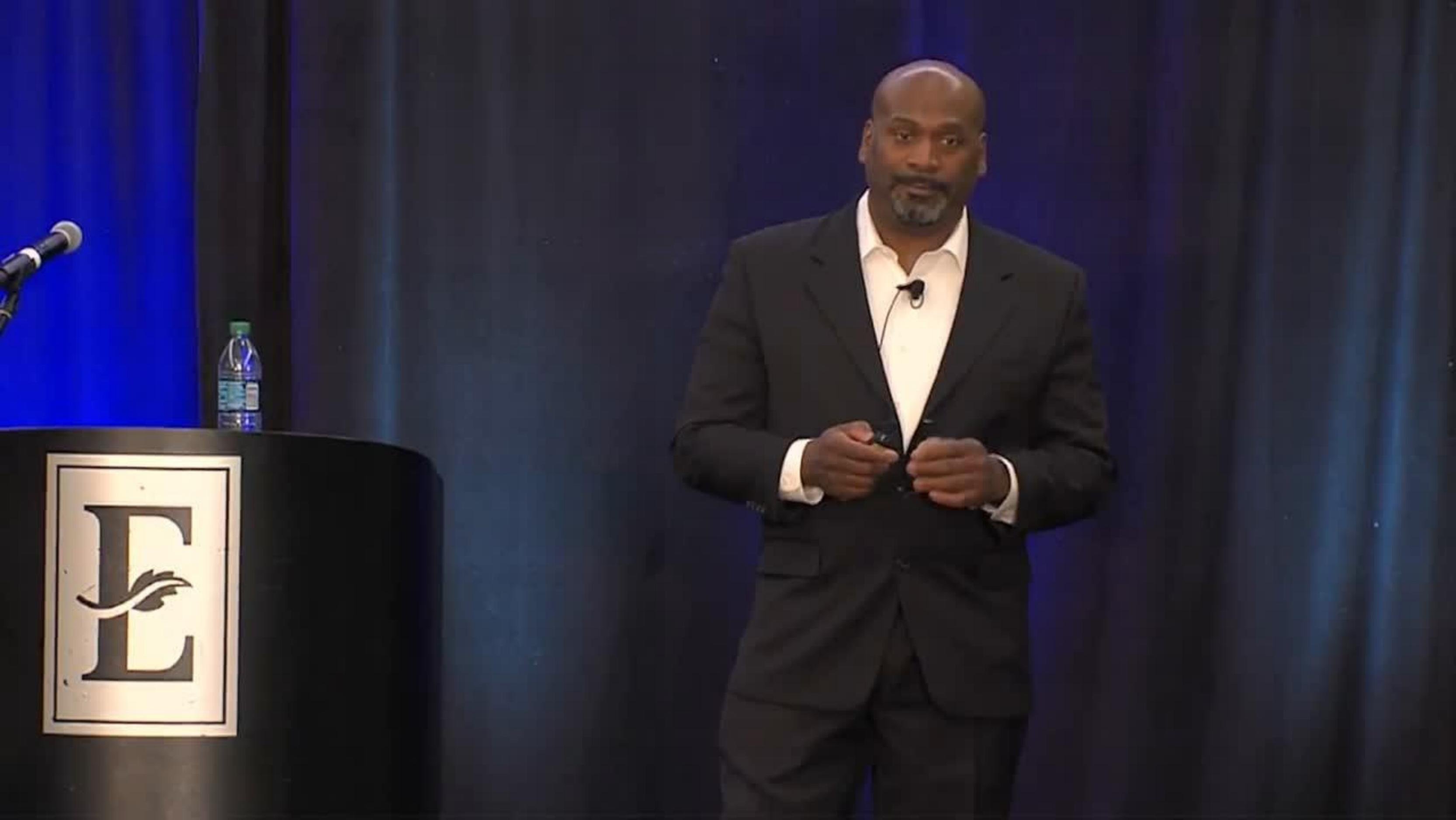


# EVERY STEP EVERY MATTERS







# Danny Krum

Safety & Loss Coordinator

- **Wikipedia – About Danny Krum**
- **Why do you care so much about safety?**
- **This campaign started with the live line display you build last spring. Tell us why you did that and about its impact.**





## Danny Krum – Safety & Loss Coordinator

- **How did this program start at Buckeye Rural?**
- **Discuss the Power of 10 – Life Saving Rules and your impact on people**



# The Power of 10 - Life Saving Rules

## **Communication**

Clear, timely, and complete information flow prevents errors and keeps crews aligned.

## **Following Distance & Backing**

Maintain safe spacing and follow controlled backing procedures to avoid collisions.

## **Gloves, Sleeves, and Overshoes**

Wear the correct protective gear for energized work and environmental hazards.

