



## Smarts Broadcast Services

Emmetsburg, Iowa



Ours is a small company of 18 people spread over 5 states. We build computer equipment for radio stations and are directly responsible for keeping those stations on the air. It's a 24x7 business that, even in the age of texts and emails, absolutely depends upon telephones. Our customers need to be able to reach us at all hours.

TCE has been a stalwart partner. They've made phones work so that we can concentrate on our jobs. The mark of a good company is how they behave when a problem inevitably arises, and in this TCE excels. They're responsive. They know how important the phones are to us and do everything they can to get us going again, even when the problem isn't theirs. They recently helped us troubleshoot a problem that ultimately turned out to be with an Internet Provider. At no point did they point fingers. I can't emphasize enough how important that is.

Most sincerely,  
Johnny Schad  
SMARTS Broadcast Systems

### About Smarts Broadcast Services



**John Schad**  
President, Founder & Co-owner



**Jan Schad**  
Co-Owner

One of the best, and probably most imponderable advantages of purchasing equipment and software from Smarts is the origin of the company itself. Smarts was never a big computer firm, or software giant. Smarts very name started off as an acronym for Small Market Accounts Receivable and Traffic System. It grew out of our initial product, an early version of traffic and billing software still in use in many stations around the country.

Smarts growth, however, was done with a major goal in mind. Don't lose the relationship with the customer, and make sure the customer knows personally the people they need to work with in the company. Smarts is the company with a face. John and Jan's home phone numbers are given to every customer. You're dealing with friends, friends that know broadcasting from the inside out when you deal with Smarts Broadcast Systems. Sometimes smaller is better, and when you need help with any Smarts product, our company is there 24/7 to get things back on track.