



CENTRAL ELECTRIC POWER ASSOCIATION

A tradition of dependable, hometown service since 1937

CARTHAGE: 601-267-5671 | PHILADELPHIA: 601-656-2601 | RANKIN: 601-829-1201 | SEBASTOPOL: 601-625-7422

107 EAST MAIN STREET • CARTHAGE, MS 39051



LOCAL STUDENTS SELECTED FOR 2026 COOPERATIVE YOUTH LEADERS PROGRAM

Four area high school juniors were recently selected through an interview process to represent Central Electric Power Association during an upcoming statewide leadership workshop in Jackson, MS, and the annual National Rural Electric Cooperative Association Youth Tour in Washington, D.C. this summer.

Now in its 39th year, the Electric Cooperatives of Mississippi Cooperative Youth Leaders Program is an enjoyable educational experience that makes a lasting impact on participants. The Cooperative Youth Leaders program provides an opportunity for students across Mississippi to learn, grow, and experience.

Students **LEARN** the value of the cooperative business model, specifically the impact that electric cooperatives have on their lives and communities.

Participants **GROW** in their leadership qualities through team-building exercises as well as expanding their communication skills, confidence, and courage in decision making.

Our group will get to **EXPERIENCE** the democratic process at state and federal levels by visiting the Mississippi and U.S. capital cities.

CENTRAL ELECTRIC POWER ASSOCIATION CONGRATULATES THESE STUDENTS!



MCKINLEY JOHNSON

McKinley Johnson is the daughter of Danny and Kim Johnson. She attends West Lauderdale high school. After graduation, McKinley plans to pursue a degree in agriculture education.



CALE COTNAM

Cale Cotnam is the son of Luke and Stephanie Cotnam. He attends East Rankin Academy. After graduation, Cale plans to pursue a degree in aerospace engineering.



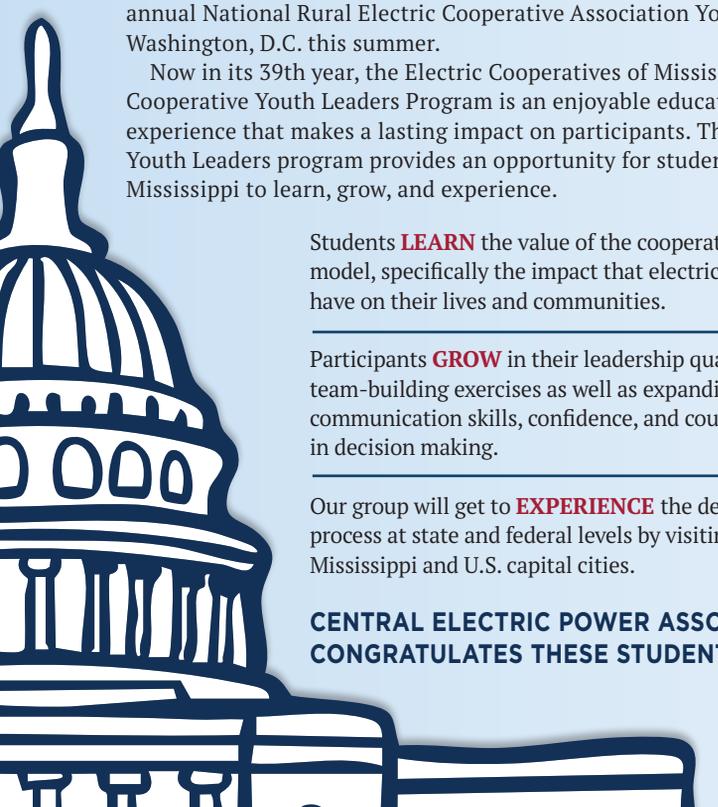
DIARRA DAVIS

Diarra Davis is the daughter of the late Ethan Davis and Drusilla Hicks. She attends Northwest Rankin high school. After graduation, Diarra plans to pursue a degree in radiology.



BRADY FAVRE

Brady Favre is the son of Benjamin and Eric Favre. He attends Choctaw Central high school. After graduation, Brady plans to pursue a degree in pharmacy.