## **Grounding**

Apply proper grounding to eliminate unexpected energization and induced voltage risks.

## **Job Briefing**

Conduct thorough pre-task discussions covering hazards, roles, and work steps.

## **Leadership**

Model safe behavior, speak up, and reinforce expectations for the entire crew.

## **Line of Fire**

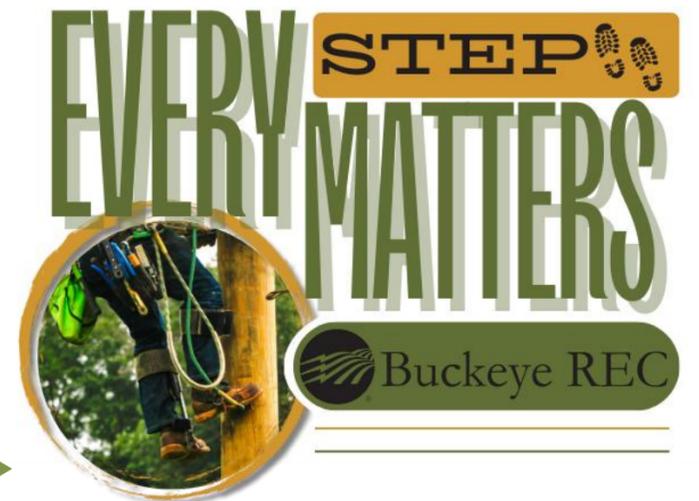
Stay clear of paths where tools, equipment, or energy could cause injury.

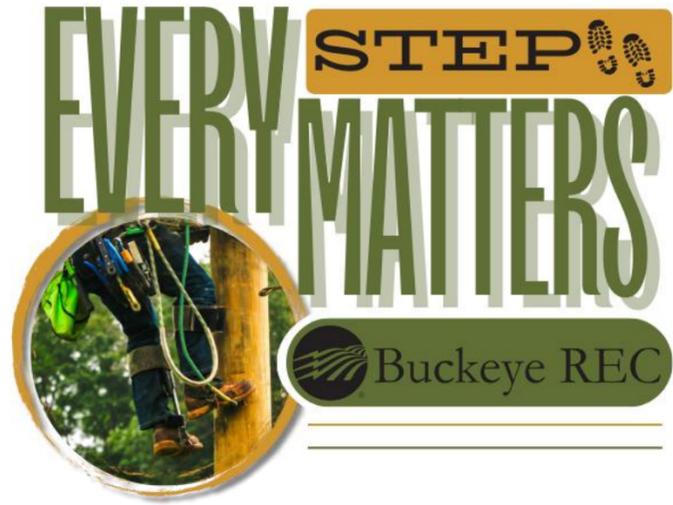
## **Observer**

Assign a dedicated observer when tasks require monitoring for hazards or movement.

## **PPE, Proper Cover Up**

Use all required PPE and maintain proper coverup at all times.





## Campaign Objective

The purpose of this campaign was to clearly articulate the cooperative's commitment to keeping employees safe, to improve the Cooperative's brand reputation, and increase members' awareness of the co-op's safety culture and commitment to all employees going home safely each night.

**Campaign timing:** August - December 2025





# Campaign tactics

Buckeye REC took an all-of-the-above approach to communications and member outreach during this campaign by using the following mediums.

Magazine



Social media



Email



Bill stuffers



Video



Safety demos





# For the Ones We Serve



# Video

Every  
Step  
Matters



# Social Media

**Buckeye Rural Electric Cooperative**  
Published by Shelby Bradford Moore · October 29 at 8:00 AM

Every step matters, for the ones we serve. Each day, Buckeye REC is guided by a shared commitment to safety and supporting the communities where we live, work, and play. One of the ways we give back to our community and support local families is through food drives and donating to local schools to help feed families in need.



[See insights and ads](#) [Boost again](#)

67 2 shares

**Buckeye Rural Electric Cooperative**  
Published by Shelby Bradford Moore · October 8

Every step matters, for the ones we serve. Part of Buckeye REC's commitment to safety includes our focus on educating members on the importance of electrical safety! To put that commitment into practice, our team recently invested in a new live line safety trailer that demonstrates how electricity flows through power lines to your home and will help our team teach members how to stay safe around electrical equipment.

Interested in hosting a safety demo for your school, group, or business? Call us at 800-231-2732 to schedule!



