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Singing River Electric is an equal opportunity employer and provider.

## CEO's Message



Mike Smith  
General Manager and CEO  
Singing River Electric

## Remembering, repeating the past can be a good thing

An Italian philosopher once stated, "Those who cannot remember the past are condemned to repeat it." Some things in history, however, have a real impact on generations and are good to remember and repeat. The formation of cooperatives, including electric cooperatives, has been repeated across the nation and

Land O'Lakes, Cabot Cheese, Florida's Natural, Ace Hardware and many more are cooperatives. Cooperatives are not just a thing of the past. They are businesses led by members, neighbors and local communities that provide a service while putting local needs first.

Times and technology have changed, and co-ops have also changed and evolved with it. One thing that hasn't changed is our focus on the membership. Singing River Electric is led by a nine-member board of directors made up of local farmers, educators, retired military and businessmen. Members, your neighbors, serve on our credentials and elections committee and attend annual membership meetings. Capital credits are returned annually in the local communities to SRE members as a return on their investment.

So this October during Cooperative Month, join our social media conversation, read through your *Today in Mississippi*, research our heat pump rebates or home energy audits on the website ([singingriver.com](http://singingriver.com)), or just come by one of our three local offices. Our focus is on you, and we welcome your participation and leadership in your electric cooperative.

is still going strong today. Whether a farm co-op, credit union or electricity, cooperatives are a way for neighbors to come together and achieve something in their community that they cannot do themselves.

Today we get up, get dressed, have orange juice or cranberry juice, add cheese to our eggs and stop by the credit union or the hardware store. Just with these actions, we could have done business with at least six cooperatives. Businesses like Singing River Electric, George County Co-op, Ocean Spray,

## Safety On the Job

Linemen working to restore power, whether home or out of state, must think of safety first. They are charged with getting power restored safely, efficiently and quickly.

### Generators can pose a real risk

When users attempt to power the whole house with a generator, it is important that the unit is installed properly. If not, generators can pose a real and extremely dangerous risk to any neighbor or lineman who comes in contact with the downed power lines connected to the house. For this reason, linemen try to listen to hear generators running, and co-ops work to educate members to plug appliances directly into generators.

### Rooftop solar panel dangers

A newer threat to linemen is rooftop solar panels. Rooftop solar panels generate electricity. That electric current can back feed onto downed power lines of the systems. The potential for back feed poses the same extremely dangerous risk as generators to linemen, or the public first responders.

# HURRICANE IRMA

## Helping repower Florida



Singing River Electric crews, including two construction crews, two service crews and supervisor, traveled to Clay Electric Cooperative near Gainesville, Fla., on Tuesday, Sept. 12. The 13 employees were part of a convoy of 333 Mississippi electric cooperative linemen, engineers and safety personnel who responded to a call for help following Hurricane Irma.

*"Our linemen were quick to respond, and they were ready to get to work."*

*Singing River Electric General Manager and CEO Mike Smith*

"Mississippi sent more personnel than any other state," said Electric Cooperatives of Mississippi Vice President of Safety and Loss Control Michael Weltzheimer. "We were part of a conference call of 22 states, prior to the storm's landfall, where it was decided that Mississippi, Louisiana and Alabama would be the first to respond and help."

Singing River Electric crews were assigned to assist Clay Electric Cooperative, headquartered in Keystone Heights, Fla. At the time, Clay Electric served 171,186 meters across 13,128 miles of power lines and 14 counties, and 86 percent of the co-op's members were without power.

"Our linemen were quick to respond, and they were ready to get to work," stated Singing River Electric General Manager and CEO Mike Smith. "We know what it is like to help, and more importantly, what it is like to receive help as we did following Hurricanes Katrina,

*(Continued on page 10b)*



## Power in Membership

### Co-ops Helping Co-ops

One of the benefits of cooperative membership is the manpower available to help with power restoration following a storm. Electric cooperatives abide by seven cooperative principles. Principle number six is Cooperation Among Cooperatives and means that an electric cooperative in need can call on crews from within the state, region, or across the country to help restore power.

The impact and benefit of membership for this one principle was never more evident than following Hurricane Katrina. Co-op crews from as far away as Delaware came to help restore power in Mississippi. Singing River Electric's 190 employees grew to more than 1,000 following the storm, and Singing River Electric was able to restore power in our area in just under two weeks. Visiting crews represented Missouri, Delaware, Maryland, Florida, Mississippi, Kentucky, Illinois, Ohio, Indiana, Georgia, Texas, Virginia, North Carolina and South Carolina.

