

NORA News



March 2024

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Getting to Know the Staff at NORA Electric



Since he earned the position of Executive Vice President and General Manager, Anthony Mercure has always recognized and appreciated the efforts and hard work of the entire staff at NORA Electric Cooperative.

Whether it has been at the Annual Meeting held each fall, in a press response following an outage, or after an event such as the Chama Valley Open Golf Tournament, Mercure has taken the time to thank and recognize his team that is NORA Electric Cooperative.

At the 2023 Annual Meeting, he stated, "I deeply appreciate every member of this NORA team. It gives me great pride to be the leader of these NORA employees. Your hard work continues to inspire me. I see and appreciate everything you do." He also recognized each employee individually by name and their years of service.

Over the next few months, we'll be featuring each member of the staff and getting to know them personally and what they contribute in their role to the team. We will begin this month with the face of NORA's front office, Consumer Service Representatives Kathy Ortiz & Kalinda Beach.

NORA's Consumer Service Representatives have the most direct and consistent contact with members. Duties that each of them share include, but are not limited to; assisting members with the account questions, answering phones, accounts receivable, and daily deposits.

They also process service orders, construction paperwork, disconnect orders, and reconnects. For the field crew, they often act as the dispatcher relaying any pertinent messages to and from them. During power outages, they stand by, as needed, to provide support to the crew and to assist with incoming inquiries from members.

Kathy Ortiz is the veteran of the pair, and she began working at NORA in May of 2015. For nearly nine years, Kathy has assisted NORA's members in a variety of ways. On top of the daily duties listed above, she also provides invaluable help with special events hosted by the co-op, such as the annual meeting. The Consumer Service Reps are there to greet and



Consumer Service Reps Kathy Ortiz & Kalinda Beach

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Contact NORA:

Northern Rio Arriba Electric Cooperative, Inc.

1135 Camino Escondido

Chama, NM 87520

Mailing Address:

PO Box 217

Chama, NM 87520

Email: billing@noraelectric.org

Follow us on Facebook



575-756-2181

A Touchstone Energy Cooperative

Phone: 575-756-2181 - After hours Option 1
When reporting an outage, please provide the following information:

- Name
- Meter Number
- Service Address
- Telephone Number
- How long your power has been off



If you are currently experiencing financial difficulty, or if you are in a low income status and are continuing to have difficulty paying your utility bills, please contact the NORA office for options on setting up payment arrangements. You can also request financial assistance through LiHEAP by calling 800-283-4465.

Spring/Summer Office Hours Begin March 18th: Open 7:00am-5:30pm Monday-Thursday Closed Friday

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have all members sign in that attend the meeting.

There are also a number of challenges associated with consumer service, particularly when there are situations beyond the control of the cooperative such as rate increases imposed by the power provider, and responding to power outages. One of the challenges that Kathy has addressed head on is when members call to inquire about their electric bill being what they feel is too high. "There's no way to know what is causing their high usage, but we can help troubleshoot and pinpoint the source and suggest ways to reduce their usage," she commented.

A lifelong resident of Chama, Kathy is a familiar face in the Chama Valley as she previously worked at Wells Fargo Bank in Dulce and the Chama Valley Supermarket. She enjoys working with her fellow coworkers at NORA and getting to work with the local public.

Kathy is married to Jaime Ortiz who has worked for the Running Elk Corporation/Chama Land & Cattle for over 40 years. They have two adult children, Ariel & Adrianna, who are both graduates of Escalante High School. In her free time, Kathy enjoys spending time with her family, particularly visiting with her mother and three grandchildren.



Kalinda Beach joined the staff at NORA Electric Cooperative a little over two years ago. In addition to the duties she shares with Kathy, Kalinda is responsible for updating NORA's website and maintaining the online payment portal.

The NORA office will be closed
Thursday
March 28th
in observance
of our Spring
Holiday



Our linemen are
on call
24 hrs/day, 7 days a
week. Please call
575-756-2181 to report
power outages.



Some of the things Kalinda enjoys about her role as a consumer service rep are the ability interact with members and the camaraderie shared by the staff. "We have a staff that's very supportive and enjoyable to work with,"

One of the challenges Kalinda has faced is in regard to outages. As she explained, "There are five (telephone) lines in our office. When an outage occurs, we do our best to answer calls and questions as quickly as possible."

Kalinda is originally from Albuquerque and graduated with a degree in Business from the Anderson School of Management at the University of New Mexico. She is married to her husband Doug who works for Russell Sand and Gravel. They have two children, Logan who is a junior at Pagosa Springs High School who excels in the Building Skills USA program, and Mackayla who is in 8th grade and competes in band in her third year playing the flute.

Kalinda and Doug also work to maintain his family's farm. Two unique attributes of their farm are beekeeping and home brewed beer.

Daylight savings time begins Sunday, March 10th. Be sure to "spring forward" and set your clocks one hour ahead.



Billing Schedule March 2024

Bill Due Date	20-Mar
Usage From	30-Jan
Usage To	29-Feb
SEDC Pickup @11:59pm	1-Mar
Bill Sent	1-Mar
Late Notice Sent	21-Mar
Contact/Follow Up	2-Apr
Disconnects/Cut Off	9-Apr



Think you have what it takes to join our line crew? Apply now for our Journeyman Lineman opening. We're seeking a skilled individual to join our team. Inquire at 575-756-2181 or stop by our office today to apply.