[See insights and ads](#) [Boost post](#)

Ohio's Electric Cooperatives, Butler Rural Electric Cooperative and 43 others 1 share

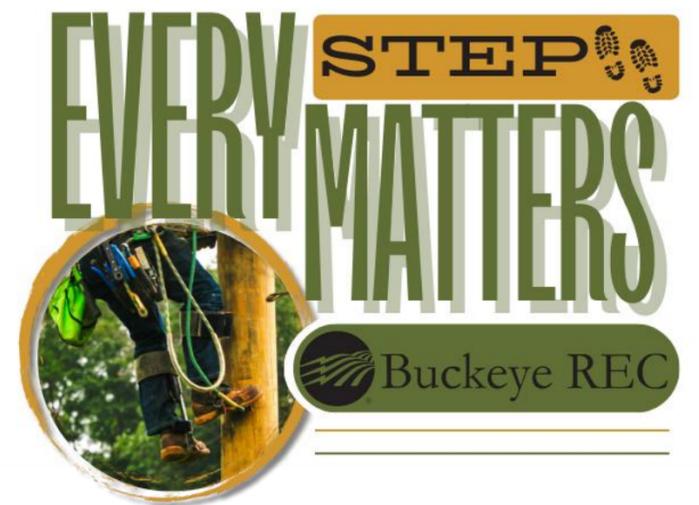
**Buckeye Rural Electric Cooperative**  
Published by Shelby Bradford Moore · October 22

Every step matters, for the ones we serve. Buckeye REC is committed to supporting even our littlest members! Just like our team is focused on practicing stringent safety measures at work each day, we are also focused on giving back to our communities through donations and service projects.



[See insights and ads](#) [Boost again](#)

Guernsey-Muski



# Social Media

**Buckeye Rural Electric Cooperative**  
Published by Shelby Bradford Moore · October 1

At Buckeye Rural Electric, every step matters, 24/7/365. Following good safety practices is paramount at our co-op – the lives of our team, our members, and our families depend on it. Follow along this month as we talk about the importance Buckeye REC places on a strong safety culture and how we practice good safety each and every day.



0:18 / 3:11

See insights and ads [Boost post](#)

Guernsey-Muskingum Electric Cooperative and 75 others · 5 comments · 28 shares

Like Comment Share

View more comments

**Tiffany Tabor**  
Thank you again for asking your little neighbors next door to be apart of the filming. The kids will be so excited to see how it played out. It was such a fun experience and the kids had a great time learning new things with the linemen. Our BREC neighbors ALWAYS answer with "We got you" So we loved getting to say "Yes" to your request! You guys are more than neighbors to us Highlanders at Southwestern Elementary. You rally with us on anything we have going on from food drives, ticket sales, to Kona Ice Days. The way you support and give back to our community is nothing short of amazing. ❤️

7w Like Reply Hide

**Buckeye Rural Electric Cooperative**  
Published by Shelby Bradford Moore · October 15

Every step matters, for the ones we serve. At Buckeye REC, our members are our neighbors. Just like we look out for each other at work by following best safety practices, we look out for our neighbors, too. That's a commitment we take seriously.



See insights and ads [Boost again](#)

Guernsey-Muskingum Electric Cooperative and 129 others · 1 comment · 1 share

**Buckeye Rural Electric Cooperative**  
Published by Krista Smith · October 13

Our Live Line Demonstration Trailer allows us to take safety education directly into our communities. By showing real-life electrical hazards and safe practices, we're helping members, students, and first responders understand that every decision matters when it comes to electricity.

It's one more way we put our Concern for Community principle into action — because every step we take toward safety is a step toward protecting the ones we serve. Every Step Matters — For the Ones We Serve.



educational opportunity to demonstrate what actually a

See insights and ads [Boost post](#)

You, Guernsey-Muskingu



# Ohio Cooperative Living

## Custom cover and local page spread





BUCKEYE RURAL ELECTRIC COOPERATIVE  
LOCAL PAGES

# EVERY STEP MATTERS

for the ones we serve

### Live line trailer to help teach safety

At Buckeye Rural Electric Cooperative, safety is at the heart of everything we do. Each time we step into the field, answer a call, or complete a project, we do so with the members we serve in mind. Your trust in us means we carry the responsibility of not only providing reliable power but also ensuring that every action we take is done with care and precaution.

On August 28, we proudly held a ribbon-cutting ceremony for our new live line trailer. This trailer will serve as an important tool for public education, allowing us to demonstrate how electricity works, the dangers it can pose, and how to stay safe around it. These demonstrations will be shared with schools, community groups, and the public, helping to spread awareness and save lives.

Our safety and loss coordinator, Danny Krum, has put countless hours of time and effort into building this trailer from scratch, and we are incredibly proud of his dedication. His hard work has turned an idea into a reality that will benefit our members and communities for years to come.

We would also like to extend a special thank-you to our honored guests who joined us for this event, including Juli Stephens, who presented a proclamation from U.S. Sen. Bernie Moreno (pictured at right).

Electricity is a powerful tool, but it can also pose serious risks. That's why our crews follow strict safety practices, undergo continuous training, and use advanced equipment designed to keep both our employees and our members safe. Whether it's restoring power after a storm, trimming trees near lines, or maintaining our system, every step matters in protecting the communities we serve.

