

OPINION

LETTERS POLICY

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COLUMN

Safety first: Curb rise of traffic fatalities

Last year, over 38,000 people were killed on our nation's roads; an additional 4.4 million people were seriously injured. The National Safety Council (NSC) indicated 2015 "likely was the deadliest driving year since 2008." While vehicle miles traveled, or VMT, rose in 2015 at a clip of 3.5%, the National Highway Traffic Safety Administration reports the fatality rate outpaced the VMT increase to the tune of 4.4% in one year. "These numbers are serving notice: Americans take their safety on the roadways for granted," said Deborah A.P. Hersman, NSC president and CEO. "Driving a car is one of the riskiest activities any of us undertake in spite of decades of vehicle design improvements and traffic safety advancements."

In 2015, New York realized a numbing 12.8% increase in traffic fatalities across the state; Chemung County itself experienced 11 fatalities on state, county, and local road systems. This equates to a staggering increase of 267% compared to the previous year's 3 traffic fatalities, likely not acceptable in any of our minds. Put in perspective, last year's nation-wide 38,000 traffic fatalities are equivalent to the loss of the entire population of the City of Elmira and the Villages of Horseheads and Elmira Heights. This is an alarming statistic, particularly when you realize that many, if not most, of the crashes and deaths are attributable to driver error. To improve safety on our roads, the National Safety Council recommends drivers:

Make sure every passenger buckles up on every trip

Designate an alcohol- and drug-free driver or arrange alternate transportation

Get plenty of sleep and take regular breaks to avoid fatigue

Never use a cell phone behind the wheel, even hands-free

Stay engaged in teens' driving habits, as teens are three times as likely to crash as more experienced drivers.

Learn about your vehicle's safety systems and how to use them. My Car Does What can help drivers understand features such as adaptive cruise control, blind spot warning systems and backup cameras.

It is not just vehicle driver and passenger deaths contributing to the spike in fatalities. Pedestrian and cyclist fatalities have also been increasing. Studies show that pedestrians are 1.5 times more likely than passenger vehicle occupants to be killed in a car crash

on each trip. Additionally, higher vehicle speeds increase both the likelihood of a pedestrian being struck by a car and the severity of injury. According to the NHTSA, most pedestrian deaths occur at night-time, in urbanized areas, at non-intersection locations, or a combination of all three.

In 2013, one in every five children under the age of 14 who were killed in traffic crashes were pedestrians. Higher vehicle speeds increase both the likelihood of a pedestrian being struck by a car and the severity of injury. The American Automobile Association (AAA) notes that pedestrians and drivers share the responsibility of keeping themselves and others on the road safe.

The AAA offers these tips for pedestrians and drivers to keep themselves safe:

- Be Visible
- Stay Alert, Avoid Distractions
- Follow the Rules
- Walk in Safe Places
- Avoid Alcohol Consumption

- Drivers
- Be Alert
- Be Aware of Crosswalks and Safe Practices
- Do Not Drive Under the Influence

According to a 2014 Governors Highway Safety Association (GHSA) report⁴, most cyclist fatalities in the past three years have occurred in only a small number of states, including New York. Just six states, California, Florida, Illinois, New York, Michigan and Texas, accounted for 54% of all cycling traffic fatalities from 2010 through 2012, further highlighting that most cyclist deaths occur in urban areas. The report also pointed out the growing number of cyclists who are killed are adult men, accounting for three out of every four cyclist deaths. The GHSA noted 65% of bicyclists killed were not wearing helmets. While twenty-one states and the District of Columbia require children to wear the most basic protective cycling gear - helmets, no states currently require adults to wear a helmet. According to the GHSA, "The lack of universal helmet use laws for bicyclists is a serious impediment to reducing deaths and injuries, resulting from both collisions with motor vehicles and in falls from bicycles not involving motor vehicles."

