



Living the

AMERICAN DREAM

Berkley Reed, Entrepreneur

By Martha Duncan Overby



BERKLEY REED DID NOT INTEND to become an electrician, let alone, own his own electrical business. Both his grandfathers were farmers in the Delta between Holly Grove and Turkey Scratch. He was pretty sure farming would be his occupation. Yet, when he was in fourth grade, the family lived in Prescott, AR, and his father was working as an electrician. During high school and right out of high school, Berkley worked for Southern Farmers Association, mixing feed and loading hay. By age 19 though, he was working as an electrician full time for a large electrical contracting company in central Arkansas, and working part time at the farm store every day and every Saturday for all of 1995 and 1996. So much for the farming plans.

In 1995, his father moved to Searcy, working under the name R & R Electric. By 1997, Berkley was working with his father. Some of those early projects were Dryer's Shoe Store on the courthouse square, the old White County Jail, and Battery Warehouse.

By 2000, Berkley had taken a job with a larger Little Rock firm. This new employer had the capacity to work on some very large projects. While he was with them, Berkley worked on wiring the UAMS hospital, worked on a high-rise building being remodeled

by the Food and Drug administration and was involved in a project at the Pine Bluff Arsenal.

Around 2006, Mr. Reed took on a contract to install lighting upgrades in Military Motor Pools around the state of Arkansas, with most of that work being done at the Camp Robinson location. With his workload increased by this new client, he asked Berkley to take over the White County area for his business in 2008.

After years of experience working as an electrician, in 2011 Berkley Reed created Reed Electric Inc. With experience working for customers ranging from residential to industrial and commercial projects, Reed Electric can handle all your electrical needs, from new construction to rewiring existing homes or businesses. Berkley Reed and his family have served White County and the surrounding area for over 24 years, and his business is still family owned and operated.

They are licensed, bonded and insured, and are rated A+ by the Better Business Bureau. Berkley and his family live in Beebe. Their customers are their neighbors. Victoria Moody, the office manager, tells me a large portion of their business are repeat customers, which says something about their customer service practices. In 2017, Reed Electric was voted Best of the Best by readers of the Daily Citizen newspaper.

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REED

ELECTRIC

FREE ESTIMATES

501-882-6805

MINI

STORAGE

10x20, 10x10, 5x10 & RV/Boat

501-882-6780

RENTAL & SALES

501-882-3732

They serve the central Arkansas area, including Little Rock, North Little Rock, Cabot, Conway, Heber Springs, Searcy and Bald Knob. And, they employ an after-hours call service that can reach them if you have an electrical need any time of day. They are located at 2516 Hwy 31 N. in Beebe.

Reed Electric is also an authorized dealer for Generac Generators. Haven't we all had the thought during the winter season that it would be great to have a backup generator for our homes? No one knows when the next big storm will take down local power lines. Reed Electric can arrange to have your generator financed. They also offer a service agreement for any generator they sell, so your unit is checked twice a year and has annual oil and battery changes, all done by their trained technicians.

In 2013, Berkley Reed diversified his business by building 152 storage units, and recently expanded into equipment rental. All three businesses operate out of the one location.

Reed Mini Storage, LLC is a gated self-storage, offering units ranging in size from 5'x10', 10'x10' and 10'x20', as well as 12'x35' boat, RV and trailer storage.

The most rented items at Reed Rentals & Sales LLC, are the Takeuchi Mini Excavator (for digging and clearing land), and a Skid Steer (for moving debris, dirt and rocks). Another popular piece of equipment they offer is the Genie Manlift with bucket.

For someone who was aimed at being a farmer, I'm thinking Berkley Reed is a classic example of hardworking entrepreneurship and walking out that American dream of building your own business. Many Americans have lost that dream. It takes a certain discernment of the needs in your community and ability to risk your own effort and money to launch out in new areas, believing in the profit to come.

I asked Mr. Reed what he would tell a young person considering the choice of becoming an employee or launching into entrepreneurship with their own business. First, he laughed. Then his response was, "It's very difficult. It is not for everyone. It takes a lot of self-dedication and motivation. When you don't have anyone to tell you what to do, it's up to you to get the job done." Well, Reed Electric has been "getting the job done" for years now. And what's more, now with storage rentals and equipment rentals, they will help you get your job done too. ■

Reed Electric Inc. (501) 882-6805
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Reed Rental & Sales LLC, (501) 882-3732



Takeuchi TL8 Compact Skid Steer



Takeuchi TB230 Compact excavator



Genie TZ-34/20 Boom, 40 Ft. working height