Safety isn't just about keeping the lights on — it's about making sure you, your family, and your neighbors are protected. By sharing safety tips, demonstrations, and resources, we're committed to helping you stay safe around electricity in your daily life. Because at BREC, your safety will always come first.

Left to right: Ryan Smith, president, University of Rio Grande; Juli Stephens, southeast regional director for U.S. Sen. Bernie Moreno; Kelly Barr, manager of government affairs, Ohio's Electric Cooperatives; Sean McIntyre, police chief at the University of Rio Grande; Marlene Lorenzana, interim CEO, Buckeye Rural Electric Cooperative; Danny Krum, safety and loss coordinator, BREC; Matt Changaris, sheriff, Galia County; William Holcomb, board president, BREC; Bob Hood, executive director, Galia County Chamber of Commerce; Dan Newstrom, secretary/treasurer, BREC Board; Tim Massie, board member, BREC; Danna Siskens, board member, BREC; Roe Hatfield, board member, BREC.

OCTOBER 2025 • OHIO COOPERATIVE LIVING 18A



# For the Ones We Love



# Video

Every  
Step  
Matters

# Social Media

**Buckeye Rural Electric Cooperative**  
Published by Krista Smith · November 24, 2025

### Every Step Matters – For the Ones We Love

This week, we're featuring Trey in our Every Step Matters series. His partner, Brittani, shared what life is like for the families who support our linemen behind the scenes:

"Being the partner to a lineman is very humbling but definitely has its challenges. There have been many important events and moments in the lives of our children that he has had to miss out on. We plan holidays and vacations while knowing he might not make it due to unpredictable schedules or late night callouts. I have to be prepared to take on managing our household independently while he is working tirelessly to restore power. I am sure to always remind him to be careful because we need him to come back home safe. It is a tough and dangerous job but linemen play a very important role in our community. I will always advocate for the appreciation and understanding for our linemen!"

Families like Trey and Brittani's remind us why every step truly matters. Our linemen show up for our community every day, and their families stand right beside them, sacrificing, supporting, and always hoping for a safe return home.

## THE LADIES BEHIND THE LINEMEN!

**EVERY STEP MATTERS**  
Buckeye REC

**FOR THE ONES WE SERVE, THE ONES WE LOVE, AND THE ONE WE LOST**

[See insights and ads](#) [Boost post](#)

Guernsey-Muskingum Electric Cooperative and 40 others 5 comments

**Buckeye Rural Electric Cooperative**  
Published by Krista Smith · November 10 at 10:26 AM

When the lights go out, our linemen answer the call — no matter the day, the weather, or the holiday. They leave warm homes, birthday cakes, kids' ballgames, and Christmas mornings to restore power for our members. And behind every lineman is a family that stands strong, prays for their safe return, and waits for the moment they walk back through the door.

We're sharing stories from the families who stand behind our linemen. Their voices remind us why safety matters so deeply — because every step taken in the field is a step back toward the people who love them most:

"Being a lineman's wife means learning to celebrate life's moments a little differently. Ten years ago, when our girls were just 9 and 4, Erin left the day before Christmas Eve to help restore power after a devastating ice storm. While other families prepared for Christmas morning, ours waited — because the girls wrote Santa a heartfelt note asking him to hold off on delivering their gifts until their daddy made it home. A week later, on New Year's Eve, Erin finally walked through the door, tired but safe. That night, Santa made a special visit just for us, and we celebrated Christmas together — proof that the true magic of the season isn't in the date on the calendar, but in being together again."

To the linemen — and to the wives, partners, and families supporting them — thank you. Your strength helps keep our communities safe and our lights on.

Every step matters — especially the steps that take them back home.

## THE LADIES BEHIND THE LINEMEN!

**EVERY STEP MATTERS**  
Buckeye REC

**FOR THE ONES WE SERVE, THE ONES WE LOVE, AND THE ONE WE LOST**

[See insights and ads](#) [Boost post](#)

You, Guernsey-Muskingum Electric Cooperative and 70 others 1 comment 1 share

**Buckeye Rural Electric Cooperative**  
Published by Krista Smith · November 29, 2025

At BREC, we talk a lot about the skill, dedication, and grit it takes to be a lineman. But there is another side to this work that deserves just as much recognition — the families who carry the weight of every callout, outage, and storm season right alongside our crews.

Today, we're recognizing Zak, one of our young linemen, through the perspective of his wife, Payton, whose honesty captures what many families experience but rarely say out loud.

When Zak chose this career right out of high school in 2020, Payton was excited for the future they were building. What she didn't expect was how quickly she'd learn what this job truly asks of a household: unexpected nights alone, long stretches without him home, and the constant awareness that the work he does is both essential — and dangerous.