The NHSTA offers these safety tips for cyclists:

- Wear a Properly Fitted Bicycle Helmet
- Adjust Your Bicycle to Fit
- Check Your Equipment See and Be Seen

SEE SAFETY, A5

COLUMN

Foundations for future of N.Y. agriculture

No farmer or agribusiness needs to be reminded that they're competing in a global marketplace nowadays - and the competition just keeps getting tougher and tougher.

It's exactly why the New York State Senate Majority has, over the past several years, undertaken a comprehensive "Grown in New York" agricultural development strategy to steadily develop ways to keep current farmers competitive and to try to ensure that they don't get priced, regulated and taxed out of business - as well as to recognize the overriding necessity of cultivating the next generation of farmers to secure New York's place as one of America's leading agricultural states for the long haul.

Session after session, step by step, we need to keep building the foundations of New York's future in farming - and we are.

For example, the development of an industrial



TOM O'MARA

hemp industry in New York State is about to take another significant step forward when Governor Andrew Cuomo, as expected, signs into law legislation I sponsored this year with Southern Tier Assemblywoman Donna Lupardo that will continue to position New York as a national leader within this developing industry.

It's an effort that we've been building and working on since 2014 when research of industrial hemp by states was permitted as part of the 2014 federal Farm Bill. New York's pilot program was established following the enactment of legislation we sponsored later that year. Earlier this year, regulations for the program were finalized

and the first licenses were issued.

This past June, both houses of the Legislature overwhelmingly approved our legislation to allow for the transportation, processing, sale, and distribution of hemp grown as part of the state's research pilot program. It also authorizes universities, including Cornell University, and partner farmers to study and establish business and economic opportunities that will lay the groundwork for a fully-fledged agricultural industry once the crop is fully legalized by the federal government. That's the measure, as of this writing, that's on the governor's desk for final action.

In other words, it's the next critical step in New York. This new law would significantly strengthen the foundation Assemblywoman Lupardo and I have been building over the past few years to place New York State at the forefront of a new industry with the potential to diversify our agricultural

economy, generate revenue and create jobs. We're moving forward to ensure that the development and growth of the industrial hemp industry will provide valuable new economic opportunities and a competitive edge for Southern Tier and Finger Lakes farmers and agribusinesses, together with the state's agricultural industry overall.

The New York Farm Bureau, Cornell University researchers and other agricultural leaders and farm advocates recognize industrial hemp as a potentially lucrative way to provide new economic opportunities and a competitive edge for state farmers.

In a statement of support for the current legislation the Farm Bureau, New York's largest agricultural advocacy organization, writes, "Industrial hemp production has the potential to offer significant new economic opportunities for New York State's agricultural industry. During

SEE O'MARA, A5

ANOTHER VIEW

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COLUMN

Time to invest in our future

Why would the U.S. Salt jobs be lost if Stagecoach-Crestwood was to leave Schuyler County? The jobs were there before Crestwood appeared, the salt is still there, and other owners will appear. The workers themselves can form a cooperative, a worker owned business. The workers are removing salt; they are not storing hydrocarbons. If the workers are as intelligent as I know them to be, they could begin to organize themselves into a cooperative and continue to mine salt until it is gone. Instead of waiting for another corporation to appear looking for a "Payment-in-lieu-of-taxes" program" from the county and claiming to be the biggest tax payer ever,

the employees can run their own business.

As with all non-renewable natural resource jobs, the end is in sight when the salt is gone. U.S. Salt employees do not need a mean old sugar-daddy from Texas to take the profits out of state and pretend to be their protector. Come on, Fellows and Gals, grow up and create your own destiny. Mother Jones must be rolling over in her grave watching this groveling. No wonder "the 1%" are laughing all the way to the banks that are too big to fail. We, the working stiffs, need more courage.

