

PRESIDENTIAL MATTERS

Stability in the Storm

It's no secret that 2020 was a difficult year for many. For most.

Amidst a global pandemic, families struggled to adjust to a “new normal” – one that we assumed would be far more fleeting than what reality delivered. Many Americans set up home offices in any spare space they could find, while countless kitchen tables became makeshift classrooms. Some tables, though, remained empty as people desperately tried to provide for their families.



Case numbers rose. Regulations changed. But the thing that rocked our country to its core was the result of these things: a lack of stability. We saw a lack of basic human needs being fulfilled as food, water and connection became hard to find, if they could be found at all. Even those who typically provide a sense of stability – such as parents, government leaders, health officials – seemed to struggle to bring a sense of calm.

But all hope was not lost.

Add racial tension and a turbulent election season to the mix, and it's really no wonder that many Americans emerged from 2020 feeling shell-shocked by the instability. The tipping point came as protests became less peaceful, causing rallies to become riots. What was once considered extreme became just another headline in the endless news cycle. The term “unprecedented” was used so often that it lost all meaning.

Still, we held on to hope.

While the rural communities we serve were, for the most part, spared the direct physical impact of the most radical events, they certainly saw and felt the effects. Our team has continued working hard, though, doing all we can to eliminate the instability our clients face. As the industry's longest standing leader and supporter, we helped manage risk and restore a much-needed sense of normalcy when a record number of hurricanes and wildfires hit our customers. Telcom's mission has always been to provide stability and support to telecom companies – and if 2020 taught us anything, it's this:

We are stronger together.

We could mourn the loss of stability that many are still experiencing, scratching our heads and wondering how we got so far off course. Or we could embrace the fresh start and the opportunity it provides – to our company, to our partners, to our nation – by making change and creating a positive experience with what we can control. The chances of success and stability grow when we stick together.

Looking ahead, our vision is the same as it's been from the start: to ensure our services are affordable and available to telecom companies nationwide. Simply said, we offer stability. As we continue into 2021, we plan to add new insureds and shareholders who share and appreciate our focus on stability. In fact, we already have! And we're just getting started. Now we just need to get the message out to those who haven't heard it yet– so that we continue building trust and strength in numbers.

Wishing you a happy, healthy, hopeful new year!