Payton shared how the last few years have shaped them as a family: It's taught them patience. It's taught them trust. And it's taught them a kind of selflessness most people never have to practice. When the lights go out, someone else needs Zak — immediately. And while that reality can bring worry and tears, it also brings tremendous pride. She sees how hard he works, how deeply he cares, and how this career has strengthened the man he is at home and on the lines.

Families like Zak and Payton's are a powerful reminder that service extends far beyond the job site. Every lineman who steps into the field leaves someone at home hoping, praying, and waiting for their safe return.

## THE LADIES BEHIND THE LINEMEN!

**EVERY STEP MATTERS**  
Buckeye REC

**FOR THE ONES WE SERVE, THE ONES WE LOVE, AND THE ONE WE LOST**

[See insights and ads](#) [Boost post](#)

65 3 comments 12 shares

# Social Media

**Buckeye Rural Electric Cooperative**  
Published by Shelby Bradford Moore · November 5 at 10:00 AM · 🌐

Every step matters, for the ones we love. From birthday parties to holidays and everything in between, your team at Buckeye REC is committed to safety so we (and you!) are around for life's most special moments.



See insights and ads [Boost again](#)

👍❤️👍 69 1 comment 3 shares

👍 Like 💬 Comment ➦ Share

**Debbie Hensley**  
This is my handsome grandson very proud of him  
2w Like Reply Hide 4 👍👍

**Buckeye Rural Electric Cooperative**  
Published by Krista Smith · November 27, 2025 · 🌐

Every Step Matters – for the ones we love.

On Thanksgiving, while families gather around warm tables and familiar traditions, our linemen await the call to leave their families should a power outage occur. And behind every one of those lineworkers is a family who feels every call, every storm, and every hour apart.

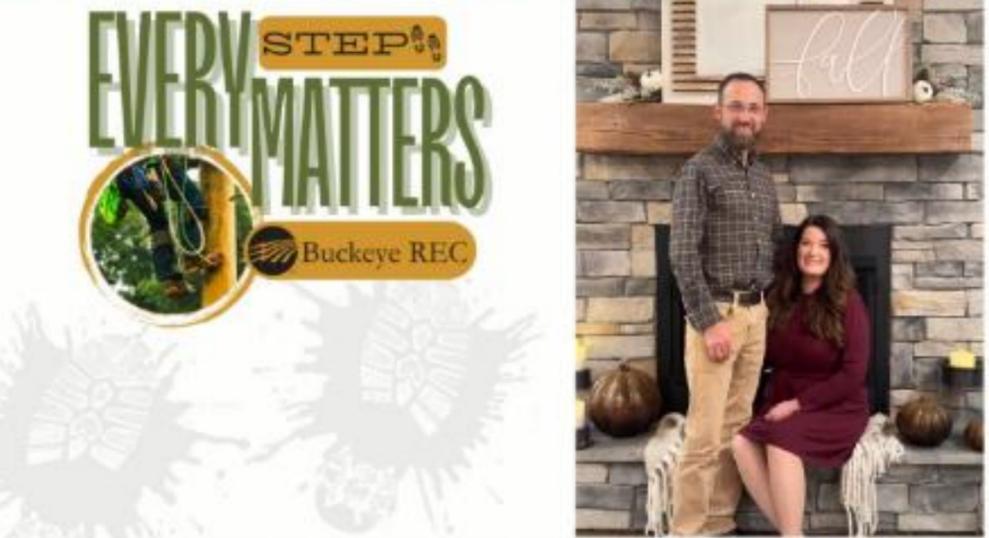
Today, we want to share a moment from Jamie, wife of Buckeye REC lineman Aaron "Rabbitt," who puts that sacrifice into perspective:

"Line work comes with an unpredictable schedule, and Rabbitt has missed holidays and family moments—but knowing the impact he's making helps during the tough times. I'm so proud of the way he helps others, even when storms have him running out the door. The worry never fully goes away, but I know he's highly trained, surrounded by a good crew, and focused on every safety step that gets him home to us."

As we celebrate this day of gratitude and reflection, we as a cooperative also pause to pray for the safety of our linemen, their families, and our members across the communities we serve. Their sacrifice—on holidays, birthdays, and late nights—reminds us why every step matters: for the ones we serve, the ones we love, and the one we lost.

From all of us at Buckeye REC, Happy Thanksgiving.  
May your day be safe, warm, and filled with the people who matter most.

## THE LADIES BEHIND THE LINEMEN!



## FOR THE ONES WE SERVE, THE ONES WE LOVE, AND THE ONE WE LOST

See insights and ads [Boost post](#)

👍❤️👍 54 1 comment 7 shares

**Buckeye Rural Electric Cooperative**  
Published by Krista Smith · November 18 at 8:11AM · 🌐

Every Step Matters — For the Ones We Love.

