

# BU\$INESS

## Exwire brings broadband to Squaw, Alpine

By Megan Feldman  
Tahoe World Staff

Evan Benjaminson waited two years to ditch his dial-up Internet connection for something faster.

Like many in Squaw Valley and Alpine Meadows, he's relieved the service has finally been made available to homes and businesses.

"We really wanted [high speed] because of how slow it was and how difficult it was getting work done," said Benjaminson, owner of Granite Peak Management, a property management company. "We get calls from [clients] all the time — one of the biggest questions is, 'How do I get high-speed Internet?'"

Truckee-based company Exwire recently completed a broadband network in both moun-

tain communities, erecting antenna arrays atop Juniper Mountain and Squaw Valley ski area to broadcast to homes and businesses.

Access to a high-speed connection makes life easier for year-round residents and second-home owners alike, said Exwire General Manager Jeremy Mosier.

"For a lot of people, it's the difference between leaving Sunday night and battling traffic, or staying until Tuesday because they can get their work done at their second homes," he said. The company's wireless technology uses a public radio wave spectrum to connect people to the Internet at a speed of 256 kilobits per second (kbps), about the same speed as Digital Subscriber Line (DSL) and cable. What gives Exwire's technology an edge over other providers, according to Mosier, is that

because it doesn't require phone lines or cables, networks can be set up faster and the connection speed can be upgraded to T1 speeds of 1.54 megabits per second.

"We don't deal with lines, we don't have to put holes in the ground," said Mosier. "We can cover a substantial portion of the community without having to run wires to homes."

Exwire, which began serving Tahoe City, Truckee, Tahoe Donner and Northstar over a year ago, also gives customers the ability to get online outside their homes at a number of "Hot Spot" locations.

The company has connected businesses like Syd's Bagelry, Vicky's Cybercafé, Wild Cherry's and the entire Commercial Row in Truckee to a mobile-based radio frequency known as Wireless Fidelity (WiFi). As long as they have laptops outfitted with WiFi capability, Exwire customers can connect at any of the "Hot Spots" around the lake.

"This takes broadband outside the home and workplace," Mosier said. "We're trying to give people the ability to use broadband in the places they frequent in the community."

Exwire provides HomeConnect service for full-time residents at \$48 per month, and part-time residents can sign up for a usage-based service that starts at \$20 per month. Both can be paired with the "Hot Spot" service.

For more information on Exwire, log on to [www.exwire.com](http://www.exwire.com).

## Banker's hours



Melissa Stone, third from left, on Tuesday instructs the staff at the new Plumas Bank in Tahoe City on how to use the new phone system. The bank spent the summer and fall remodeling its office in the Bechdolt Building.

Keith Sheffield / Tahoe World

## Showcase your business at rec luncheon

The annual Winter Recreation Luncheon is set for Nov. 20 at 11:30 a.m. at Sierra Vista Lakefront Dining in Tahoe City. Lunch is \$20, and an RSVP is required by Nov. 17. An annual event, the luncheon is geared to provide recreation businesses with an opportunity to introduce winter events and activities to the public. Owners and representatives of

North Lake Tahoe businesses will make three-minute presentations. All attendees receive packets of information highlighting winter recreation. To register, call Kelly Brandl-Sparks in Membership Services at (530) 581-8734.

## McKenney joins Coldwell Banker

Coldwell Banker Residential Brokerage in Tahoe City is pleased to welcome Beverly McKenney as its newest sales associate. In her new position, she will specialize in residential sales in North Lake Tahoe.

Prior to joining Coldwell Banker, she worked at Sweet Briar, At The Water's Edge, as a real estate agent. Her responsibilities included marketing and sell-

ing Shared Ownership Properties. McKenney is an active member of Tahoe Adaptive Ski School for which she volunteers as a fundraiser and athletic assistant. She is also a member of the Tahoe League for Charity.

Beverly recently completed an intensive training program through S.T.A.R.T. which emphasized the principles and techniques of real estate. She has also taken C.R.S. (certified residential specialist) courses in buying and selling strategies. She is studying to take her Nevada Real Estate Licensing Examination. Beverly earned her CA/NV teaching credential by completing course requirements at Sierra Nevada College. She then earned her Reading Specialty Certification from the UC Berkeley extension.

Beverly McKenney can be reached at (530) 412-2921.

TheStore

Santa says...

don't wait until the last minute!

Italian Charm Bracelets miniatures

TABLEWARE

COLLECTIBLES

Gifts

CARDS BOOKS

keepsakes FLAGS

CANDLES & HOLDER

ornaments MUGS

Home Decor

Picture Frames

Next to Safeway  
Tahoe City  
583-6511

Custom Gift Wrap Available • UPS Shipping Center

Looking for a new Career ?

Become a Life Coach in 12 weeks.

Learn from home - New Teleclasses

Life Coach College

1-800-841-8776

Classes starting now  
Great for stay at home moms.

