A handwritten signature in black ink that reads "Shirley".

Shirley Bloomfield
CEO, NTCA–The Rural Broadband Association

Program Resources



Toolkit for Building Community Connections

> By Jackson Hoppe, NTCA strategic outreach coordinator



It's always a joy collaborating with different groups in the rural space and finding ways to align on issues that affect rural America. As the strategic outreach coordinator at NTCA, my job is connecting the dots between the broadband policies that we advocate for and community organizations that may be good partners. By pursuing a common agenda, stakeholders can share knowledge, coordinate efforts and develop innovative approaches. Moreover, policymakers notice when stakeholders in their communities unite on an issue; it underscores how important that policy might be.

READ MORE



Construction Season is a Great Opportunity to Showcase Your SRC Status

Construction season has arrived, and with it, a great opportunity to showcase your status as an SRC provider. If you haven't already, add the SRC logo to your existing branding efforts: truck wraps and buckets, hard hats, signage in the field as well as at community events you sponsor. Pro tip: if you can't make major upgrades to your branding material, consider printing SRC stickers to add to hard hats, trucks, etc. Check our [style guide](#) if you need direction on logos.

Upcoming Webinar: Smart Rural Community Branding Bootcamp

> **June 24 | 2 p.m. ET.**

Ready to maximize your SRC status and grow your rural broadband business? Join the SRC team for a free one-hour SRC Branding Bootcamp and discover actionable strategies to promote your SRC designation and boost community engagement. You'll learn:

- How to leverage your SRC status to promote your services
- Proven marketing and community engagement resources for SRCs
- Tips to promote your Gig Certification for greater impact
- Steps to become an SRC and expand your SRC-designated communities
- How to shine at the 2025 Showcase Awards at NTCA's Fall Conference

REGISTER

Resource Reminder

We have a brand new Smart Rural Community website! Check out the resources page, where you will find:

- SRC logos, graphics and infographics
- Zoom and Teams backgrounds
- Social media kit and sample press releases
- Certificate template and recommendation letter
- Reports and toolkits
- SRC videos, including a customizable commercial spot and the new “Ask the Expert” video series

Get Connected and Inspired

Want to keep the conversation going with your peers and get ideas about how they are leveraging their SRC designation? **Join the new SRC Listserv** today!

Were you forwarded this email from a coworker, or is there someone else on your team who should be receiving SRC updates? **Sign up to receive SRC emails.**



Thanks for Joining Us – Grab Your SRC Reception Photos

Thanks to all those who stopped by the SRC reception at the 2025 Marketing and Sales Conference to snap a pic and try a Green Acres Elixir! You can **download your photos from the event here.**



Jefferson Telecom Technician Dave Dideriksen was recently congratulated for 12 years with the company.

SRC Providers Investing in the Community

Main Street revitalization: Congratulations to Jefferson Telecom! Jefferson, Iowa—a town in Jefferson Telecom's service area—recently received a **Great American Main Street Award**, which recognizes communities that have achieved excellence in commercial district revitalization.

Using loans to boost local economic development: Nex-Tech (Lenora, Kan.) recently loaned \$100,000 to support 1872 Restaurant and Events in opening an Italian restaurant for the Stockton, Kansas, community. The loan was made possible through the **Nex-Tech Revolving Loan Fund**, which provides funds to eligible local businesses to create employment and contribute to sustaining the local economy. The loans are a testament to Nex-Tech's commitment to making life better for its customers and communities.

[READ MORE](#)

Education



Ask the SRC: Wabash Communications on Being a Community Partner

Wabash Communications (Louisville, Ill.) is laser-focused on what being a community partner means: staying involved and supporting the communities it serves. In this month's "Ask the SRC" video, **Clint Holkenbrink, Wabash marketing representative**, discusses the company objective of connecting its communities.

[WATCH](#)

SRC Providers in Action

Adams Fiber has helped Mt. Sterling earn recognition as an NTCA - The Rural Broadband Association [#SmartRuralCommunity](#)! With over \$2.44 million invested in fiber infrastructure, Adams is breaking down barriers and creating opportunities with broadband in Mt. Sterling.



4:35 PM · Apr 22, 2025 · 23 Views



Mid Century Fiber
@fiberfastnow



Had a great time taking students to [@RepTWeaver](#)'s office in Springfield!
We shared the story of the [@NTCAconnect](#) [#SmartRuralCommunity](#) logo
and what it represents. [#BroadbandBuiltToLast](#)





Peñasco Valley Telephone Cooperative, Inc.

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We were honored to be invited to today's luncheon hosted by Simco and the [Artesia Chamber of Commerce](#).

It was a wonderful event that brought together local businesses to foster collaboration and strengthen our community ties. We are proud to be part of the vibrant business community in Southeastern New Mexico.

Thank you for bringing us together and for your continued support of local enterprises!

[#Community](#) [#SupportLocal](#) [#PVT](#)



Thank You Sponsors



SRC Sponsor Spotlight: Calix

The sponsors of the SRC program constantly strive to share information about the benefits of broadband. In the video above, Amanda Weinstein, CORI director of research, knowledge, and evaluation, speaks of the economic benefits that stem from high broadband adoption in communities—including entrepreneurial growth and higher incomes. Thank you to Calix, who was a sponsor of the CORI study.

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