

# NORA News



April 2024

www.noraelectric.org

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## Celebrating Our Linemen at NORA Electric



The month of April has been designated as National Lineman Appreciation Month, and April 18<sup>th</sup> is celebrated as National Lineman Appreciation Day in honor of the selfless efforts and bravery that our linemen practice every day keeping electricity flowing in our homes and businesses.

Lineman Appreciation Day was officially designated by Congress in 2013 following the response of nearly 67,000 line workers to the devastating effects that Hurricane Sandy caused in 2012. Power was disrupted across twenty four states causing an estimated \$65 billion in damages when the natural disaster leveled power lines and wreaked havoc upon the grid. Line crews from across the country worked tirelessly to restore power to the vast area.

The daily routine of a journeyman lineman is very demanding and quite often very dangerous. Safety is a top priority at all times. It has been referred to by author Alan Drew in his book, "The American Lineman," as "One of the nation's toughest, most admired professions."

Some of the daily duties that are performed by NORA's line crew include maintaining and repairing overhead distribution or transmission lines, installing and maintaining transformers and other equipment, trimming trees that have grown near and around transmission lines, and troubleshooting what action to take when calls come in for outages and other situations.



Journeyman Lineman  
Vicente Mercure



Journeyman Lineman  
Brandon Cordova



Apprentice Lineman  
Andrew Valdez



Apprentice Lineman  
Max Salazar

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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](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.

**Spring/Summer Office Hours: Open 7:00am-5:30pm Monday-Thursday Closed Friday**

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Linemen are ultimately responsible for keeping the power on regardless of the weather that conditions exist. This is particularly challenging here in the mountains of northern New Mexico which are notorious for treacherous weather conditions year round. One of their most challenging tasks is responding to outages at night and in inclement weather. Even in the most ideal mild conditions, the job of a lineman carries extreme risk.



Electricity is part of everything we do, and no one likes power outages. When outages do occur, our linemen work tirelessly to restore systems to working order and urgently return service to all areas day or night. Although we work to keep outages from happening, please keep that in mind when there is one. Our entire crew greatly appreciates your patience and understanding.

NORA Electric Cooperative is very thankful for the services of its four dedicated linemen, Vicente Mercure, Brandon Cordova, Andrew Valdez and Max Salazar.

Vicente Mercure started out at NORA as a meter reader 18 years ago and shortly after that, he began training and advanced into his role as a journeyman lineman. Next to Executive Vice President and General Manager, Anthony Mercure, he is the second longest running employee at NORA. He grew up in the local area and is a graduate of Escalante High School. Vicente has a daughter Zangela who is 17, and his son Ransom is 14, who also



both attend Escalante.

Brandon Cordova, now a journeyman lineman, is from nearby Manassa, Colorado. He began at NORA as an apprentice lineman 15 years ago on Valentine's Day in 2009. He enjoys watching basketball and rodeo in his free time. Brandon is married to Jessica Cordova and he has three children, Caytlyn Valerio, who attends the University of New Mexico, Matthew Ulibarri, who is a junior at Escalante High School, and Ty Cordova who attends Chama Valley Schools.

Andrew Valdez is from Canjion, and he is a graduate of Escalante High School. He started at NORA in 2013 as a meter reader. Then in 2020, he switched roles to apprentice lineman. He enjoys hunting and fishing.

Max Salazar was born and raised in Tierra Amarilla. He graduated from Escalante High School in 2019 and began working at NORA in June 2020 as an accounting clerk. Six months later, when a position for apprentice lineman opened up, he took the opportunity to try the new role.

Much of what he has learned has been on the job training, but he would like to continue formal training to become a journeyman lineman. This would include completing the Merchant Job Training & Safety Program, and attending ongoing training like transformer school & hotline school.

Outside of work, Max enjoys going to the gym, working out, and hunting. He is the son of Donna Salazar and has a twin sister Mandy.



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



**Billing Schedule April 2024**

<b>Bill Due Date</b>	<b>22-Apr</b>
Usage From	29-Feb
Usage To	30-Mar
SEDC Pickup @11:59pm	1-Apr
Bill Sent	1-Apr
Late Notice Sent	23-Apr
Contact/Follow Up	1-May
Disconnects/Cut Off	8-May



**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.