Before the salt is gone, the workers need to begin to train themselves for new and better employment. For example: Redesigning buildings for

energy efficiency. BOCES and CCC could both offer courses for window and door replacements, and insulation. The less energy wasted, the less it costs the home and business owners to maintain the building, and the less greenhouse gases emitted to atmosphere from our region. This work does not require a college degree, and the manufacture of energy efficient doors and windows produces more jobs than the eight jobs that Crestwood is promising.

With Solar Schuyler, the many solar energy companies in the immediate region, and the help of NYSEERDA, we could be well on our way to decreasing the need for fossil fuels in a short period of time. Add to

that the production of wind farms on our hills, and Schuyler County could be the pivotal place for renewable energy in the Finger Lakes region. The manufacture of electrolysis and fuel cell units aimed at hydrogen as the carrier fuel makes methane and propane disappear with the last Stagecoach out of town. We could be reducing our carbon footprint to near zero while we produce living wage jobs in our not-yet-used business park on Route 414.

For those of us whose interest is piqued only when our pocketbooks are poked, let's remember the costs of climate change. Think about the extreme flooding in Louisiana, the

SEE INVEST, A5

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OBITUARIES & BUSINESS

DEATH NOTICES

Michael A. Smith

Michael A. Smith, 58, of Bath, died Thursday, Aug. 11, 2016 at Geisinger Memorial Hospital in Danville, Pa.

Calling hours are 2-3 p.m. Saturday at the Centenary United Methodist Church of Bath.

Services will be held there at 3 p.m. Saturday and will be followed by a celebration of life until 5 p.m.

Arrangements are with Bond-Davis Funeral Home of Bath.

Phillip K. Empson

Phillip K. Empson, 71, of Ulysses, Pa., died Friday, Aug. 19, 2016.

There will be no calling hours or services.

Arrangements are with Olney Funeral Home & Cremation Service, Ulysses, Pa.

Milford G. Heater Jr.

Milford G. Heater Jr., 87, of Lawrenceville, Pa., died Saturday, Aug. 20, 2016 at home.

Calling hours are 7-9 p.m. Tuesday and 11 a.m.-noon Wednesday at Buckheit Funeral Chapel and Crematory Inc., 637 S. Main St., Mansfield, Pa.

Services will be held there at the conclusion of calling hours at noon Wednesday, Pastor Debbie Button officiating.

Burial will be in Evergreen Cemetery, Tioga, Pa.

OBITUARIES

Charlotte A. Seager

Painted Post, NY - Charlotte A. Seager, 79, of Meads Creek Road, Painted Post, passed away Friday, August 19, 2016, at The Homestead in Penn Yan, NY.

She was born in Sabinsville, PA, on February 19, 1937, to Clive and Doris (Johnson) Bennett.

Charlotte was a retired Clerk for Dresser Rand. She was a member of the First Baptist Church of Painted Post and spent many hours volunteering her time there. She was also a charter member of East Campbell Fire Department.

She is survived by her Children, Beverly (David) Pierce of Painted Post, Tom (Brenda) Seager of Painted Post and Paul (Billie Jo) Seager of Campbell; Sister, Patricia (Bennett) VanNess of Wellsboro, PA; Grandchildren, Chris (Tosha) Pierce, Sally (John) Brizzee, Holly Seager and Bryan Seager; Great Grandchildren, Tayler Pierce, Caeden Pierce, Hailey Brizzee, and arriving soon Meredith Brizzee.

Charlotte was predeceased by her husband, David W. Seager, brothers and sisters, Catherine Schoonover, Durwood Bennett, Walter Bennett and Elaine Hoke.

The family will receive friends at Acly-Stover Funeral Home, 327 E. 2nd St., Corning on

Wednesday, August 24, 2016, from 2 p.m. to 5 p.m. Services will follow at 5:00 p.m. Committal prayers and Internment will be held in Hope Cemetery, Campbell, NY, at a later date.

Gregory Scott Ellison



Ellison, Gregory Scott, age 54, of Watkins Glen, NY passed away unexpectedly Thursday, August 18th, 2016.