[www.LifeCoachCollege.org](http://www.LifeCoachCollege.org)

The future of healthcare has arrived.

It's called PlanScape®

from Blue Cross of California

Richard J. Votaw

An Authorized Agent for Blue Cross Of California

(530) 583-0294 / (800) 331-6489

475 N. Lake Blvd. #212, Tahoe City, CA 96145  
CA LIC #0671889

## Celebrate The Magic Of Christmas

### NEVADA BACKYARD...A RENO/SPARKS TRADITION!

60,000 TREES SOLD SINCE 1990 • BEST TREES IN TOWN!

30% OFF

All PreLit Life-Like Trees

- The Valley's Largest Selection at the Guaranteed Best Price!
- Exclusively Designed by Nevada Backyard
- 3 Year Light Parts Warranty with Exclusive No Twist Bulb
- Varieties Good Enough to Fool Mother Nature
- Sizes 2 1/2' to 14'

LARGEST SELECTION OF LAWNSCAPES

YOUR CHOICE

\$49

YOUR CHOICE

\$59

YOUR CHOICE

\$69

STARTING AT

\$79

30% OFF

All PreLit & UnLit Trees

ASHLEY

7' reg. \$428 SALE \$299  
800 multi or clear lights

8' reg. \$642 SALE \$449  
950 multi or clear lights

9' reg. \$856 SALE \$599  
1300 multi or clear lights

10' reg. \$1,142 SALE \$799  
1850 multi or clear lights

FOLD-AWAY WITH LIGHTS

- 15 Year Prorated Tree Warranty
- Folds Away for Easy Storage
- Stand and Storage Box Included
- Non-Allergenic and Fire Retardant

EXAMPLES: PRELIT

7 1/2' BAVARIAN SPRUCE PRELIT 1295 TIPS, 60" DIAMETER, 700 CLEAR LIGHTS	REG. PRICE \$285.00	SALE PRICE \$199
7 1/2' OREGON FIR PRELIT 1445 TIPS, 62" DIAMETER, 750 CLEAR OR MULTI LIGHTS	REG. PRICE \$356.00	SALE PRICE \$249
7' ASHLEY FIR PRELIT 1481 TIPS, 50" DIAMETER, 700 CLEAR OR MULTI LIGHTS	REG. PRICE \$428.00	SALE PRICE \$299
7' DOUGLAS FIR PRELIT 2061 TIPS, 64" DIAMETER, 950 CLEAR OR MULTI LIGHTS	REG. PRICE \$470.00	SALE PRICE \$329
7' IDAHO NOBLE FIR PRELIT 2331 TIPS, 54" DIAMETER, 1150 CLEAR OR MULTI LIGHTS	REG. PRICE \$499.00	SALE PRICE \$349
7' SNOW CRYSTAL PINE PRELIT 1229 TIPS, 54" DIAMETER, 700 CLEAR OR MULTI LIGHTS	REG. PRICE \$499.00	SALE PRICE \$349

SAVE 50% OFF UP TO ON BEST VALUE TREES!

SHOP EARLY - WHILE THEY LAST! QUANTITIES LIMITED. PRELIT & UNLIT.

NEVADA BACKYARD

The Magic of Christmas

75 E. Moana Lane  
(off S. Virginia)  
**775-826-4800**

HOURS:

M-F 10-7  
SAT 10-6  
SUN 11-5

\*Sorry, due to limited stock supply, no adjustments to prior sales. We reserve the right to correct any errors.

[www.NevadaBackyard.com](http://www.NevadaBackyard.com)

Monthly Rates for Individuals & Families

Area 2\*

as of April 1, 2003

Age Group	Single	Subscriber & Spouse	Subscriber & Child	Family	Subscriber & Children
19-29	\$64	\$132	\$125	\$192	\$158
30-34	\$98	\$177	\$154	\$249	\$188
35-39	\$109	\$213	\$165	\$270	\$199
40-44	\$168	\$288	\$224	\$385	\$258
45-49	\$188	\$360	\$244	\$422	\$277
50-54	\$252	\$491	\$308	\$549	\$342
55-59	\$308	\$601	\$364	\$658	\$398

Rates effective April 1, 2003 based on the Blue Cross PPO Share 2500 plan. Rates based upon the age of the younger spouse and may vary by age location and classification. \*Area 2 includes the following counties: Alpine, Amador, Calaveras, El Dorado, Fresno, Inyo, Madera, Marin, Mariposa, Merced, Mono, Nevada, Placer, Sacramento, San Benito, San Joaquin, San Mateo, Santa Clara (ZIP code 94303 only), Stanislaus, Tuolumne.

Blue Cross of California and BC Life & Health Insurance Company are Independent Licensees of the Blue Cross Association. The Blue Cross name and symbol are Registered Service Marks of the Blue Cross Association.

## Right Choice Right Here Right Now

PLUMAS BANK

Bechdolt Building • 243 N Lake Blvd.  
North Tahoe • Tahoe City • 581-2857