Today, we're honored to share a message from Mackenzie, wife of our lineman Jake, about what life looks like behind the storms, late nights, and long hours:

"I am extremely proud of Jake and how much heart and soul he pours into everything he does. He truly enjoys helping others and takes his work seriously. Because of that, it is much easier to be a line wife and support him and his passions... but that definitely does not mean I don't worry at times.

Being married to a lineman has definitely strengthened my prayer life! I've always gotten anxious about storms in general, and now that's the exact weather he is out working in — storms, ice, etc. So I just have to pray and trust that God will protect him. I also know that all of the guys on duty are following strict safety standards, which eases my mind. Jake does everything he can to take care of others, but still come home safely to me and the little boy we have on the way."

Their story is a reminder of why every step matters — not just for our crews, but for the families waiting at home, hoping, praying, and trusting they'll walk back through the door.

## THE LADIES BEHIND THE LINEMEN!



## FOR THE ONES WE SERVE, THE ONES WE LOVE, AND THE ONE WE LOST

See insights and ads [Boost post](#)

👍❤️👍 You and 40 others 1 comment 8 shares

# Social Media

**Buckeye Rural Electric Cooperative**  
Published by Shelby Bradford Moore · November 19 at 8:00 AM ·

We would do anything for the people we love. That's why the team at Buckeye REC practices strict safety protocols to keep ourselves and others safe on the job. We're also committed to providing educational opportunities and resources for our communities to keep you safe, too!



**Info** Your last request to boost this post was approved. To see how your post is performing, select See insights and ads.

[See insights and ads](#) [Boost again](#)

Ohio's Electric Cooperatives and 88 others 2 shares

**Buckeye Rural Electric Cooperative**  
Published by Shelby Bradford Moore · November 12 at 8:00 AM ·

Every step matters, for the ones we love. From birthday parties to holidays and everything in between, your team at Buckeye REC is committed to safety so we (and you!) are around for life's most special moments.



[See insights and ads](#) [Boost again](#)

137 9 comments 4 shares

**Buckeye Rural Electric Cooperative**  
Published by Shelby Bradford Moore · November 26, 2025 ·

This Thanksgiving, Buckeye REC gives thanks for the members and communities we've proudly served since 1937. We give thanks for the shared commitment our team has to safety and looking out for one another, so we can all make it home for life's most special moments. Every step matters, for the ones we love.



[See insights and ads](#) [Boost again](#)

201 13 comments 4 shares

# Ohio Cooperative Living

Custom cover and local page spread



# Bill Stuffer & E-mail



Dear Valued Member:

As we head into the holiday season, we're taking a moment to reflect on what matters most – our members, our families, and the people who make Buckeye REC feel like a community, not just a utility. This month, we're celebrating every step our team takes to serve you – from supporting members in need through our HUG program, to answering the call on those long winter nights, and honoring those who've shaped our cooperative family. We're also excited to share a fresh new way to stay connected with us – our brand-new website is here, and we can't wait for you to explore it!

[Visit our new website](#)

## For the ones we serve:

Buckeye REC employees live and work right here alongside you – we care because this is home. This holiday season, our team donated over \$1,200 to the HUG program to support members in need. We invite you to join us in spreading a little warmth. Visit our new website to learn more and "give a HUG."

[Learn about our HUG program](#)



## For the ones we love:

Even during the holidays, our crews are on stand-by, prepared to step away from time with their families to restore power for our members. Safety is our priority – for you and for them. Have a safe holiday and remember you can view or report outages on our website.

[Visit our outage center](#)



## Email sent to 17,275 members, 54% read rate

### For the one we lost:

During this season, we honor the memory of Blake Rodgers with the new Blake Rodgers Technical Scholarship for students pursuing technical and trade careers. Details are available on our website.

[Learn about our scholarships](#)



Be sure to check out this month's *Ohio Cooperative Living* – you can read the November issue [here](#). And don't miss your December magazine in the mail... it includes a special Every Step Matters magnet from your Buckeye REC family!

[Read the magazine here](#)



You are receiving this email because you are a member of Buckeye Rural Electric Cooperative.

Mission Statement: Buckeye Rural Electric Cooperative, Inc. is committed to providing safe, reliable electric service and meeting the changing needs of our community consistent with cooperative principles and sound business practices.

4848 State Route 325 South Rio Grande, Ohio 45674

Contact us: 740-379-2080



## DOWNED & DANGEROUS

Always assume all downed power lines are LIVE and DANGEROUS. Don't approach or touch a downed wire or anything in contact with it.

