

These poles stand for something. They bring us reliable, affordable electricity.

They also carry a vision that began back before the 2nd world war. These poles rose above the dust of the Great Depression, through blood, sweat, and tears. Cooperatives brought light to darkness, and electrified this country.

Power would no longer be confined to the big city limits. Lines stretched out to farms, ranches and schoolhouses. Appliances came to life. Factories sprouted up.

THESE POLES HAVE ROOTS. America spread her wings.

But these poles didn't just appear out of thin air.

These poles are pillars that were founded on principle by people with principles. Neighbors banded together, and communities came together to share ownership of the electricity that would advance everyone.

Today, these poles are yours. They come to you with a history. And they come to you with a responsibility.

It's up to all of us to take care of what we have and use only what we need. It's the cooperative way. It also happens to be the right thing to do.

By using electricity wisely, we can continue to build on a dream that started decades ago. And we can ensure that the spirit on which it was built continues for generations to come. Reliable, affordable electricity, for all.

