



Kilowatt Korner

OCTOBER 2022

October is one of the most beautiful months in our valley with fall colors, cool nights and warm sunny days. October is also well known for many great causes including Breast Cancer Awareness Month, Cyber Security Awareness Month and National Cooperative Month—all things that WREA supports.

BREAST CANCER AWARENESS MONTH

National Breast Cancer Awareness month is a time devoted to education and early detection. It is a good time to follow up with your doctor for a mammogram or find time to join one of the many worthy organizations that support breast cancer patients.

CYBER SECURITY AWARENESS MONTH

This year's Cyber Security Awareness campaign is called, "*See Yourself in Cyber*," which focuses on the idea that while cyber security may seem complicated, it is ultimately just about people. Cyber security affects people at home, on the job and at school. WREA encourages its members create your own cyber awareness campaign with the following easy steps:

- **See Yourself taking action to stay safe online.** That means enabling basic cyber hygiene practices: update your software, think before you click, have good strong passwords or a password keeper, and enable multi-factor authentication (meaning you need "More Than A Password!") on all your sensitive accounts.
- **See Yourself as part of the solution.** Be informed; you are your best line of defense.
- **Think Before You Click:** If a link looks a little off, think before you click. It could be an attempt to get sensitive information or install malware.
- **Update Your Software:** Don't delay -- If you see a software update notification, act promptly. Better yet, turn on automatic updates.
- **Use Strong Passwords:** Use passwords that are long, unique, and randomly generated. Use password managers to generate and remember different, complex passwords for each of your accounts. A passwords manager will encrypt passwords securing them for you!
- **Enable Multi-Factor Authentication:** You need more than a password to protect your online accounts, and enabling MFA (Multi-Factor Authentication) makes you significantly less likely to get hacked.

NATIONAL COOPERATIVE MONTH

National Cooperative Month is a great time to reflect on coop history and the benefits of being a member of a rural electric cooperative. A big part of WREA's strength rests with its strong roots in the rural electric cooperative program, known as the REA (Rural Electrification Act). It is important to share this great history with our younger generations. As late as the mid-1930s, nine out of 10 rural homes were without electric service. Farmers milked cows by hand in the dim light of a kerosene lantern, and families relied on the wood range and washboard for cooking and cleaning. The unavailability of electricity in rural areas hindered economic development and prosperity.

For decades, investor-owned power companies ignored the rural areas because the business model was not profitable. The federal government stepped in by pointing the way to the present rural electrification program with the passage of the Tennessee Valley Authority (TVA) Act in May 1933. This act authorized the TVA Board to construct transmission lines to serve "farms and small villages that are not otherwise supplied with electricity at reasonable rates." Within four years following the close of the World War II, the number of rural electric systems in operation doubled, the number of consumers connected more than tripled and the miles of energized line grew more than five-fold. WREA was formed in 1945 to meet the rural electric needs in the White River valley, and by 1953, more than 90 percent of U.S. farms had electricity.

Today, about 99 percent of the nation's farms have electric service. The rural electrification got their start by borrowing funds from REA to build lines and provide service on a not-for-profit basis. REA is now the Rural Utilities Service, or RUS, and is part of the U.S. Department of Agriculture. In 1937, the REA drafted the Electric Cooperative Corporation Act (REA), a model law that states could adopt to enable the formation and operation of not-for-profit, consumer-owned electric cooperatives. On May 20, 1936, Congress passed the Rural Electrification Act which was one of the most important pieces of legislation passed as part of President Franklin D. Roosevelt's New Deal.

The benefits of a being a member of a rural electric cooperative include Local Control through the Democratic Election of Directors, Payment of Capital Credits, and Commitment to Community. And at WREA you can always count on a friendly voice answering the phone when you call with a question or to request service. WREA takes great pride in electric cooperative history and in serving our members safe, reliable and affordable electricity.

Enjoy the rest of fall and all the benefits of being a part of a rural electric cooperative.

Thank you!

~ White River Electric Association