

BrookeTelecom

Member Profile – Brooke Telecom Co-operative Limited

Brooke Telecom Co-operative has been offering telecommunication services and connecting rural communities since 1911. In the past 100+ years, so much has change in the telecommunication industry, but we have learned to grow and adapt. Our mission is to deliver quality communication services to our local communities with an exceptional customer experience. We deliver fibre, copper and wireless internet, television, traditional telephone and mobile services in the rural areas of Southwestern Ontario to approximately 2,500 homes and businesses.

From the beginning, it was just Inwood, rural Alvinston and rural Watford. We have evolved from delivering services on copper facilities to fibre facilities delivering fibre-to-the-home and fibre-to-the-farm and offering internet speeds up to 1 Gbps and digital television including video on demand in a mainly rural area. Venturing outside of our traditional serving area we became a Competitive Local Exchange Carrier (CLEC) to serve more customers with better services and excellent customer service all while competing against some of the telecommunication industries giants. Our first expansions were into the town of Watford and then Alvinston, both relatively small rural communities followed by wireless internet to some of the surrounding areas where no internet services were available.

To date we have had great success in all the communities we serve and often hear when customers move away, they are disappointed to leave the Brooke Telecom Co-operative family. Most importantly for our members is the economic impact that our services deliver for our local communities. Through our high speed internet, farms are able to utilize the latest technology for monitoring barns and greenhouses as well as planting and harvesting. Residents can work remotely in our community and enjoy the connectedness with the larger online world from our small rural community as YouTubers and through social media whether at home or one of our many free WIFI hotspots.

We continue to look at possibilities of other areas for expansion and utilizing government broadband programs to expand our services as well as continue to improve services in our local area. Over the past 10 years Brooke Telecom has invested over \$8.5 M in local infrastructure to serve our community's telecommunication needs. As a Co-operative, our members enjoy the benefit of having all their profits invested right back into the local economy and this has resulted in major infrastructure investments that other communities can only dream of. These investments improve the ability for our community to attract and maintain residents and

businesses and we have seen local real estate values increase as reliable high speed internet is a key feature for any potential home owner.

While our mission is important, our values are equally important including quality service, respect and integrity. Our members appreciate the fact that we are a company they can trust and depend on to deliver their telecommunication needs and we hear that often at our annual customer appreciation dinner with over 250 members participating in this annual event.

Learn more about us at www.brooketel.coop