Scott was born in Corning, NY, January 5th, 1962.

He is survived by his wife Jessica (King) Ellison of Watkins Glen; Mother: Nellie Ellison of Watkins Glen; Daughter: Desiree Ellison of Norfolk, Va; Sons: Erik Ellison of Ithaca; Gregory D. Ellison of Watkins Glen. Brother: Jeffery Ellison of Twentynine Palms, CA, Sisters: Penny (Kevin) Rice of Painted Post; Georgia (Dana) Hallenbeck of Oakridge, Tn; Sandy (Dale) Snellenberger of Manchester, Ct; Aleta (Norm) Woodward of Warner Robins, Ga. along with in-laws of the King family including: Delores,

Russ (Deb), James (Marcia), and Kathy McCann. He is also survived by several nieces, nephews, and lifelong friend and mentor Michael Wood of Watkins Glen.

Scott is predeceased by his father Jack Ellison; Father in law: Paul King; and Brother in law: Brian King.

Scott was a United States Marine Corp veteran. He worked for the Schuyler County Sheriff's Office for 8 years before entering the New York State Police which he retired from April of this year after 26 years of dedicated service. The most enjoyable duty in his entire law enforcement career was working with his Canine partner "Sport". Throughout the training process and working the road they had an unbeatable bond, never to be broken.

He was a loving husband, father, son, brother, and uncle; who was an avid golfer, hunter, NASCAR fan, incredible coach and grill master. His family was the treasure of his life.

Family and friends are invited to gather Tuesday, August 23rd, 2016 at the Victory Highway Wesleyan Church, 150 Victory Hwy, Painted Post, NY from 1:00PM to 4:00PM. Funeral services celebrating Scott's life will be held at the conclusion of the calling hours at 4:00PM. Pastor Paul Piraino will

officiate. Graveside services will remain private at the Pleasant Valley Cemetery, Reading Center, NY with full military honors accorded.

Scott's guest book may be signed at www.olphof.com.

Douglas E. Chissom

BATH - Douglas E. Chissom, 52, of Conley Court, passed away late Tuesday afternoon (Aug. 16, 2016) at Strong Memorial Hospital in Rochester.

Born in Hornell on Aug. 10, 1964, he was a son of the late David and Helen Saltsman Chissom.

His loving family includes his son, Craig Chissom; his daughter, Rochael Chissom; his three grandchildren, Liam Chissom, Joseph Rideout and Logan Dubois; his brother, Timothy Chissom; also several nieces and nephews.

The Avoca Funeral Home, 22 N. Main St. in Avoca is honored to serve the family of Douglas E. Chissom.

A service will be held in his memory at a time and place to be announced.

In lieu of flowers, those wishing may contribute in his memory to their favorite charity.

Online condolences or remembrances of Doug are welcomed at www.bishopandjohnsonfuneralhome.com.

MARKET WEEK

Dow	18,552.57	▼ 23.90
Nasdaq	5,238.38	▲ 5.48
S&P	2,183.87	▼ .18
Russell	1,236.77	▲ 6.95
NYSE	10,829.15	▲ 7.24

COMMODITIES WEEK

Gold	1,340.40	▲ 4.60
Silver	19.301	▼ .371
Platinum	1,118.40	▼ 10.90
Copper	2.1665	▲ .026
Oil	48.52	▲ 4.03

WEEKLY MOVERS

■ **Estee Lauder Cos.:** Closed week at \$91.73 — The beauty products maker's profit forecast for the current quarter and the new fiscal year fell far short of estimates.

■ **Emerson Electric Co.:** Closed week at \$52.98 — The company agreed to buy buying Pentair's valves and controls business for \$3.15 billion.

THE WEEK AHEAD

Low interest rates at a high elevation

Interest rates may be ultra-low, but the focus of the global markets will be more than a mile high in the week ahead, and searching for some clarity.

