

NORA News



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General Manager Anthony Mercure Addresses Members



Executive Vice President and General Manager Anthony Mercure addressed members at NORA's annual meeting with a comprehensive outline of the numerous projects and business dealings that NORA has embarked on in the past couple of years, some of which have been completed and some that are still ongoing.

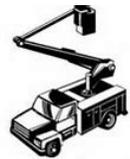
He continued on the positive theme set forth by Board of Trustees President Steve Rendon earlier in the day. Some of the topics he addressed were the strategic planning goals of 2018-2022 and the four year work plan 2019-2022 as listed in the bullet points below. It is NORA's mission statement to provide courteous and reliable service to all users at the lowest rates consistent with sound financial management. This is what helped shape these particular objectives.

Strategic Planning Goals 2018-2022: NORA will

- Conduct a comprehensive system maintenance review to decrease outages & line loss
- Develop and implement a marketing plan to promote the cooperative to new and existing members and communities served.
- Review & replace aging infrastructure & facilities to improve operational efficiency and reduce costs.
- Look at distributing capital credits to member owners consistent with sound financial management.
- Have access to Fiber Optic communication for the Headquarters & the Chama, T.A., Spills, Cebolla and Ghost Ranch Substations.

Four Year Work Plan 2019-2022

- Treasury Rate Loan: \$8,004,979
- Maintain Distribution Facilities – Ongoing
- Provide Reliable & Efficient Services
- Maintain Transmission Facilities – Ongoing
- Cebolla Substation – Completed in 2020
- 69 kVA line 10.5 Miles from Spills to Canjilon – Ongoing
- Fleet Replacement of Two Utility Trucks – 2021
- Fleet Replacement of One Utility Bucket Truck – 2021
- Equipment Replacement – Wood Chipper – 2021
- Equipment Replacement – Utility Trailer – 2021



Throughout his presentation, Mercure pointed out some of the many beneficial services and activities that NORA has to offer. Some of those services include member access to the time of use (TOU) program and the opportunity to save money by utilizing off peak hours with the use of energy efficient appliances and Electric Thermal Storage heaters, or ETS units.

NORA members also have the ability to order large energy star rated appliances directly from the NORA office in Chama at competitive prices to big box retailers through their Appliance Center. This eliminates the need to travel out of town saving time and unnecessary expense.

Although many of the following were cancelled in 2020 and 2021 due to the COVID-19 pandemic, NORA is pleased to offer a chance to participate in various activities for members of all ages including the coloring contest for elementary students, the golf camp for middle and high school students, the annual golf tournament for adults which raises money for the golf camp and also scholarships for local high school seniors. There is also the NMRECA Youth Tour which offers high school juniors an all-expense paid trip to Washington DC to meet with other students from across the country for a week of sightseeing, learning, and to discover how rural cooperatives function within our nation. It is hoped that this trip will resume in the summer of 2022.

Before concluding his presentation, Anthony was sure to also recognize and thank NORA's staff. "Without my staff, NORA Electric Cooperative could not operate the way it is today." He acknowledged their dedication and commitment, particularly the line crew for their bravery, endurance, and willingness to make sacrifices in order to "make our lives better."

NORA Honors John Blea For His Years of Service

During NORA's 70th Annual Member Meeting, every member of the staff was recognized for their invaluable service and efforts at the cooperative. However, there was one familiar face that was notably absent from the group, longtime Director of Operations, John Blea. In February 2021, after nearly forty years of service with NORA, Blea retired from the company.

Originally from Antonito, CO, John Blea began his career at NORA in May 1983 as an apprentice lineman. He worked his way up advancing to journeyman lineman in 1989. In 1998, he became the working foreman. In 2004, Blea was promoted to NORA's Director of Operations/Safety Coordinator.

As Director of Operations, Blea regularly juggled multiple responsibilities including supervision of the line crew, oversight of the operations, maintenance, and construction of all projects related to the Cooperative's distribution and transmission system. In a 2017 interview, he commented that one of the most challenging and exciting duties that he had faced was troubleshooting during outages and in other situations. He embraced being able to decipher what had gone wrong and to find solutions to various problems.

Safety was always paramount to John Blea. In 2009, he earned RESAP Safety Accreditation, and he served as instructor of NMRECA sponsored training at the Dona Ana School in Las Cruces. During his career, he was recognized and awarded with numerous certificates for outstanding demonstration of safety including the prestigious NMRECA Long Rope Safety Award in 2010.

NORA Electric Cooperative would like to congratulate John Blea and wish him the very best in all his future endeavors. Thank you for your many years of service and a job well done.



The NORA office will be closed December 24th & 27th, in observance of Christmas Day.



Touchstone EnergySM

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



NORA's New Logo

To begin his power point presentation at NORA's 70th Annual Member meeting, Executive Vice President and General Manager, Anthony Mercure, formally introduced a new logo for the cooperative. He explained that after seventy years, he, along with the support of his staff, felt that it was time to update the logo for the new generation of NORA's consumers.

The logo was designed by Guadalupe Mercure and it was approved over the summer of 2021. Members got their first look at the new logo at the Chama Days parade in August which is featured on the cooperative's new bucket truck. This was the first time in over twenty three years that NORA has participated in the Chama Days parade.



A Touchstone Energy[®] Cooperative



If you are experiencing financial difficulty or are in a low income status and having difficulty paying your utility bills, please contact the NORA office for options on setting up payment arrangements.

Billing Schedule December 2021

Bill Due Date	21-Dec
Usage From	31-Oct
Usage To	30-Nov
SEDC Pickup @11:59pm	1-Dec
Bill Sent	1-Dec
Late Notice Sent	22-Nov
Disconnects/Cut Off	11-Jan
Contact/Follow Up	5-Jan