HOLIDAY EVENTS

2025 Schedule



ATTALA COUNTY

Christmas Open House
Sunday, Nov. 2

Merry Market Place
Monday, Nov. 24

Kosciusko Christmas Parade
Monday, Dec. 1

LEAKE COUNTY

Christmas Open House
Saturday, Nov. 8
1:00 pm until 5:00 pm

Walnut Grove Christmas Parade
Tuesday, Dec. 2
6:00 pm

Carthage Christmas Parade
Thursday, Dec. 4
6:00 pm

Jingle and Mingle
Tuesday, Dec. 16
5:00 pm until 8:00 pm

*Please contact your local
Chamber of Commerce
to confirm all events.*

NESHOBA COUNTY

Christmas Open House
Sunday, Nov. 9
1:00 pm until 5:00 pm

Third Thursday
Thursday, Nov. 20

Hometown Christmas
Friday, Dec. 5
5:00 pm until 8:00 pm

A Very Library Christmas
Saturday, Dec. 6
9:00 am until 11:00 am

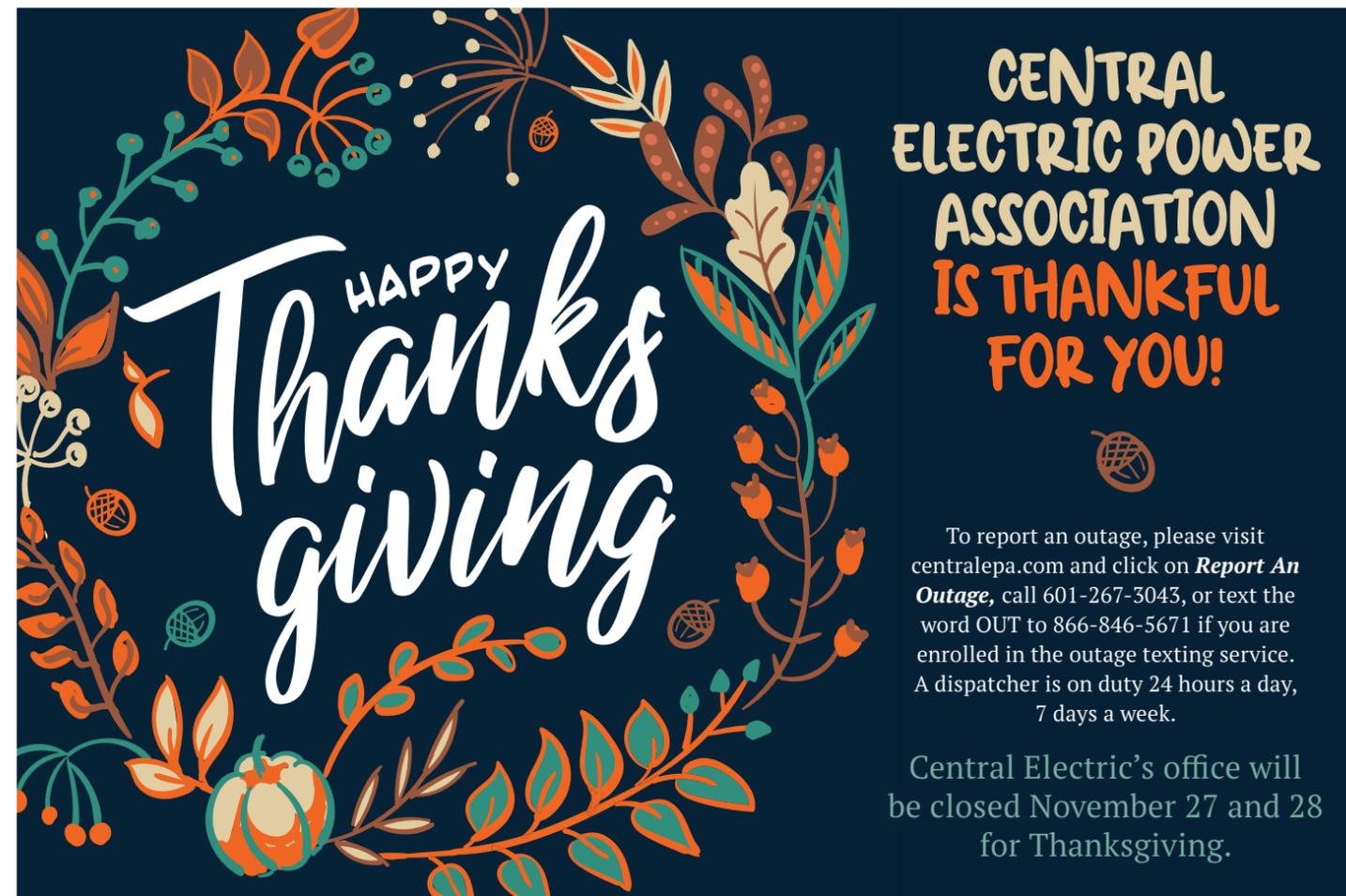
Christmas Parade
Monday, Dec 8
6:00 pm

Moonlight Madness
Thursday, Dec 18
6:00 pm until 8:00 pm

RANKIN COUNTY

Magic of Lights, Brandon, MS
Nov. 2, 2025 through Jan. 3, 2026,
opens at 5:30 pm

Chili Cook-Off and
Grand Lighting of Winners Circle Park
Thursday, Dec. 4
5:30 pm until 8:00 pm





'NOT-FOR-PROFIT'

means 'all for you'

Electric co-ops employ local people who patronize local businesses, so much of the money they earn stays in the communities they serve, boosting the local economy.

by **Scott Flood**

It's hard to imagine what our daily lives would be like without electricity. Every year, our dependence on what travels across poles and wires to our homes and businesses grows. We act as though electricity has always been there, take its presence for granted, and can't imagine life without it. Even the shortest power outage manages to turn our world upside-down.

But 90 years ago, when President Franklin Roosevelt signed the executive order that created the Rural Electrification Administration (REA), nobody in America's small towns and wide-open spaces took electricity for granted. That's because most of them didn't have access to it.

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The primary goal of a co-op isn't to make money, but to provide a safe and reliable source of electricity at a cost the local community can afford.

As the 19th Century drew to a close, wealthy investors were starting electricity utility companies in cities from coast to coast. Building power plants and installing power lines was costly, so investors focused their effort in places with the highest population density. Few gave any thought to rural America. Built-up areas offered more customers in smaller spaces, which helped those utilities become highly profitable. Running power lines to serve a handful of consumers spread across so many thousands of acres just didn't make economic sense, so most utilities ignored them. After all, they couldn't make as much money serving those places.

Long after their city cousins became accustomed to enjoying the wonders of electric lighting and the earliest home appliances, folks in more remote areas could only dream about the convenience. The REA was created to change that, providing a source of expertise and financing for a new concept in energy: the rural electric power cooperative.

