

# NORA News



December 2024

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## NORA's Controller Marla Ulibarri



For any business to be successful and financially healthy, it is imperative to have an intelligent, capable individual overseeing the finances of the company. At Northern Rio Arriba Electric Cooperative, Marla Ulibarri has that responsibility, supervising the accounting department as Controller, a role she has maintained since she was hired in September 2017.



Marla Ulibarri

Some of the expectations and duties that she performs on a regular basis are the reconciliation of the general ledger accounts, oversight of daily transactions on the consumer services side, payroll, and the administration of benefits for employees.

Marla plays an integral role in NORA's budgeting process, preparing the cooperative's statement of operations and balance sheet. She makes sure loan and interest payments and investments are kept current and balanced, and she works with auditors to evaluate where the spending is going and how they can save on expenditures.

Every month, Marla prepares the financial statements for the Board of Trustees. She also prepares all documents necessary for tax reporting at the local, state, and federal levels. This enables the Board and executive management to adequately interpret and analyze all of the financial information and reports associated with the cooperative. This information is crucial for maximizing the efficiency of the company.

Marla's family is from Los Ojos, however, she experienced living in many places as they traveled a lot as she was growing up. She graduated from Valley High School in Albuquerque and she attended the University of New Mexico and earned her accounting degree through Northern New Mexico Community College.

Outside of work, Marla enjoys outdoor activities including camping, cross country and downhill skiing. She also likes to spend time with her seven grandchildren ages 1-9 years old. She is very grateful to work in this community and for the many blessings she has experienced. Marla would like to recognize and thank her parents, Nicolas Abeyta and Mary Grace Gomez who instilled many important values in her life such as keeping faith and family first and to "always do your best."



### 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](mailto:billing@noraelectric.org)  
Follow us on Facebook



**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.

**Winter Office Hours: Open 7:00am-3:30pm Monday-Friday**

## NORA Electric Cooperative's Current Year Strategic Planning Goals

- ◆ NORA will develop and implement a plan to install EV stations.
  - ◇ Two EV stations installed in Chama at the railroad station and two installed in Tierra Amarilla at Henry's.
- ◆ NORA will review and update the administrative policies.
- ◆ NORA will conduct a comprehensive system maintenance review to decrease outages & line loss.
  - ◇ This is an everyday process of evaluating distribution lines and tree trimming.
- ◆ NORA will develop and implement a marketing plan to promote the cooperative to new & existing members and communities served.
- ◆ NORA will review and replace aging infrastructure and facilities to improve operational efficiency and reduce costs.
  - ◇ Maintenance tasks are performed daily.
- ◆ NORA will look at distributing capital credits to member owners consistent with sound financial management.
 

**Completed:** \$201,084.18 for 1988 and 1990 was distributed in August 2024.
- ◆ NORA will continue with a new metering system.
  - ◇ Approximately 500 meters have been changed to date. Members will benefit from the meter data management system (MDM) which allows a global system map to show real time outages online.
- ◆ NORA will review and continue updates to cyber security.
- ◆ NORA will review reliable transmission service options.



*The NORA office will be closed  
December  
24th & 25th in  
observance of  
Christmas Day*



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



### Congratulations Annual Meeting Door Prize Winners:

- ◆ 4th Prize: \$50 towards electric bill: Marcello Ulibarri
- ◆ 3rd Prize: \$100 towards electric bill: Maria Abeyta Garcia
- ◆ 2nd Prize: 58" Hisense UHD 4K TV: Lucia Montoya
- ◆ Grand Prize: Masterbuilt Electric Smoker: Becky Martinez



#### Escalante Varsity Boys & Girls Basketball Schedule



12/9 vs. Jemez Valley	7:00pm	12/9 vs. Jemez Valley	5:30pm
12/18 vs. Cuba	6:30pm	12/17 vs. Dulce	7:00pm
12/31 vs. NACAECA(Co-Op)	2:30pm	12/21 @ Cuba	1:30pm
1/16 vs. Tse' Yi' Gai	5:30pm	12/27 vs. Navajo Pine	4:00pm
1/18 @ Pecos	5:00pm	1/18 @ Pecos	3:30pm
1/23 vs. Questa*	6:30pm	1/21 @ Los Alamos	6:30pm
1/25 vs. Mesa Vista*	3:30pm	1/23 vs Questa*	5:00pm
1/30 vs. Penasco*	6:30pm	1/25 vs Mesa Vista*	2:00pm
2/1 vs. Mora*	3:30pm	1/30 vs Penasco*	5:00pm
2/4 @ Questa*	6:30pm	2/1 vs Mora*	2:00pm
2/6 @ McCurdy*	6:30pm	2/4 @ Questa*	5:00pm
2/13 @ Mesa Vista*	3:00pm	2/6 @ McCurdy*	5:00pm
2/15 @ Penasco*	2:30pm	2/13 @ Mesa Vista*	6:00pm
2/22 vs. McCurdy*	3:30pm	2/15 @ Penasco*	1:00pm
		2/22 vs McCurdy*	2:00pm

\* = District Game Bold = Home  
Provided by NMAA Subject to Change

### Billing Schedule December 2024

<b>Bill Due Date</b>	<b>26-Dec</b>
Usage From	31-Oct
Usage To	30-Nov
SEDC Pickup @11:59pm	1-Dec
Bill Sent	1-Dec
Late Notice Sent	27-Dec
Contact/Follow Up	6-Jan
Disconnects/Cut Off	13-Jan



**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.

