



By Russ Pankonin

The Imperial Republican

Imperial-headquartered Allo Communications announced last week they have begun a \$10-million plus expansion project in the Scottsbluff and Gering communities.

The announcement came during a press conference at the Scottsbluff airport that followed Lt. Rick Sheehy's briefing to the area on the state of the state address by Gov. Heineman.

Over the past four years, Allo has deployed an all-fiber network in Scottsbluff, Gering and Alliance.

To date, the company has focused their development on the business districts in those communities.

With a \$5.7 million loan from Adams Bank & Trust-Imperial and Platte Valley Bank-Scottsbluff, the company will now expand their fiber-based communications and new entertainment services into the residential areas of Scottsbluff and Gering.

The project will be completed in stages over the next two to three years.

With fiber connectivity directly to the home, Brad Moline, president of the company, said Allo can deliver Internet upload and download speeds of up to 20 megabytes per second (Mbps).

In addition, they are adding a new TV-over-fiber product with a full complement high definition channels and other features not currently available in the market.

The fiber also provides customers with local and long distance telephone service for a fully integrated solution not previously available.

"When this expansion is complete," Moline said, "Scottsbluff and Gering will have a communications and entertainment infrastructure that will be competitive nationally."

Moline said Allo appreciates the support extended by businesses and governmental entities in the three communities.

"In four short years, we have become the dominant commercial telephone, Internet and broadband provider serving the twin cities of Scottsbluff and Gering and Alliance," he said.

Rawnda Pierce, executive director of the Twin cities Development Association, said Allo's investment in the communities has not only helped them retain jobs but has created new jobs as well.

New addition planned here

Moline said Allo's growth will create some additional job opportunities here. They are planning an addition to 610 Broadway building to accommodate more staff.

The Imperial location serves as the headquarters and customer service call center.

Moline said Allo prides themselves by the fact that every phone call to the company is answered by a knowledgeable customer service representative, rather than computer answering and routing systems.

He also expressed his appreciation to Adams Bank & Trust in Imperial and Platte Valley Bank in Scottsbluff for their lending efforts in helping Allo expand and grow.

The loan was guaranteed through the United States Department of Agriculture's Business and Industry loan program, with additional guarantees through the American Recovery and Reinvestment Act.