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www.baldwinlightstream.com

BALDWIN LIGHTSTREAM™

COMMUNICATING AT THE SPEED OF LIGHT



Welcome, October!

As we say goodbye to September and enter the final quarter of the year, we are also stepping into one of the most beautiful times of the year here in Wisconsin. The changing leaves, crisp fall air, and cooler days are a great reminder to slow down and enjoy the season around us.

At Baldwin LightStream, we love keeping you connected—but we also know that sometimes it's good to unplug. Take a walk, enjoy the fall colors, spend time with family and friends, or simply give yourself a little R&R.

Go ahead and disconnect for a while. We will make sure your connection is ready when you come back.

Looking for somewhere to unplug this fall? Explore some of the beautiful places, scenic drives, fall festivals, and outdoor adventures Wisconsin has to offer.

Explore Fall in Wisconsin (CLICK HERE)

CYBER SECURITY AWARENESS MONTH

From smartphones and laptops to smart TVs, cameras, gaming systems, and even appliances, our homes are more connected than ever. Cybersecurity Awareness Month is a great reminder that keeping those connections secure is just as important as keeping them fast and reliable.

The good news? A few simple habits can make a big difference in protecting yourself and your family online.

Keep These Cybersecurity Tips in Mind:

- Use strong, unique passwords. Avoid using the same password for multiple accounts, and consider using a trusted password manager to keep track of them.
- Turn on multi-factor authentication. That extra verification step can help protect your account even if someone gets your password.
- Think before you click. Unexpected emails and texts asking you to click a link, open an attachment, make a payment, or provide personal information could be phishing attempts. When in doubt, contact the company directly using contact information you know is legitimate.
- Keep your devices updated. Software updates often include important security fixes. Turning on automatic updates is one of the easiest ways to stay protected.
- Don't forget about your Wi-Fi. Your home network connects many of your devices, so keeping your router and network secure is another important part of protecting your digital life.

At Baldwin Lightstream, we're here to help you stay connected and informed. Take a few minutes this October to review your passwords, update your devices, check your security settings, and talk with your family about staying safe online.

A SAFER INTERNET STARTS WITH ALL OF US.

Why Do We Hand Out Candy on Halloween?

Have you ever wondered why Halloween means buckets full of candy? The tradition has roots going back centuries, when people would go door-to-door offering prayers, songs, or performances in exchange for food or treats. Over time, those traditions evolved into the “trick-or-treating” we know today.

By the mid-1900s, candy became the treat of choice in the United States, and thankfully, that tradition stuck! Today, Halloween is all about costumes, decorated homes, neighborhood fun, and, of course, seeing just how much candy you can fit into one bucket.

This Halloween, be sure to come say hello to the Baldwin LightStream team! We will be joining in the Main Street trick-or-treating fun in Baldwin and Hammond.



TRICK OR TREAT ON MAIN STREET



MEET THE STAFF SPOTLIGHT

DIANA SCOTT

Originally from Michigan, Diana made the move to Wisconsin in June. Since joining our team, she says she has loved both her role in accounting and the people she gets to work alongside each day. She appreciates how welcoming and helpful everyone has been and looks forward to many years of doing what she loves while working with a great team to provide excellent service to our customers.
Outside of work, Diana enjoys spending time with her boyfriend and staying connected with her family back in Michigan, including her 25-year-old son. In her free time, you can find her reading, walking, diamond painting, or listening to music.

Accountant



We Want to Hear From You

Keep an eye on your inbox! This October, Baldwin LightStream will be emailing our Annual Customer Survey to our customers. Your experience and feedback are incredibly important to us. The short survey takes less than two minutes and helps us understand what we’re doing well and where we can improve to better serve you.
We truly appreciate your business and the trust you place in Baldwin LightStream to keep you connected. When you see our survey in your inbox, we’d love to hear from you!
Thank you for helping us continue to provide the fast, reliable internet and local service our communities deserve.

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