



By Tim Stewart, CEO/Manager

SAVE A LIFE: Avoid Distractions While Driving

I thought it would be a good time to remind folks, including myself, of the dangers of distracted driving.

While driving, we typically hear that “ding” on our phone, alerting us to a text or call coming through, and we sometimes feel the urgent need to check it. We know we shouldn’t, but we reason that we’re going to make an exception—just this once.

So, why do we indulge in behavior we know to be wrong, dangerous, and in many states, illegal? Call it hubris. According to AAA research, most people feel they are better-than-average drivers. After all, we have busy lives and are accustomed to multitasking. But mounds of research and thousands of deaths every year prove otherwise.

The reality is that using a phone while driving creates enormous potential for injuries and fatalities. Distractions take a motorist’s attention off driving, which can make a driver miss critical events, objects and cues, potentially leading to a crash.

According to the National Highway Traffic Safety Administration, one of every 10 fatal crashes in the United States involves distracted driving, resulting in more than 3,000 deaths annually. I find this statistic heartbreaking considering so many of these accidents could easily be avoided if we’d

simply put down our phones while driving.

Distracted driving is considered any activity that diverts our attention, including texting or talking on the phone, and adjusting the navigation or entertainment system. Texting is by far one of the most dangerous distractions. Sending or reading one text takes your eyes off the road for an average of five seconds. At 55 mph, that’s like driving the length of an entire football field with your eyes closed.



In addition to refraining from texting while driving, we can help keep the roads safe by moving over for first responders and other emergency vehicles. Additionally, if you see utility crews conducting work near the roadside, please move over and give them extra space to perform their work safely.

Finally, pay extra attention to the bright yellow school buses as they pick up and deliver kids to school. Be aware that they make numerous stops at houses and rail crossings. Don’t ever pass a school bus with the stop sign displayed. Let’s all slow down and be aware.

At Clark Electric Cooperative, safety is foremost in everything we do—for our employees and the members of the communities we serve. We routinely remind our crews of the dangers of distracted driving, and we hope you’ll have similar conversations with your teens, who may be new to the roadways and are especially susceptible to the lure of technology. Let’s work together to keep everyone safe. Remember: That text can wait, and waiting just might save a life.

HAPPY
LABOR DAY
★★★★★

Clark Electric Cooperative will be closed
Monday, September 5



2022 FARM TECHNOLOGY DAYS HIGHLIGHTS



On July 12–14, 2022, Clark Electric Cooperative participated in the Farm Technology Days event held in Loyal. Many volunteer hours and efforts went into the preparations to make sure the event, which brought in approximately 46,000 people over three days, was a success.

The Touchstone Balloon flew over the grounds several times during the event. Employees were in the CEC booth to answer questions and talk with visitors from all over the state. Electric vehicles were on display. A hotline safety demonstration was held several times throughout the three days in the youth tent area.

Clark Electric Cooperative was proud to be part of such a memorable event highlighting the latest in agriculture, new technology, and many other exhibits focusing on rural life.





SAFETY FIRST ALWAYS...

Safety First Always is the motto Linemen live by. Linemen work in a very hazardous profession. They work around large equipment, high in the air, on and around high-voltage equipment, in all kinds of weather conditions, both day and night. In fact, according to the U.S. Bureau of Labor Statistics, utility linework is among the nation's top 10 most hazardous professions.

Clark Electric Cooperative participates in the National Rural Electric Cooperative Association's Rural Electric Achievement Program (RESAP) to help stress the importance of electrical safety. One of the components of the program is monthly safety meetings.

These safety meetings consist of classroom training as well as hands-on training and equipment testing. At least one meeting a year is dedicated to pole-top rescue procedures.

The meetings consist of inspections of the trucks, proper use of personal protective equipment (PPE), proper traffic control, proper operating procedures, and an overall inspection of tools and equipment to ensure they are in good working condition. Safety First Always is a good motto to live by for all of us.

Pictured at right is one of our linemen performing pole-top rescue using a weighted, life-sized training prop.



MEMBER APPRECIATION DAY & Kick-off to Cooperative Month



A FREE Pancake, Egg & Sausage Breakfast Saturday, September 24

7 a.m. to 11 a.m. at the
Clark Electric headquarters,
just west of Greenwood on CTH G

- **"Take Back" Initiative 7-11 a.m.**
Bring your unused, controlled, non-controlled, and over-the counter medications in their original containers to be dropped off—free, with no questions asked. *Questions? Clark County Sheriff's Department at 715-743-3157.*
- **Food Drive for Local Food Pantries**
- **Activities for Kids of All Ages**
Pumpkins, Crafts for Kids, Giant Inflatables
- **Greenwood Fire & EMS**
will provide free blood pressure testing.
- **Marshfield Medical Center**
will be here to provide community health information— free of charge.

