



OPENLINE

Southeast Nebraska Telephone Company • Falls City, NE

S e p t 2 0 0 7 • w w w . s e n t c o . n e t • 4 0 2 - 2 4 5 - 4 4 5 1



Invest in Your Schools and Kids!

These days, students need much more than paper and pencils to get ready for another school year. To stay on top of busy schedules, they need powerful tools to keep them connected to the world around them.

Southeast Nebraska Telephone Company can help by providing a variety of convenient and affordable Bundled Services. From now until September 30, 2007, sign up for one of our Bundles and we'll make a \$10.00 donation to the area school of your choice! (Eligible schools are Falls City Public Schools, Falls City Sacred Heart School, Southeast Consolidated School, and Humboldt/Table

Rock/Steinaur Schools.) It's a great opportunity to save money and help your school at the same time!

For example, if you choose Bundle B, you'll start saving \$117 annually. It includes Local Service, 60 minutes of Long Distance, Caller ID, plus High Speed Broadband Internet.

Everybody wins when you sign up for a Bundle from Southeast Nebraska Telephone Company — the schools, the students in your family, and your budget. To get started, stop by our office, sign up online at www.sentco.net, or call 402-245-4451.

For Your Protection, Dial Before You Dig

Planning to tackle a big landscaping project this fall? Southeast Nebraska Telephone Company reminds you to pick up your phone before you pick up your shovel. Call 811 at least two (2) days before you dig to have your buried cable located free of charge. If you dig without such markings, you run the risk

of hitting underground lines that deliver phone, cable television, sewer, gas, water, and electrical service to your home.

Making this call not only saves you time and protects you from potentially dangerous and costly damage, but it's required by Nebraska law. So remember, call 811!

Towle Memorial Raises \$2,744

The third annual Edwin S. Towle III Memorial Golf Tournament was held on Saturday, July 28, at the Falls City Country Club. Eighteen teams participated, and the \$2,744 raised by entry fees was divided between the following organizations in honor of Edwin S. Towle III:

Richardson County Cancer Fund, \$581; Falls City Booster Club, \$350; Aquatic Park, \$266; Falls City Recreation, \$266; Richardson County Historical Society, \$161; Falls City Travelers Softball, \$161; Sacred Heart Booster Club, \$161; Jacob Fritz Memorial Planter at the Aquatic Park, \$161; Dawson Verdon Ball Association, \$161; Humane Society of Richardson County, \$371; and Falls City Alternative School, \$105.

Our thanks to all who participated in the tournament and helped make these community donations possible.



SOUTHEAST
NEBRASKA
TELEPHONE
COMPANY

...directing service to you

110 W. 17th Street • Falls City, NE 68355
Phone: 402-245-4451 • www.sentco.net



Don't Get Hooked

Tips to Avoid Online Identity Theft Through Phishing

Southwest Nebraska Telephone Company wants you to be informed and aware as you go about your online activities. One potential scam to watch out for is phishing, where crooks try to get you to divulge personal information through the use of legitimate-looking e-mails and websites. For example, you may receive an e-mail that looks like it's from your bank, saying your account information needs to be updated immediately for security purposes. **DON'T FALL FOR IT.** The scammers are trying to commit identity theft to gain access to your accounts.

Awareness of phishing tactics is the best way to avoid becoming the latest victim of these online thieves. Here's how to protect yourself:

- 1. No reply.** It sounds obvious but don't reply to unsolicited messages, especially those asking for personal information. Legitimate companies never solicit information that way.
- 2. Don't click links.** Links in phishing messages appear to go to a legitimate website but actually redirect you elsewhere. Instead of clicking, call the company using a phone number you know is legitimate. Or type the company's web address directly into the browser to learn how to contact the company.
- 3. Not by e-mail.** Don't provide personal information by e-mail — it's not secure.

When providing information through a website, make sure it's secure by checking to see if <https://> is in the web address and a padlock icon appears on the browser's status bar.

4. Anti-virus, all the time. Make sure anti-virus and firewall software are always running and updated. This keeps viruses, worms, spyware, and keystroke loggers off your computer.

If you should fall prey to a phishing scheme, take these steps immediately:

- 1. Contact your financial institution.** Let bank officials know what happened and they can block access to your accounts and often reimburse you for fraudulent charges.
- 2. Contact credit reporting agencies.** Protect your credit by letting these organizations know about the incident. The three main U.S. credit reporting agencies are Experian (www.experian.com), TransUnion (www.transunion.com), and Equifax (www.equifax.com).
- 3. Contact the FTC.** The Federal Trade Commission investigates and prosecutes consumer fraud. You can file a complaint at www.ftc.gov. The FTC's identity theft website (www.consumer.gov/idtheft) provides in-depth information about other actions you can take to prevent identity theft.

Phishers may try to lure you in, but you don't have to bite. Be careful!

Save time with Online Bill Pay

Wouldn't you rather spend less time paying bills and more time doing things you really want to do? You can when you take advantage of our Online Bill Pay service. It speeds up the process of paying your Southeast Nebraska Telephone Company bill each month, by eliminating the need to write checks, search for a stamp, and head for the mailbox. Plus, you'll save money on paper checks and postage, and enjoy the peace of mind that comes from knowing your payments will be made on time.

With Online Bill Pay, you can pay your bill in just seconds using a debit or credit card, or through your checking or savings account. Log on to our website whenever and wherever it's convenient for you, and make your payment with a few quick clicks. Your payment is automatically deducted from the account of your choice on the day you want to pay your bill.

Don't waste another minute on snail mail bill payment. Sign up today for Online Bill Pay. Visit www.sentco.net and click on "Online Bill Pay" or call 402-245-4451.