Each year for three days in late August, central bankers, regulators and financiers converge on Jackson Hole, Wyoming. The town is tucked into a valley of the Teton Mountain Range. As mountains go, the Tetons are young and steep. It's an apt geologic setting to listen for clues about a monetary policy that is old (measured in economic time) and flat.

While the Federal Reserve has raised interest rates in the past year, it was a small move and since then, nothing. The central bank hasn't acted thanks to a list of worries including the stock market drop at the beginning of the year, softer economic data this spring and the Brexit vote uncertainty. On Friday, Chairman Janet Yellen is due to speak to the assembled group in Wyoming.

Her words will echo far beyond the valley walls, though they may ring hollow. Since raising rates in December, the Fed has said any future change in interest rates will rest on "incoming data." While that's prudent and expected, the agency also has been signaling a series of rate hikes this year. So far, there have been none. Instead, market interest rates are lower today than when the Fed actually raised its target.

— Tom Hudson, *Miami Herald*

INVESTMENTS

Think you're totally rational about investing?

How objectively do you think and analyze information? Many well-educated people give themselves high marks on this score. But research is starting to show that we're far more biased than we realize.

It's an important insight to consider in any area in which careful judgment is required, including investing. Psychologists and social scientists are contributing to a new field called behavioral finance that investigates the ways we let factors other than cold, hard data skew our decision-making. Here are some of them:

Overconfidence: Overconfidence leads investors to conclude they know the right times to buy and sell holdings. It's called trying to "time" the market, and all the objective data suggests



DAVID W. DAVIES

that it's virtually impossible to pull off. Those who try to do so find themselves getting it wrong as often as not, costing themselves additional investment expenses and taxes.

Gambler's fallacy: Say you flip a coin and it comes up heads four times in a row. How likely is it that the next flip will be heads again? Many people are so convinced that it will be tails that they'd put money on it. Their rationale is that the odds are remote of getting five heads in a

row. That's the basic error of thinking that causes casinos to make a lot of money. The coin, of course, doesn't know it has come out heads four times in a row. So the odds of heads or tails are the same as the first time you flipped it: 50-50.

Confirmation bias: Confirmation bias means you look for information that supports your reasons to make a certain investment and ignore information that goes against it. This is often the reason why products fail — their creators believed the research that said some people would buy the new item and ignored the data that suggested that many would not. When you've already invested a lot in the product's development, you're disinclined to believe that money has been a waste. So you waste more by putting it on the market.

Cognitive dissonance: Say you make an investment based on certain information, then later you learn other information that contradicts your original reason for making the investment. To resolve the tension between the conflicting beliefs, you may invent a new belief or modify an existing belief.

This happens a lot in elections. Party representatives will discredit hard data with new anecdotes that give them some hope that their side will win.

More and more studies are showing us the multitude of ways that we deceive ourselves. The upshot of these findings is that it's hard to know if your assessment of your investments is absolutely rational and objective. That's why it can be valuable to get help from a qualified,

knowledgeable financial consultant who is backed by an organization with strong research and analytical capabilities.

You may be an exceptionally clear thinker and have the capacity not to make the mistakes that so many do. But when it comes to your investments, are you willing to take that bet?

— This article is provided by David W. Davies, Managing Director — Investments at Benjamin F. Edwards & Co. in Corning, NY, and was prepared by or in cooperation with Benjamin F. Edwards & Co. The information included in this article is not intended to be used as the primary basis for making investment decisions nor should it be construed as a recommendation to buy or sell any specific security.

O'MARA

From Page A4

a time when numerous farms struggle to remain successful in a global marketplace, many have turned to alternatives for diversification of crops and products produced on their farms. Industrial hemp and its products could provide another commodity for agriculture to expand and produce which, in turn, helps boost the economy of New York State as a whole. Industrial hemp has many different uses, and the major market for industrial hemp is as a food or supplement as it is rich in protein and Omega fatty acids, and has a high fiber content. The clothing industry also produces apparel and accessories from industrial hemp and hemp blended fabrics. Industrial hemp can also be used for building materials, plant based plastics, and paper products. This legislation would ensure that New York agriculture is positioned to take advantage of this new market."