- Stay at least 100 feet away from a downed power line and warn others to stay away
- Don't touch or step in water near a downed wire - water conducts electricity and can be dangerous
- If a power line is down on or near your vehicle, stay in your car and don't drive over the wire

If you're in an accident involving a power line and must exit the vehicle due to fire or another danger, follow these steps to stay safe:

- Jump out with your feet together and without touching the vehicle and ground at the same time
- Land with your feet together and shuffle away AT LEAST 30 feet with small steps
- Don't return to the vehicle until first responders and utility workers say it is safe to do so
- Avoid any wires on the ground or sagging over head

Front & back bill stuffer included with Nov. bills



# For the One We Lost



# Video

Every  
Step  
Matters





**Buckeye Rural Electric Cooperative**

Published by Krista Smith · December 1, 2025

Today, we're shining a light on Cody, one of our dedicated BREC linemen, and sharing a glimpse into this life through the experiences of his wife, Whitni.

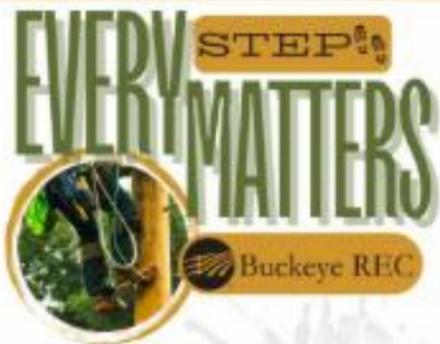
Life at home for a lineman's family is anything but predictable. Holidays shift, bedtime routines get interrupted, and callouts can stretch long into the night or through a storm. Even their young girls have learned that sometimes Dad can't be there when they expect him — because someone else needs him more in that moment.

Whitni shared a powerful reflection about what this life really looks like behind the scenes:

"Life as a lineman's wife is unpredictable — holidays, bedtime routines, even dinner plans can change in a moment. But every time Cody walks through the door safely, no matter the hour, we're grateful. I'm proud of the sacrifice he makes to serve our community, and even prouder of the brotherhood and safety culture that surrounds him. Unless you live this life, you don't fully understand it, but our family prays through the worry and takes pride in the work he does for others."

Her perspective is a reminder that service doesn't begin and end at the job site — it extends to the families who steady the home front. Their strength, flexibility, and faith are part of what keeps our cooperative moving forward.

# THE LADIES BEHIND THE LINEMEN!



FOR THE ONES WE SERVE, THE ONES WE LOVE, AND THE ONE WE LOST

[See insights and ads](#)

[Boost post](#)

55

1 comment 3 shares



**Buckeye Rural Electric Cooperative**

Published by Shelby Bradford Moore · December 22, 2025 at 8:00 AM

Not a day goes by that our team, especially our linemen, don't think about Blake Rodgers — the brother they lost in 2022 from an electrical contact incident. Blake's loss serves as a reminder every single day of the importance of safety in everything we do. EVERY step matters, for the one we lost.



[See insights and ads](#)

[Boost again](#)

You and 384 others

13 comments 45 shares



**Buckeye Rural Electric Cooperative**

Published by Shelby Bradford Moore · December 24, 2025 at 8:00 AM

This Christmas, we feel especially thankful for our members, our communities, and our team. After all, those are three of the primary drivers behind what we do each and every day, and why we follow strict safety protocol. Every step matters, for the ones we serve, the ones we love, and the one we lost.



[See insights and ads](#)

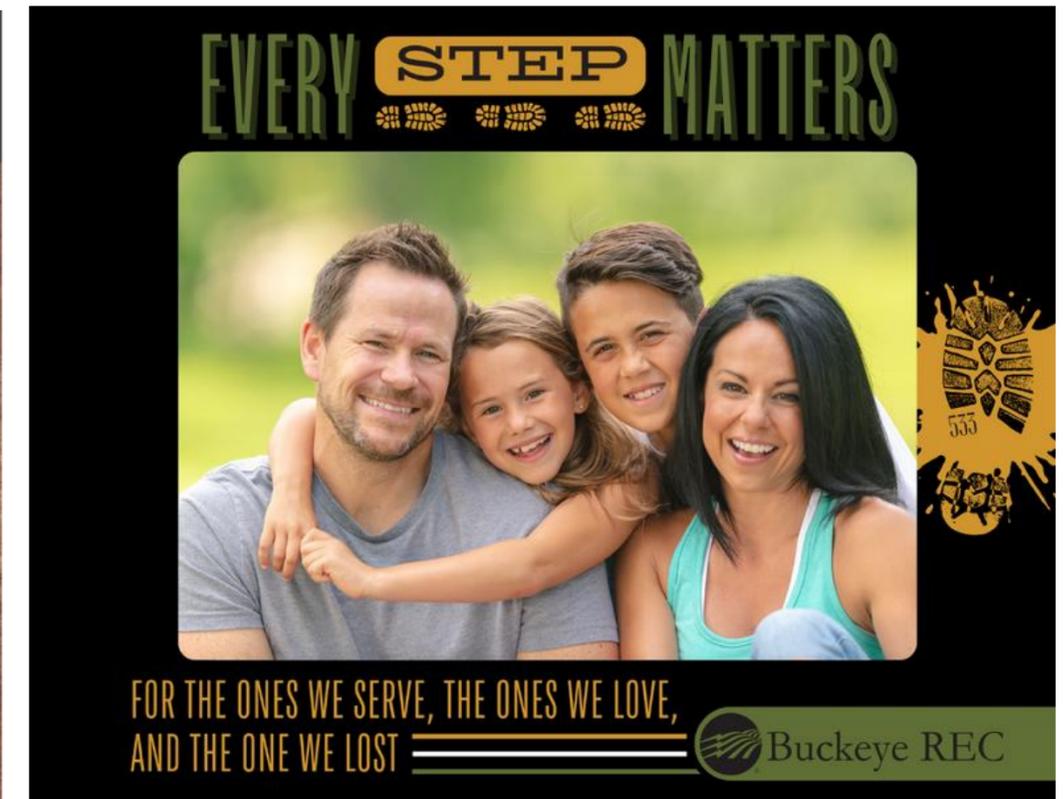
[Boost again](#)

