

NORA News



March 2025

www.noraelectric.org

Volume 29 Issue 3



Executive Vice President & General Manager Anthony Mercure



Anthony Mercure

Last March, we started featuring each of the employees at NORA Electric Cooperative outlining and explaining what their role is and how the duties and unique skill sets of each one contributes to the success of the cooperative. This month, our series comes to a close as we introduce you to the leader of this cohesive team, Executive Vice President and General Manager Anthony Mercure.



Nearly twenty-seven years ago, Anthony Mercure began his journey at NORA working his way up from an entry level position to eventually filling the role that oversees the operations of the entire cooperative.

In June 1998, Anthony was hired as a meter reader, a field position he held for six years. The experience gained here allowed him to become familiar with the needs of the vast service area. As is expected from all meter readers, he also assisted the line crew responding to outages and other projects. Then, he was promoted to Accounting Clerk in 2004, working in the office reconciling various reports and transactions.

In 2008, Mercure was promoted to Director of Consumer Services. Again, gaining valuable experience in operations where he supervised the meter reading crew, consumer billing, and the Time of Use program among other duties.

In August 2019, Anthony stepped up to the task of filling in as the interim General Manager when the position was unexpectedly vacated by his predecessor, Abran H. Romero. In the following months, Mercure fulfilled a dual role as the interim GM and his expected duties as Director of Consumer Services.

Then, on April 28, 2020, after an extensive search and careful consideration, NORA's Board of Trustees selected Anthony Mercure to permanently fill the role of Executive Vice President and General Manager. Mercure's ability to lead the cooperative during several months of uncertainty and maintain normal daily operations along with his internal experience over several departments at NORA played a key role in his selection. Board of Trustees President, Steve Rendon was grateful that they were able to select someone from "in house" for the role.

Mercure takes his role seriously and is committed to "doing the best to keep the lights" (Cont. on Pg 2)

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



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

(Continued from page 1)

on and doing what's best for the community and our members." Starting at the bottom and working his way up has given him insight on the needs of the business. He also understands the importance of communicating with all levels of employees and asks for input on a regular basis.

In addition to the supervision of various departments at NORA, some of the challenges that the GM has to address are daily proactive maintenance projects including hardware replacement, crossarm replacement, tree trimming and vegetation clearing.

As a member owned, not for profit, rural cooperative, NORA must also constantly employ practices to look out for the best interests of its members. It is imperative to find ways to keep costs to a minimum to keep rates affordable unlike an investor-owned utility (IOU) that can raise rates to offset increased costs and increase profits for shareholders.

Mercure will continue to aggressively pursue the application of state and federal grants in order to assist with the funding needed to complete various projects such as the transmission project from Coyote to Canjilon. There is also a growing need for wildfire mitigation particularly in the Corkins/Brazos area in which there is only one way in and one way out.

Something else that Mercure wanted members to be aware of is with the growing popularity



Anthony Mercure receiving his MIP Certificate in 2022

It's estimated that in most buildings, 30% of energy consumed is done so either inefficiently or unnecessarily. What are some things you can change to improve energy efficiency in your home or office?



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



of private renewable energy sources such as solar panels, that it may not be as attractive as it may seem and is certainly not for everyone. He wants members to realize that the installing companies are in business to sell the product for profit. Sometimes the renewable credits that are offered have stipulations and can be misleading. Also, multi-year contracts can inflate the overall cost and become a loss to the member rather than an investment. His advice to anyone considering this type of investment is to contact NORA first to evaluate the feasibility of this type of purchase.



Anthony is the son of Delfin and Sylvia Mercure and a lifelong resident of the area. He and his wife Guadalupe have two accomplished children, Gabriel & Martina Mercure, who are both graduates of Escalante High school. They also have a grandson and a new granddaughter on the way. Outside of work, Mercure enjoys spending time outdoors, going fishing, and spending quality time with his family. He attributes his success at NORA to the support and encouragement that he received from his family. "I couldn't have done it without them."



Billing Schedule March 2025

Bill Due Date	20-Mar
Usage From	31-Jan
Usage To	28-Feb
SEDC Pickup @11:59pm	1-Mar
Bill Sent	1-Mar
Late Notice Sent	21-Mar
Contact/Follow Up	1-Apr
Disconnects/Cut Off	8-Apr

March



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.

