



Your Touchstone Energy® Cooperative 

“Owned by Those We Serve”

General Manager

Denise Barrera

Address

610 Highway 195
P.O. Box 290
Elephant Butte, NM 87935

Telephone

575-744-5231

Outages

888-336-3380

Fax

575-744-5819

Email

sierra@secpower.com

Website

www.sierraelectric.org

Office Hours

8:00 a.m.—5:00 p.m.

Board of Trustees

President

John Bokich, District 2

Vice President

Thomas Stroup, District 2

Secretary

Tami Garrett, District 3

Treasurer

George Biel, District 3

Trustee

Dennis Franklin, District 1

Trustee

Judy Smith, District 1

Trustee

Darryl Sullivan, District 3

Trustee

Warren Strong, District 2

Vacant

District 2

The Board of Trustees meets the third Friday of the month at 8:30 a.m. in the Cooperative boardroom.

Member Newsletter

October 2021

Welcome Jose Olivarez, Electrical Engineer



Jose S. Olivarez, Electrical Engineer

On September 1st, Jose S. Olivarez joined the team at Sierra Electric Cooperative, Inc. as Electrical Engineer. Jose applied to Sierra Electric because he wanted to be part of a team made up of staff and employees who are actively part of the community they serve. Jose was raised in this community and graduated from the local high school and maintains relationships with many friends and family in the area. These relationships are paramount to his commitment to Sierra Electric and its members.

In 2018, Jose earned his Bachelor of Science in Electrical Engineering from New Mexico State University (NMSU). During his undergrad at NMSU, Jose interned for Sierra Electric and recognized a passion for the power industry. Not only during his previous work experience, but also here at Sierra Electric, Jose began to understand the challenges facing the utility industry to integrate renewables, electric vehicles, advanced metering infrastructure (AMI), supervisory control and data acquisition (SCADA) and other technologies into existing power grids.

Soon after graduation from NMSU, he moved to Phoenix, Arizona and gained valuable experience working for a private firm providing engineering services to the Palo Verde Nuclear Power Plant. A few years later, he returned home to work for El Paso Electric and continue his education by enrolling in Graduate School at NMSU.

As Electrical Engineer at Sierra Electric, Jose looks forward to using his education and work experience to find solutions to modern challenges facing distribution cooperatives that are best fitted for Sierra Electric, its members and the community. He wants the co-op members to know he genuinely enjoys listening and getting to know them. He will make an effort to take the time and learn from others' life experiences.

When he has time, Jose enjoys cooking, reading, hunting and any physically challenging activity.

Please join us in welcoming Jose to the Sierra Electric team!

“The three great essentials to achieve anything worthwhile are, first, hard work; second, stick-to-itiveness; third, common sense.”

— Thomas A. Edison

Apprentice lineman Manny Reyes makes Journeyman



Journeyman lineman Manny Reyes

Often, when our members hear our message of our mission of providing safe, reliable electric service, they don't consider that there are a handful of employees who make a strong commitment to make sure the cooperative achieves that mission. A Lineman dedicates years to learning the trade and makes personal sacrifices to keep our lights on. One of those employees at Sierra Electric is Manny Reyes. Manny has been employed by Sierra Electric for five years; the last four as apprentice lineman.

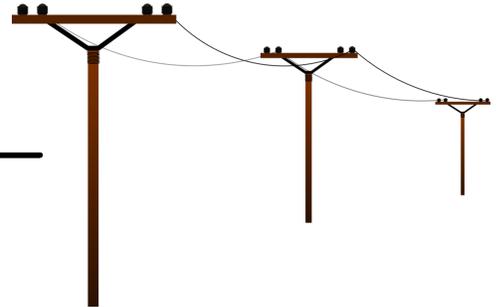
Manny recently completed the Merchant Job Training & Safety Program, certifying as a Journeyman lineman. Sierra Electric Cooperative, Inc., like most electric cooperatives, offers full-time employed apprentice lineman an opportunity for structured on-the-job lineman training in addition to this four year program of self-directed study.

When a Sierra Electric apprentice lineman completes the program, it signifies a high level of commitment to work as a full-time lineman and to study 144 hours every year for four years in topics such as the electric system, basic electricity, electrical math, safety, rigging, and much more.

Manny has proven he has what it takes to be a lineman—mentally and physically strong, not afraid of heights, ability to face dangerous working conditions with a focus on safety, committing himself to the career, and being a hands-on learner. In addition, Sierra Electric lineman must be willing to go out at anytime of the day in all types of weather to respond to power outages, which can mean missing out on valuable time with family and friends.

We want to congratulate Manny on his career achievement and thank him for his commitment to the cooperative.

"Work hard, keep your nose clean, and just stick around."
— Clint Eastwood



Welcome Cruz Villa, Journeyman Lineman



Journeyman lineman Cruz Villa

On September 15th, Cruz Villa joined the team at Sierra Electric. Cruz, from Arrey, is an experienced journeyman lineman who previously worked for the last eight years at Columbus Electric Cooperative, Inc. in Deming, New Mexico. Although he has ample experience, he looks forward to learning more while working with the team at Sierra Electric.

Cruz applied to work at Sierra Electric to come back to this community with his beautiful wife and three children.

As we wrote in the article above, becoming a journeyman lineman takes a lot of dedication and commitment. It is a career choice that involves very dangerous work and being available to go out to restore power at all times of the day and in all weather conditions. We look forward to working with Cruz and having his experience to benefit our members.

Cruz joins the team of lineman made up of Jesse Alexander, journeyman lineman/foreman, Manny Reyes, journeyman lineman, Pete Sanchez, apprentice lineman, Mike Gomez, apprentice lineman and Felix Martinez, apprentice lineman.

Please join us in welcoming Cruz to the Sierra Electric team!