

NORA News



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Strategic Goals Headline NORA's 71st Annual Meeting



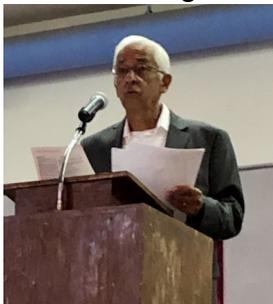
During his address at Northern Rio Arriba Electric Cooperative's Seventy First Annual Member Meeting, Board of Trustees President Steven Rendon asked those present to take a moment and consider why they chose to be in attendance that day. He emphasized that regardless of the reason or whether members had any questions for him as Board President, Anthony Mercure as Vice President and General Manager, or any members of the staff, they were all there to provide assistance and answer any and all questions within a timely and courteous manner.

In order to practically and accurately respond to such questions, NORA has begun proactively planning on a set of strategic goals to be implemented over the next three years. The discussion began at the end of March 2022 when NORA's board, management, and staff came together with the Cooperative Finance Corporation, or CFC, to consider just how to facilitate the execution of these goals.



VFW #8448 Color Guard

Throughout each of their planning sessions, the group reviewed the key elements below with an objective of coming to an agreement on the specific strategic goals they would like to focus on over the next three years and how to put these goals in motion within an allotted timeline.



- Industry Updates
- Mission Statement Review
- Visioning Exercises
- SWOT Exercises – or Strength, Weakness, Opportunities and Threats

At the conclusion the planning sessions, the group came to a consensus of the following strategic goals, in no particular order:

1. To be financially sound: NORA intends to establish an equity management plan with a rate that will reflect fixed and variable costs. Risk exposure will be evaluated and strategic partnerships will be pursued.
2. Become a trusted silent partner: NORA will provide products and services to meet member needs and develop a community outreach plan to establish two way communication with members. Employees and the board will receive continuing education on cooperative principles and key issues.
3. Prepare NORA for today and the future: Ensuring that NORA's employees receive adequate training in order to meet and exceed the expectations of members and NORA alike while providing a compensation plan to attract and retain qualified and quality employees. A succession plan will be reviewed annually by the board.



(Continued on page 2)



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.

NEW Office Hours effective November 14, 2022: Open 7:00am to 3:30pm Monday through Friday.

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4. Effective efficient use of technology: Enhance member experience by keeping up with the latest available technology. Develop a technology plan and supporting budget to include cyber security and evaluate options to leverage fiber optic assets as they become available.
5. Provide safe and reliable service: Establish a disaster and recovery plan to be reviewed annually. Review Tri-State’s contract for partial requirements and prepare for large solar arrays. Provide education on renewable energy to NORA’s staff. Ensure system improvements proactively address reliability and report on this annually.
6. Maintain a culture of safety: Provide a safe work environment with a continued commitment to zero incidents. Implement and utilize technology to enhance safety and public awareness.

To conclude his address, President Rendon emphasized NORA’s commitment to the consumer members and the community as a whole, particularly during times of uncertainty, as reflected in NORA’s mission statement. As he stated, “NORA is, and I quote, ‘Dedicated to provide safe, sustainable, and reliable service consistent with sound financial management’”



Members of NORA’s board, management & guests at the 71st Annual Meeting



Energy Savings Tip



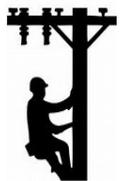
To keep appliances running efficiently and maximize longevity, keep them as clean as possible. Remove lint from your clothes dryer, wash or change your HVAC air filters, and remove dust that has accumulated under your fridge and within the coils



Touchstone EnergySM

Our linemen are on call

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



The NORA office will be closed Thursday, November 10, 2022, in observance of Veteran’s Day and Thursday and Friday, November 24th and 25th for Thanksgiving.



Billing Schedule November

Bill Due Date	23-Nov
Usage From	30-Sep
Usage To	31-Oct
SEDC Pickup @11:59pm	2-Nov
Bill Sent	2-Nov
Late Notice Sent	24-Nov
Disconnects/Cut Off	12-Dec
Contact/Follow Up	7-Dec

Annual Meeting Door Prize Winners

NORA would like to thank all of the members and guests that attended the 71st Annual Member Meeting.



Congratulations to all that received a prize during the post meeting raffle There were two grand prizes provided by Tri-State at and a first and second prize credit toward a member’s electric bill provided by NORA.

- 2nd Prize \$50 toward electric bill: Robert Mercure
- 1st Prize \$100 toward electric bill: Ray & Victoria Williams
 - Co-Grand Prize Electric Chain Saw: Juanita Atencio
 - Grand Prize 58” Vizio TV: Gloria Valdez



Next month, we will feature the report from Executive Vice President & General Manager Anthony Mercure

