

# DISCOVERING SOUTH KENTUCKY

www.skrecc.com • DECEMBER 2025

## We put our energy here

**P**owering our communities is about more than keeping the lights on. It's about people, neighbors helping neighbors, and building the kind of connections that make our region stronger. Through dedicated employees, thoughtful giving and a shared mission to serve, South Kentucky RECC continues to put its energy where it matters most: right here at home.

### Strength through adversity

This year brought challenges we never expected. When a devastating tornado destroyed our headquarters, it could have stopped us in our tracks. Instead, it showed what true cooperative spirit looks like.

Within hours, crews were out restoring power, and employees were finding new ways to serve members. Communities came together, lending support and encouragement every step of the way. Out of loss came unity and a reminder that our cooperative family can overcome anything together.

### Living and serving locally

South Kentucky RECC employees don't just work here—we live here. We're your neighbors and friends, volunteering at local food banks, coaching youth sports, helping civic groups and showing up wherever we're needed.

Our energy doesn't stop when the

workday ends. It shines through in every act of kindness and service in the communities we call home.

### Education

Investing in young people is one of the best ways we can build a brighter future. This year, 12 local students each received a \$1,000 scholarship to help them reach their college or trade school goals.

Nine outstanding students were also selected to represent South Kentucky RECC on the Washington Youth Tour, an unforgettable trip to our nation's capital where they learned about leadership, history and the cooperative difference.

Throughout the year, our employees visited classrooms to teach about energy, electrical safety, and the environment, and took part in career fairs to introduce students to careers in the cooperative world and skilled trades.

### Community enrichment

We're proud to play a role in making our communities stronger. From sponsoring local events to supporting charities and emergency services, South Kentucky RECC continues to give back to the members we serve.

Our employee-funded HOPE Fund contributed more than \$6,000 this year to support nonprofits that help families in need. Each dollar reflects the compassion and generosity of our employees—people who care deeply about the communities they call home.



### People

At South Kentucky RECC, people are at the heart of everything we do. This year, our annual Ronald McDonald House Wish List Drive collected donations that helped bring comfort to families with children receiving medical care.

We also supported the Special Olympics Kentucky Summer Games and sponsored local veterans through the Honor Flight program for a meaningful trip to Washington, D.C., a small way to honor their service and sacrifice.

### Guided by principle

As we close the books on 2025, we're filled with gratitude for our members, our employees and our communities. Together, we've proven that no matter what challenges come our way, the cooperative spirit will always shine through.

Because at South Kentucky RECC, we don't just power homes—we power hope, connection and community.

## South Kentucky RECC... Lighting up your Christmas holiday!



**The most wonderful season of the year has arrived, and South Kentucky RECC is ready to make it brighter than ever!**

Stay connected with us on Facebook and Instagram as we light up your Christmas holiday with joyful photos, community highlights, helpful safety tips and heartwarming moments from our members and employees. From twinkling lights to the warmth of giving, we're celebrating the season together.

As we join in the spirit of the holidays, our offices will be closed on December 24 and 25, as well as January 1, 2026. We wish all our members a safe, peaceful and joyous Christmas season, and we look forward to serving you in the new year!

PHOTOS: SKRECC STAFF

## Holiday movie mayhem: what not to do this Christmas season

The holiday movie classic *A Christmas Story* may have included a funny scene of sparks and the “whiff of ozone” flying from an overloaded outlet, but taking shortcuts on safety during the holiday season is no laughing matter. While those on-screen electrical mishaps make us smile, real-life sparks, frayed cords and overloaded circuits can quickly turn a cheerful holiday into a dangerous one.

This holiday season, homes across Kentucky glow with Christmas lights, busy kitchens and the warmth of space heaters. But that mix of electricity, decorations and distractions makes this one of the most common times of year for electrical fires and injuries. At South Kentucky RECC, we want your holidays to shine bright, but safely.

And remember, movie magic doesn't work in real life. When Cousin Eddie plugs in his RV in *Christmas Vacation*, or when Buddy the Elf transforms a department store into a glowing winter wonderland, nobody worries about tripped breakers or overloaded outlets. And of course, who could forget Clark Griswold, determined to create the most dazzling light display in movie history, even if it meant blacking out the neighborhood? His holiday enthusiasm may be hilarious on screen, but in real life, that kind of electrical overload could end in disaster.



PHYSICS: JOE/ADOBE STOCK

Taking just a few extra minutes to inspect cords, use properly rated equipment and unplug decorations before bedtime can make all the difference in keeping your family safe and your holidays merry, not messy. After all, it's much better to have a home filled with laughter and light than one filled with sparks and smoke.



# The power behind the glow

Every December, neighborhoods across southern Kentucky come alive with twinkling lights, from glowing reindeer to shining stars perched high on rooftops. But behind every strand of lights and every cheerful display is something truly powerful: the energy that brings it all to life.