Singing River Electric linemen were quick to return the favor and sign up to travel and restore power to Clay Electric in Florida following Hurricane Irma.



## WE RELY ON OUR ELECTRIC COOPERATIVE FOR INFORMATION ABOUT ENERGY EFFICIENCY.

In our community, power is more than electricity. It's the expert information we receive to help us use less energy and save money. Learn more at [www.singingriver.com](http://www.singingriver.com).

**YOUR SOURCE OF POWER. AND INFORMATION.**





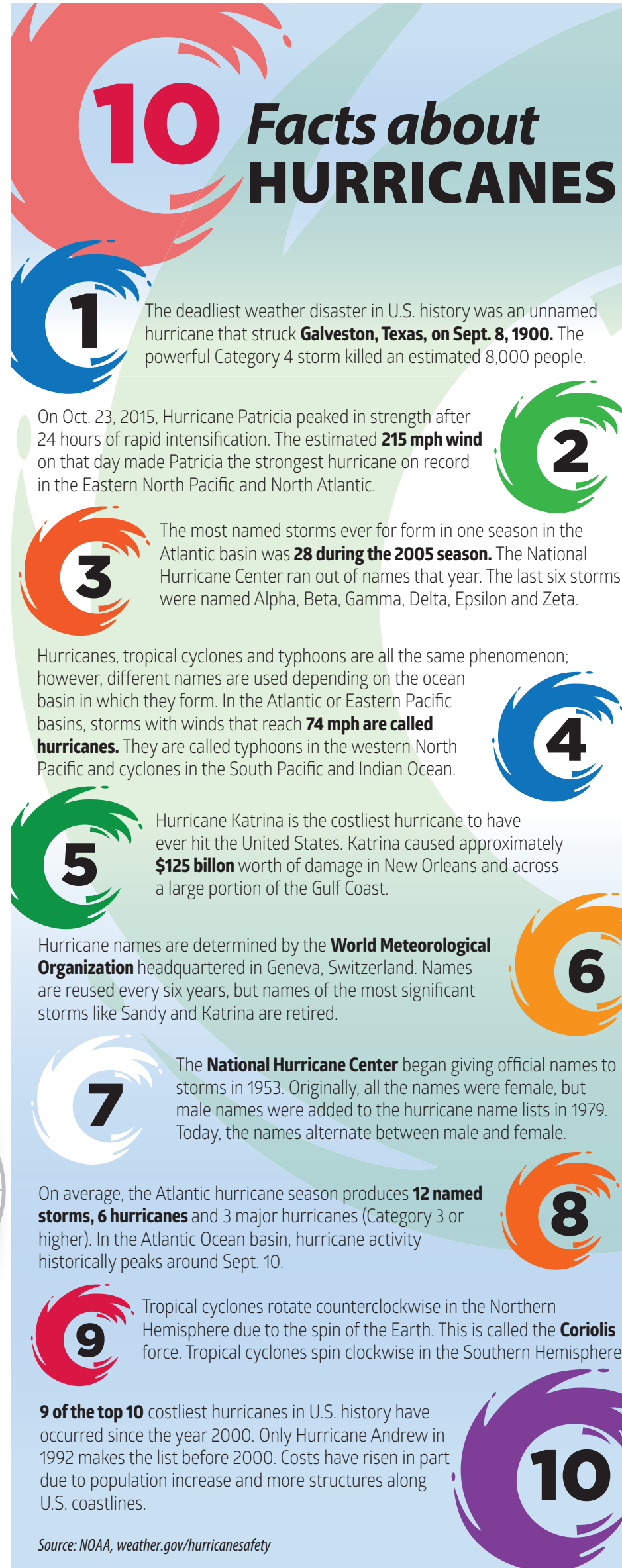


Flooding was a major impediment to crews working to restore power.

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Camille and others.”

Singing River Electric and other co-op linemen crews worked 16-hour days to safely, effectively and quickly restore power to the area. Clay Electric was able to restore power to those who could receive it by Monday, Sept. 18, and SRE crews returned home the following day.

“There is power in cooperative membership. This benefit of cooperative membership, to have access to trained, experienced linemen quickly, can make a real impact on power restoration following a storm,” said Smith. “You are not just a member of Singing River Electric, but a partner with all 838 distribution electric cooperatives across the United States who are ready to serve.”



## Not all air filters are created equal

Air filters should be changed regularly, but how often and what type of air filter depends on a number of factors.