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LOOK UP AND STAY SAFE DURING HARVEST SEASON

Agriculture is the backbone of our country, and our livelihood greatly depends on the crops provided by American farmers. In addition to being one of the most labor-intensive professions, farming is also considered one of the most dangerous jobs in the United States.

The hard work and exhaustive labor are tough, but rushing the job to save time can be extremely dangerous—even deadly—when farming near electrical equipment.

Every year, we see collisions where tractors and other farming equipment accidentally collide with utility poles and power lines, causing injuries and power outages. These dangerous accidents can be avoided by looking up and around your surroundings when operating large farm machinery. If you're preparing for harvest season, please keep the following safety tips in mind:

- Maintain a 10-foot clearance around all utility equipment in all directions.
- Use a spotter and deployed flags to maintain safe distances from power lines and other electrical equipment when working in the field.
- If your equipment makes contact with an energized or downed power line, contact 9-1-1 immediately and remain inside the vehicle until the power line is



When practicing farm safety, consider all equipment and cargo extensions of your vehicle.

—Photo courtesy of Lance Cheung, USDA

de-energized. In case of smoke or fire, exit the cab by making a solid jump out of the cab (without touching it), and hop away to safety.

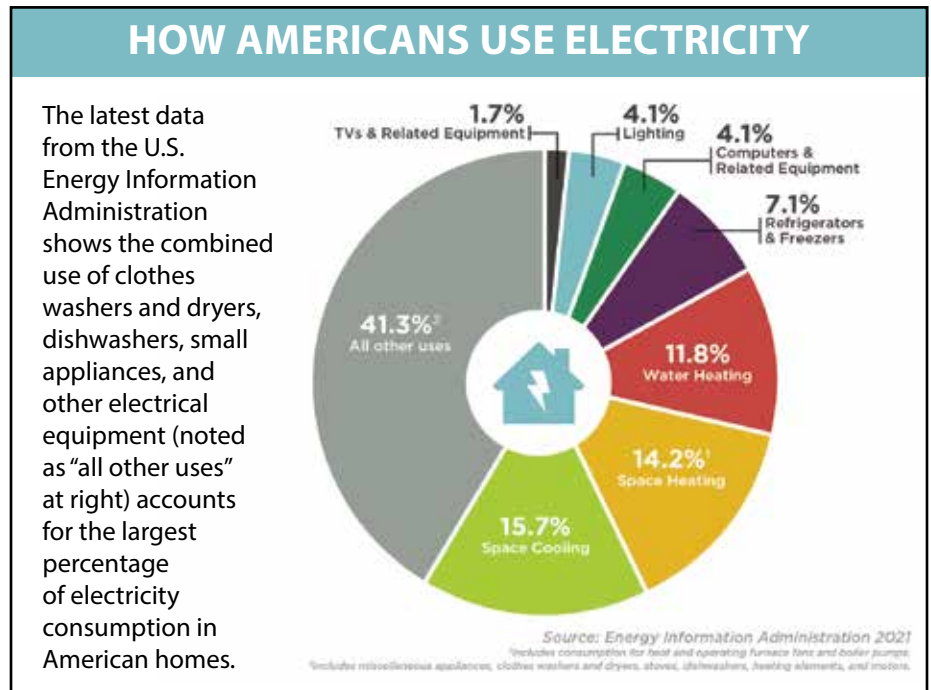
- Consider equipment and cargo extensions of your vehicle. Lumber, hay, tree limbs, irrigation pipes, and even bulk materials can conduct electricity, so keep them out of contact with electrical equipment.

September 18–24 is National Farm Health and Safety Week, but practicing safety on the farm year-round yields positive results. We hope you never find yourself in a situation where farming equipment contacts power lines or poles, but if you do, we hope you'll remember these safety tips.

Energy Efficiency Tip of the Month

Water heating accounts for a large portion of home energy bills. To save energy (and money!) used for water heating, repair any leaky faucets, install low-flow fixtures and insulate accessible hot water lines. When it's time to purchase a new washing machine or dishwasher, look for models that are ENERGY STAR®-certified.

Source: Dept. of Energy



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Clark Electric Cooperative

Your Touchstone Energy® Partner

Office Hours: 7:30 a.m. – 4:00 p.m.