Long before the first bulbs flicker on, South Kentucky RECC is working to ensure reliable power flows to every home and every display across our communities. From the crews maintaining power lines in winter weather to the engineers keeping systems running smoothly, it's a season-long effort to make sure your traditions stay bright.

Electricity doesn't just power decorations; it powers connection. It warms the kitchen where cookies bake, lights the living room where families gather, and fuels the joy that makes this time of year so special.

So this Christmas, as you plug in those lights and watch your home glow, take a moment to appreciate the teamwork, technology and care that keep the season shining.



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At South Kentucky RECC, we're proud to power your holidays and every joyful moment in between.

## Festive fraud: Beware of holiday scams

The holidays are here, and while you may be merry and bright, scammers are hoping you're not paying attention while online. Don't let your defenses down and allow online fraudsters to gain access to your personal and financial information. Be on the lookout for:

**Online shopping scams.** Bogus websites and social media campaigns impersonate major brands and offer too-good-to-be-true deals. These ads entice you to pay for products you'll never receive. Always research before buying.

**Credit card fraud.** Fraudsters steal credit card information via data breaches, skimming and fake websites. Check bank statements and pending charges to ensure all purchases are yours. Check your online banking often during periods where you're shopping more often, and ask anyone using

your account about their purchases to coordinate.

**Social media scams.** Huge discounts for followers who share a post, close-out sales or unbelievable holiday deals are likely scams. Most of these posts deploy malware designed to obtain personal information.

**Delivery scams.** Scammers send out phishing emails and texts disguised as UPS, FedEx, U.S. Postal Service notifications about incoming or missed deliveries. Links lead to phony sign-in pages asking for personal information, or to sites that may be infested with malware. If you know you haven't ordered from a company, or don't have a pending delivery, report the texts or emails as spam or fraudulent and delete them. Always log in to your account through the company website, not through a potentially fake email link.

### Charity scams.

Beware phony charities that take advantage of the holiday giving spirit. Avoid the scammers by giving directly to your favorite local charity.

### Fake contests or giveaways.

Beware online promotions that award products, cash or an all-expenses-paid vacation in exchange for an "entry form" that requires personal or financial information. If you receive a suspicious text or email, avoid clicking any links, and make sure to mark the message as spam.



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**Discovering South Kentucky** is a newsletter insert to *Kentucky Living* magazine and is published by the Kentucky Electric Cooperatives, Louisville, KY, and by South Kentucky Rural Electric Cooperative Corporation, P.O. Box 910, Somerset, KY 42502, (606) 678-4121.

**Address all correspondence to:** Discovering South Kentucky, P.O. Box 910, Somerset, KY 42502.

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## Purchasing Appliances and Electronics: Best Times to Buy

Product Type	Best Time to Buy for Discounts
 <b>Refrigerators and Freezers</b>	Late winter to early spring (March/April); New models arrive in spring, and older models are discounted; Holiday sales (Memorial Day, Fourth of July, Labor Day).
 <b>Washers/Dryers, Dishwashers, Ovens and Ranges</b>	September and October when new models are released and older models are discounted; Holiday sales (Labor Day, Black Friday, Presidents' Day, Memorial Day); End-of-year clearance.
 <b>Large Home Electronics (TVs, home theater)</b>	Holiday sales (Black Friday and Cyber Monday); Amazon Prime Days; Late fall/early winter; Other promos, like Super Bowl sales for televisions.
 <b>Smart Assistants and Other Smart Devices</b>	Holiday sales (Black Friday, Cyber Monday); Other sales events, like Amazon Prime Days.
 <b>Air Conditioners, Heaters and Other Seasonal Appliances</b>	Off season (purchase AC units in fall or winter, heaters in summer); Retailers offer bigger discounts when demand is low.

#### Additional Purchasing Tips:

- When possible, bundle major appliances for significant savings.
- Be on the lookout. When new models arrive, older models drop in price.
- Retailers typically clear out inventory at the end of the year, which means big discounts.
- Local retailers typically try to meet end-of-month/end-of-quarter sale quotas, which could mean flexible prices and/or negotiating.



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## HOLIDAY DECORATING

### Pet safety tips

**Pet-proof your home to deter your cute and curious family members from encountering electrical dangers this holiday season.**

**Make sure the electric wires for the tree lights are secured to the branches and not loosely looped.** If your cat is a curious climber, it could become entangled in loose cords that could burn or strangle it.

**Protect the cord running from the tree to the outlet if your pet likes to chew it.** Most hardware stores sell flexible electrical safety cables, covers and PVC conduit.

**Visit your veterinarian immediately if you suspect your pet has chewed on a power cord and been shocked.** Electric shocks are life threatening and are emergencies.

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