The air inside our homes is full of human hair, pet hair, dust, pollen and many other particles that can end up back in the house, stuck in ductwork or clog HVAC equipment. Air filters work to clean the air that circulates through the heating and cooling system. They trap and hold many types of particulates and contaminants. Filtration occurs when air is brought back into the HVAC equipment to be conditioned and redistributed. The air is forced through the filter, which removes the particulates and contaminants from the air.

A dirty or clogged air filter is the primary source of HVAC system malfunctions and can reduce air flow causing the unit to run longer and costing you more money to attempt to achieve the same comfort level. Air filters should be checked every month, or according to manufacturer recommendations. Some filters need to be discarded when dirty, and others can be cleaned based on filter design.

But what type of filter should you buy? Filters come in many choices. Most can be broken down into two categories. This makes the selection more manageable. The two categories are:

- Permanent or disposable
- Flat or pleated media.

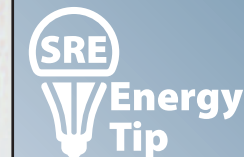
Disposable are the most prevalent and affordable. Some in the flat media group have cardboard frames and a thin mesh you can see through. While they are cheap, they also are the least effective in filtration. Pleated filters perform better at filtration, using media you cannot see through. While they look impervious, air can move through under pressure, leaving airborne particles trapped. Permanent filters allow you to clean the filter and reuse.

Another factor to consider when purchasing a filter is the MERV rating. MERV stands for Minimum Efficiency Reporting Value, and it is the rating system that tells you how effective a filter is at trapping particles. The scale runs from one to 16 and the higher the number, the more effective the filter is at trapping debris. It is recommended to find filters with a MERV rating of three to five. However, Singing River Electric member service representatives state it is more important that you change your filter often and

regularly. You can consult your HVAC's system operating manual when choosing a MERV rating or filter; however, whatever filter choice you can afford is fine.

For more information on air filters and other ways to use less energy and save money, visit the Save Energy and Money section of our website located at [singingriver.com](http://singingriver.com).

## Smart thermostats help lower energy bills



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Advancements in technology have brought mobile phones, smart cars, smart TVs, and now smart or connected thermostats. These thermostats learn your family's usage behavior for heating and cooling and suggest on the device or app ways to adjust the thermostat to use less energy and save money on your electric bill.



Smart thermostats offer consumers a way of greater savings while maintaining comfort. They work with your scheduled settings and your heat pump or HVAC unit to achieve the desired indoor temperature relative to the outdoor temperature. It can turn itself down while you are away, or can be controlled by a mobile device from anywhere.

Heat pump owners will be especially interested in the heat pump balance feature that allows consumers to maximize energy savings by allowing the thermostat to consider local weather forecasts, unit performance and comfort to determine runtime. This assures your family's comfort with little effort from you.

Singing River Electric is your source for power and information. To find out more about energy-efficient, smart technology devices and other ways to lower your electric bill, visit [singingriver.com](http://singingriver.com) or join our social media conversations on Facebook (Singing River Electric), Twitter (@SRECooperative) and Instagram (Singing River Electric).

## Neighbors Helping Neighbors Community Grants Awarded to Local Organizations



(right to left) Singing River Electric Sand Hill District Manager Jeff Catlett presents a \$2,500 NHN Community Grant check to former Mayor Clyde Sylvester, Mayor Steve McCluskey, Deputy Clerk Ashley Williams, Town Clerk Laura Maples, and First Lady Norma McCluskey. Grant funds will purchase materials to construct two community welcome signs to identify the entrances into town on Highway 98 and on Highway 57.



Pascagoula River Audubon Center Programs Manager Erin Parker (left) accepts a \$1,000 NHN Community Grant check from Singing River Electric Manager of Public Relations Lorri Freeman. Grant funds will purchase materials to create a permanent young children's learning Nature Nook in the center's main exhibit area.



Central Elementary Assistant Principal Sherry Pilkington (left) and Principal Zach Bost (right) accept a \$1,259 NHN Community Grant check from Singing River Electric Public Relations Specialist Amanda Parker. Grant funds will purchase a washer and a dryer to wash clothing for students in need of clean clothes and wash blankets used to cover sick children.



# October is National Cybersecurity Awareness Month.



October is National Cybersecurity Awareness Month, a campaign to raise awareness about the importance of online safety. Singing River Electric members and other utility consumers are sometimes targets for online or phone scams. It's important to stay alert for cyber threats.