Both the stalk and seed from hemp can be used in the production of a variety of goods including textiles, building materials, paper, food and environmental products such as biofuels. It is a source of cannabidiol, a chemical compound used in medical marijuana applications, and is also rich in Omega 3 and Omega 6 fatty acids, which gives it numerous health benefits to both humans and animals.

According to a 2015 report, retail sales from imported hemp products were estimated at \$600 million in the United States.

The bottom line is that it's yet another way to keep diversifying New York's overall agricultural industry, strengthening it, and trying to provide additional economic opportunities for farmers.

— State Sen. Tom O'Mara represents New York's 58th Senate District, which includes Steuben, Chemung, Schuyler and Yates counties, and a portion of Tompkins County.

SAFETY

From Page A4

Control Your Bicycle Watch for and Avoid Road Hazards
Avoid Riding at Night
Before heading out today, ask yourself how many deaths on our roads are acceptable? 30,000? 5,000? 100? How about 1? Now consider, is one death acceptable to you if the deceased was your mother, brother, or best friend? In the face of this reasoning, most readers will likely say zero deaths are acceptable. It is our responsibility as parents, family members, employees, and citizens to work toward zero deaths. What is Toward Zero Deaths (TZD)? Toward Zero Deaths is the United States'

highway safety vision. It is the only acceptable target for our nation, our families and us as individuals. One person dies every 16 minutes in a traffic crash in the United States; over the course of a lifetime, nearly every U.S. resident is touched by consequences of traffic crashes. The Federal Highway Administration, Federal Motor Carrier Safety Administration and National Highway Traffic Safety Administration all provide technical support to the TZD efforts. For more information on TZD, please visit www.towardzero-deaths.org, and download the national strategy.

We often hear of the "Three E's" when it comes to traffic safety — Education, Enforcement, and Engineering. It is our

responsibility to become better educated about safety, and follow applicable laws, relieving our officers of the burden of running radar and writing tickets for traffic offenses. When we fail to heed safety warnings and act responsibly, we often are introduced to "the 'Third E' - Engineering. The Institute of Traffic Engineers notes that engineered traffic calming is the combination of mainly physical measures that reduce the negative effects of motor vehicle use, alter driver behavior and improve conditions for non-motorized street users. Traffic calming measures, such as roundabouts, chicanes, and speed humps, are often employed by communities to force a reduction in speed and

promote responsible driving, walking, and cycling. When the "Three E's" become ineffective, we are apt to hit the "Fourth E" head on — Emergency Response.

— Andrew P. Avery, P.E., is the Public Works Commissioner for Chemung County, the City of Elmira, and the Town of Big Flats. He is a long-time safety advocate, serving on the executive board of the New York State County Highway Superintendents' Association, and as the New York representative on the board of directors for the National Association of County Engineers (NACE). In this role, he also serves as New York's NACE "Safety Champion."

INVEST

From Page A4

extreme drought and wild fires destroying thousands of homes in California, Oregon, Arizona, Alaska and other points west. Let us realize that the drought in N.Y. State is raising the cost of food and wine

right here, and N.Y. State taxpayers also pay federal taxes for climate change destruction being felt across our country. The July we just survived was the hottest in recorded history. These externalities are costing us big bucks right now!

Let us do our part along with all the other

municipalities around Seneca Lake and help the Crestwood Stage-coach pack up and leave along with anyone on the Reading Town Board and Schuyler County Legislature who are possibly on their payroll either directly or indirectly. Risking our future for short term gain is called

"conflict of interest". I hope that is not the legacy of this legislature.

— Ruth S. Young, a Horseheads resident, is a past president of the Corning-Painted Post Teachers' Association (NYSUT union) and past member of Schuyler County Legislature