Besides the areas each served, the most important distinctions between those big utilities and the new co-ops involved was who owned them and their purpose. As the name implies, investor-owned utilities are owned by people who buy stock in the utilities. The primary goal of those utilities is to make money to distribute to their investors through dividends and generate higher per-share prices to increase those investors' wealth.

Electric cooperatives are built and owned not by investors, but by the very people they serve. They're led by boards of local residents who are elected by their neighbors to represent them and are responsible for acting in the members' best interests.

The primary goal of a co-op isn't to make money, but to provide a safe and reliable source of electricity at a cost the local community can afford. As not-for-profit organizations, they receive their money from members when they pay electric bills, then use most of that money to purchase and deliver electricity. They typically set aside some money for the future and emergency needs. And, because they employ local people who patronize local businesses, much of the money they earn stays in the communities they serve, boosting the local economy.

Most co-ops purchase electricity on the wholesale power market and turn around and sell it to members at a slight markup designed to cover the costs associated with operating the co-op and maintaining the infrastructure for delivering power. That's why co-ops don't make more money when you use more power, or when wholesale prices increase. It's also why they are dedicated to helping their members reduce energy consumption and lower their power bills.

When co-ops earn more than they pay out in wholesale energy and other costs, they keep some the extra money in reserves or return it to their members through what are known as capital credits.

Because co-ops exist to serve their members and not profit-hungry investors, they have an obligation to keep the price of electricity as low as possible. When members spend less for their electricity, they have more money to use on what's important to them.

Co-ops also work to support the area's economic health through activities designed to bring new employers to the community and help existing businesses expand. That's particularly important, because many of the areas served by co-ops face economic challenges. One in four households on co-op lines nationally has an annual income of below \$35,000, making keeping rates affordable a key priority.

When the leaders of investor-owned utilities make decisions, their first thought is how those choices will affect the price of their company's stock. When co-op leaders make decisions, they're focused on doing the best thing for their members. Instead of trying to impress Wall Street, co-ops want to make sure they're meeting your needs for power at the best price possible. That's because they're truly not for profit, and they're for you and your neighbors.

For more than four decades, business writer Scott Flood has worked with electric cooperatives to build knowledge of energy-related issues among directors, staff and members.