The Department of Homeland Security has asked Americans to Stop. Think. Connect. Take time to consider where the emails come from, if grammar is correct, if it is from the correct utility that serves you, and if you owe on your electric bill or other service before clicking on any links in emails.

- Here are some other cyber safety tips:
- Consider the length and complexity of your passwords and change your passwords frequently.
  - Remember strong authentication (2-step verification) provides an extra security layer beyond a username and password.
  - Lock down your mobile device with a passcode, touch ID features or other biometric measures.
  - Keep all software and internet-connected devices up to date to reduce risk of infection from malware.
  - Stop. Think. Connect. 91% of cyber breaches are attributable to someone clicking an attachment or link.
  - When in doubt, delete suspicious emails. Be aware of poor grammar use and where the email came from.
  - Be extremely protective of your personal and banking information. Limit the amount of this type information that you share.
  - Be aware of privacy settings on social media platforms. Use privacy settings to avoid sharing information widely.
- For more information, please visit [singingriver.com](http://singingriver.com) or [dhs.gov/stopthinkconnect](http://dhs.gov/stopthinkconnect).



## Cybersecurity Tip

Create long passwords that only you will remember. Try utilizing phrases from your favorite song or movie. Consider including numbers and capital letters to strengthen the password.



## How long should your password be?

The length and complexity of a password has a direct impact on how difficult it would be to crack.

NUMBER OF CHARACTERS	TIME TO CRACK PASSWORD
7	.29 milliseconds
9	Five days
12	200 years

## Our Society is Fueled by the Internet

Did you know 91% of cyber breaches are attributable to someone clicking a link?



## Helping neighbors in need

Please contribute to Neighbors Helping Neighbors Energy Assistance. Your donation will make a difference right here at home.

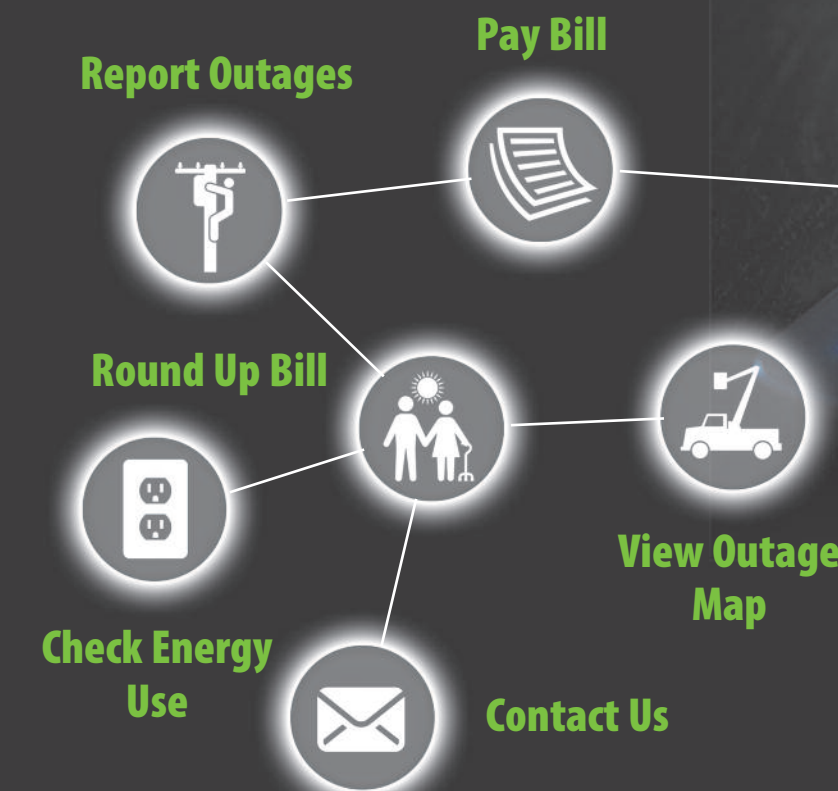


Please check the box  
and help a neighbor.



Singing River Electric and its members are reaching out to help the community through Neighbors Helping Neighbors (NHN) Energy Assistance. In this program, SRE members check the box on the top of their billing statement to allow their current and future bills to round up to the nearest whole dollar and help their neighbor. (Donations range from 1¢ to 99¢ each month and average only \$6 per year.) Contributions are then given to a local United Way organization to be used as a one-time annual distribution to qualified SRE members who cannot pay their power bill. For more information visit [www.singingriver.com](http://www.singingriver.com).

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