108

4 comments

# Ohio Cooperative Living

## Custom cover and local page spread



Branded magnetic frame sent with magazine to all readers

# Other campaign materials

Dedicated webpage where members can learn about safety culture, request live line demonstrations, and more



At Buckeye Rural Electric Cooperative, safety extends far beyond our crews in the field. It reaches into every home, farm, and business we serve. Our *Every Step Matters* campaign is a reminder that safety is a shared responsibility. Whether it's a lineman following a safety checklist, a parent teaching a child to stay away from power lines, or a member calling before they dig — every step plays a role in protecting our community. Because when we all look out for one another, we keep our co-op family strong.

To us, every step matters for the ones we serve, the ones we love, and the one we lost.

- Around Your Home +
- Power Line Safety: Always Look Up +
- Call Before You Dig +
- Generator Safety +
- Safety Demonstrations +



# Other campaign materials

Posters with primary campaign messages mounted in lobby



Branded safety banner ups displayed throughout building

Overall, the campaign reached a combined audience of nearly

**600,000** members and online users,

grew Facebook page engagement

by **300%**, 

and received

**56 hours** of video watch time



# Impact on Employees & Workplace Culture





# Melanie Lawrence

Buckeye REC CEO



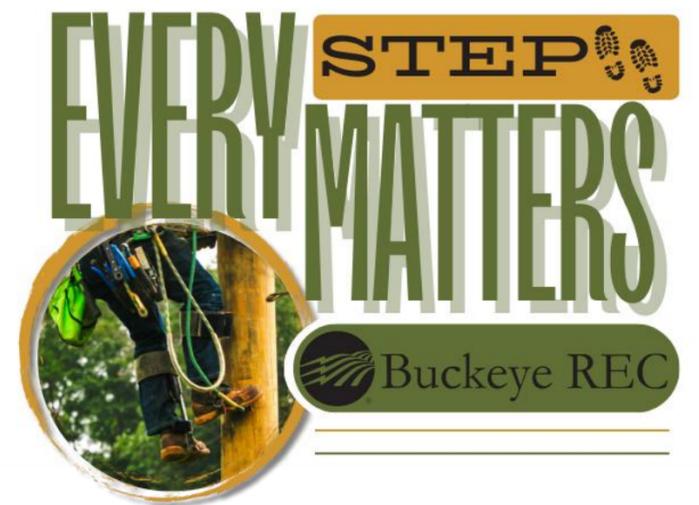
- **Wikipedia About Melanie**
- **What has been your biggest challenge & most pleasant surprise?**
- **How are you engaging with your team at BREC?**
- **How did you support your team in the Every Step Matters Campaign?**
- **What are your expectations when it comes to safety?**
- **How do you engage the board on safety related matters? What is their expectation of you and you them regarding safety?**





# Brandie and Brandon Hale

Parents of Blake Rodgers



- **Introduce us to Brandon & Brandie Hale**
- **What have you learned since Blake's accident?**
- **Why did you want this stage?**



- **Safety Trumps Productivity – Every time!**
- **Cascading Impact of Your Actions (or Inactions)**
- **Avoid Complacency. The Danger of Success is Complacency.**
- **Equip your employees with the tools and resources they need to do the job safely.**
- **Keep reminding your employees - Safety over All Else! Leaders' words matter.**





- Remembering Blake!
- Blake Rogers Memorial Scholarship
- 4th Annual BDR Bash



**Wrap up**

**Audience Questions**

