

Spotlight

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Make safety a priority at work and at home

Safety culture is nothing new for Jackson Energy.

The worldwide emphasis on basic safety practices prompted by the coronavirus pandemic forced many people to think differently about day-to-day routines.

At Jackson Energy, even though pandemic restrictions were new for us, the focus on safety was a familiar and perfect fit for our safety culture.

Safety is our top priority at Jackson Energy. No matter how routine a job assignment may seem, our linemen face unique challenges that must be identified and resolved before the work begins. To ensure the safety of the crew, equipment and surroundings, Jackson Energy line crews discuss the objective, location of the worksite, potential hazards, nearest medical facility and if anyone besides the co-op needs to be involved.

Everything about this process begins with keeping safety the top priority and not taking anything for granted. It's a lesson we encourage Jackson Energy employees to take home with them and one we encourage you to share with your family. Don't let complacency or routine replace the care and attention your life deserves. Each month, *Kentucky Living's* Safety Moment column (page 13) shares



Jackson Energy 2nd Class Line Technician Logan Estridge, left, 1st Class Line Technicians Tyler Cruise and Tyler Riley, and Working Forman Dwayne Wilson conduct a tailgate meeting before starting a job at a new construction site in Laurel County. Photo: Lisa Baker

some useful advice you can apply in your own home.

Have you ever pulled into your driveway and can't remember your drive to get there? "Auto-pilot" mode can lead us to stop paying attention when we are completing the most ordinary tasks, like driving, cutting food, and doing yard or farm work.

Jackson Energy, along with other electric co-ops in Kentucky and across the country, is determined to

improve specific safety metrics. The most important metric is preventing serious accidents involving human contact with an energized power line or equipment.

We will learn many lessons from 2020, but if there is anything good that can come out of the pandemic, it is that we can all be more intentional about safety and not take any of the small and ordinary parts of our lives for granted.

SPOTLIGHT

Lisa Baker, Editor
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Jackson Energy

Working for You

Moving ahead on economic development efforts

As we prepare to celebrate the American worker on Labor Day, I want to share some good news about the hard work being done to bring new jobs to people in areas served by Jackson Energy.

Even in this unprecedented year, our cooperative team has never stopped efforts to attract new jobs and investments that improve the

app because they can view available sites online in the comfort of their own office or home. You can take a peek at this amazing technology at www.dataispower.org.

Another cool tool is PowerMap. This was the first mobile app in the country built to show electric service territory boundaries and provide important economic development



quality of life for our members in the communities we serve.

Jackson Energy and Kentucky's Touchstone Energy Cooperatives work closely with the state Cabinet for Economic Development to build our economy, and we use several high-tech tools to attract the attention of site selectors around the world who search for industrial sites. Our cutting-edge tools have kept our co-op service areas under consideration for business projects even when travel is not allowed.

For example, PowerVision is an app that provides high-definition drone footage and virtual presentations of co-op industrial locations. Site selectors are huge fans of this

information. It provides detailed maps of Jackson Energy and other cooperative service areas.

We have partnered with StateBook International, an online source of 36,000 data points that improve location analysis, and help businesses identify opportunities for new projects. It showcases our many local communities and

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Carol Wright
President & CEO

Bringing new jobs to our region

Jackson Energy and Senture, LLC are working together to bring new jobs to our region. A Rural Economic Development Loan (REDL) through Jackson Energy Cooperative will allow Senture to expand its operations and provide 500 additional jobs in our local area over a three-year period. The \$2 million dollar, zero-interest loan is offered through the United States Department of Agriculture's Rural Development office and the loans are administered by local electric cooperatives, like Jackson Energy.

Funds will be used for the purchase and installation of computer hardware, computer specialty software, furniture and fixtures for 500 workstations at the London facility.

"The Rural Economic Development Loan program allows Jackson Energy the opportunity to help local companies expand operations and bring new jobs to the region," says Jackson Energy president & CEO Carol Wright. "Our mission is to improve the quality of life of those we serve in our region, not only by providing electric service, but also through economic development."

Senture's headquarters is located within the Charles Pennington Industrial Park West in London, Kentucky, and currently employs



Jackson Energy President & CEO Carol Wright presents a check representing the \$2 million dollar Rural Economic Development Loan to Chris Deaton, president & CEO of Senture, LLC. Photo: Lisa Baker

2,700 employees in contact centers located in London, Annville, Monticello, and Williamsburg, Kentucky, as well as McAllen, Texas, where they provide 24/7/365 client support for both government and private industry companies.

When asked what makes Senture the best possible domestic contact call center in a crowded market of competitors, Chris Deaton, president and CEO, says, "It's all about the people." Deaton believes most companies today miss one of the most important aspects of delivering for their clients—the people doing the work.

"We have found an exceptional workforce with a genuine passion

to please," Deaton says.

"This partnership with Jackson Energy Cooperative is a shining example of our Rural Economic Development Loan and Grant Program," says Rural Development Kentucky State Director Hilda Legg. "The program aims to create and retain jobs in our rural areas, and this investment in Senture, LLC will create over 500 jobs! I love seeing the ways our rural electric cooperatives are branching out—and from economic development to last-mile broadband—and working with us to help our rural communities because when rural Kentucky thrives, America thrives!"

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economic development agencies, and can be viewed at www.statebook.com/site/jackson-energy-ky.

Lorie Vincent, one of America's most respected site selectors, says these digital technologies have put Kentucky's Touchstone Energy Cooperatives "ahead in the game" of showcasing site locations.

And, Jackson Energy continues to support our schools, especially through science, technology, engineering and math (STEM) education for grades K-12. Students with STEM education help our efforts to build the highly skilled future workforce needed to attract high-wage, high-demand jobs.

Our co-op and our members have been through an unusual year, but we've never stopped our efforts to support a strong local economy. We will never stop reminding companies that they can build their business—and a great life—right here, in our old Kentucky home.

