

## A PROUD PAST

On May 11, 1935, President Roosevelt signed an executive order which established the Rural Electrification Administration (REA), predecessor to today's Rural Utility Service (RUS). This administration was one of several New Deal programs that aimed to improve the economic condition of Americans effected by the Great Depression. In 1936, one year later, Congress endorsed President Roosevelt's action by passing the Rural Electrification Act which established a federal lending program that would help finance the supply of electricity to rural America.

Investor-owned utilities were not interested in serving scarcely populated rural areas. However, REA received numerous loan applications from farmer organized cooperatives. The agency soon realized that electric co-ops would be the ones to ultimately provide electricity to rural America. Consequently, the REA drafted the Electric Cooperative Corporation Act in 1937, a model law that states could adopt to enable the formation and operation of not-for-profit, member-owned electric cooperatives.

In 1937, Governor Carl E. Bailey signed into law Act 342 of the legislature to provide a legal basis for electric cooperatives to incorporate in Arkansas.

In response to Act 342, Carroll Electric Cooperative Corporation was organized on November 11, 1937 with the intent of serving electricity to the rural communities of northwest Arkansas and eventually southwest Missouri.

Carroll Electric energized its first electric lines on October 6, 1938.

Today, seventeen electric cooperatives exist in Arkansas. These cooperatives own and are members of two statewide organizations: Electric Cooperatives of Arkansas and Arkansas Electric Cooperative Corporation, which supplies wholesale electricity to the seventeen cooperatives.

Before the formation of electric co-ops, rural electric service was very limited. In 1930, only two percent of Arkansas farms had electricity. By 1950, sixty-seven percent of the state's farms had been electrified.

Today, there is virtually no place in rural Arkansas where electricity cannot be extended. Rural electrification fulfilled the promise of improving the standards of living for rural Arkansas, and Carroll Electric played an intricate role in delivering a product that very few can live without.

## A POWERFUL FUTURE

Carroll Electric is now the largest electric co-op in Arkansas and currently serves 81,000 members at over 102,000 account locations and registers 10,284 miles of electric line.

The Rural Utility Service still partners with electric cooperatives so they can provide electric service at prices comparable to the national average.

Presently, the electric rates of Carroll Electric register 27% below the national average of other utilities.

Since the beginning our mission has never changed. We have and always will exist to serve our members with safe, reliable, and affordable electricity!

did you know?

Carroll Electric's residential rates are currently

**27% below**

the U.S. national average retail price for electricity!

## Energy Efficiency Tip of the Month



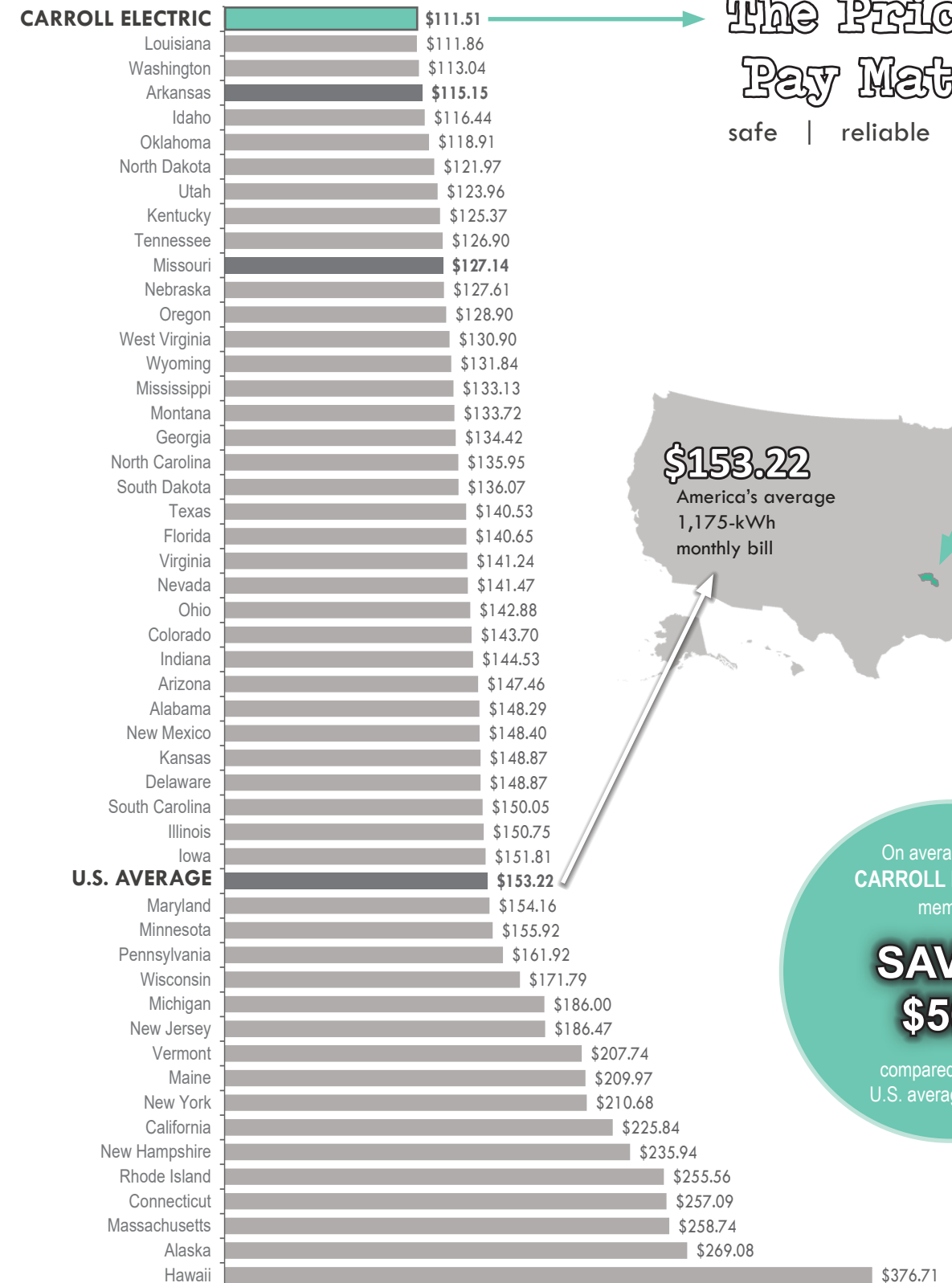
Placing hot food in the refrigerator makes the appliance

work harder than necessary, using more energy. Allow food to cool down before you place it in the refrigerator.

## NATIONAL ARBOR DAY

April 24, 2020

On this day, citizens are encouraged to plant trees in their local communities..



## The Price You Pay Matters!

safe | reliable | affordable

**\$111.51**

Carroll Electric's 1,175-kWh monthly bill

**\$153.22**

America's average 1,175-kWh monthly bill

On average, each CARROLL ELECTRIC member

**SAVED \$501**

compared with the U.S. average in 2019