

New Enterprise Rural Electric Cooperative, Inc.

A Touchstone Energy® Cooperative 



One of 14 electric cooperatives serving Pennsylvania and New Jersey

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From the General Manager/CEO



‘Power On:’ October is National Co-op Month

By Mark Morrison

AS AN electric cooperative, our top priority is always to provide reliable, affordable energy to you, the consumer-members we serve. Because we are a co-op, our mission has remained unchanged for the past eight-plus decades. That mission is to enrich the lives of our members and serve the long-term interests of our local community, and this mission has never been more critical than in recent months. One of the seven principles that guide all co-ops is “Concern for community.” To me, this principle is the essential DNA of New Enterprise Rural Electric Cooperative (REC), and it sets us apart from other electric utilities.

October is National Co-op Month, and electric cooperatives across the country are highlighting the many ways we “Power On.” Keeping this theme in mind, I recognize the essential role we play in serving a special community like ours.


The COVID-19 virus has tested our community and our nation, creating both challenges and opportunities for all. Over the past several months, we have all been challenged to operate differently, and New Enterprise REC has stepped up to help our members and strengthen the safety net for our more vulnerable neighbors.

The operation of the cooperative has been adjusted to meet guidelines set forth from government, to maintain

the safety and health of staff and the public, while focusing on service to the membership. Many of our emergency procedures for communication and operation have been made better over the past months due to the pandemic. While this is not necessarily how we envisioned the process of making changes to those contingency plans, nonetheless, the result is that we are better now than before.

For our members impacted by COVID-19 who needed help with their electric bills, we waived late fees and have worked and will continue to work to make special payment arrangements.

And while we certainly missed visiting with you in person, we found new ways to stay connected. Many people used our drive-up drop box, called their payments in over the phone, or paid online or with their mobile device or home computer. It was not and is not the norm of the past, but it works. Our goal is to provide every member an option that meets their needs in choosing how they want to do to business with the cooperative.

In 1938, New Enterprise REC was built by the community to serve the community, and that is what we will continue to do. Stop in or give us a call and let us know how we are doing. “Power On.” 

Lines that give love

By Bethany Shawley

IT'S TRUE that one man's trash is another man's treasure. For years, nationally known charities have been taking in people's used items and selling them at a low price to someone new. Even yard sales have the same concept, as maybe another person would like that shirt that doesn't fit you anymore. Sure, all these things help people in need, but do these organizations care about the quality of the items they take in? Do they care about the customer or is it just about the money? One person who cares more about the customer than the money is Dorothy Pas. She is 93 years old and started her business, Second Time Around Store, back in the early 1990s.

Second Time Around Store is a small business in Waterfall, Pa., that is similar to one of those nationally known charities. I had the pleasure of interviewing Pas about her business, and during the interview, she told me a little bit about her childhood and growing up during the early days of rural electrification. Although she remembers always having had electricity, she does remember her family using a Delco before the power lines were installed.

"A Delco was a little machine run by gasoline that would run and charge the batteries that would power the house," she says.

She also remembers that her church had a Delco it used until 1962.

Originally, the building that houses Second Time Around Store belonged to her family. When her mother passed away, Pas inherited all of her mother's belongings. Someone suggested she turn the whole place into a second-time-around store, and that's just what she did.

The business opened in 1990 and is still growing to this day. Everything is very affordable because her main goal is to help people in need, not to make money. All profit is donated to charities or used to assist with local tragedies. Since Pas is 93, she does not directly run the business anymore. It is operated by some close friends, but she will always be the one who grew the business from the ground up.

She shared with me that the most difficult thing about running the business was deciding what to take and what not to take. People can bring in clothes they wish to donate, but Pas says that only clothes in good condi-



HELPING OTHERS: Dorothy Pas, owner of Second Time Around Store, reminds us we need to be more concerned with people than money.

tion will be accepted. The store is also cleaned out regularly.

If you wish to donate to Second Time Around Store, please don't hesitate. Right now, they are open from noon to 3 p.m. on Tuesdays and Thursdays, and noon to 2 p.m. on Saturdays. These hours are temporary due to Covid-19.

Pas is excited to see where this business will go in the future. She also thanks New Enterprise REC for all their hard work because without them, she wouldn't be able to run her business or live her life with modern conveniences.

Her advice for new business owners is not to do anything just for money. Money is important, but she thinks that business owners should mainly care about their customers and how they are helping the public.

Pas says she had to go without many times in her life and her message to young people is, "Be grateful for what you have, and help others who are less fortunate because it's the best way that you can live your life." I agree. 🌟



BIG DIFFERENCE: A small store in Waterfall, Pa., makes a big difference in the lives of local residents.



Smart Management Smart Life SmartHub

LIFE is fast, and it can be hectic, but it doesn't have to be complicated. Paying your New Enterprise REC bill shouldn't be a complex task, and with our SmartHub web and mobile app, it won't be.

You may have heard about SmartHub, our innovative tool for account management, but what can it do for you? SmartHub can help you take control of your New Enterprise REC account like never before, giving you more time to focus on other responsibilities.

SmartHub has several features that make managing your account as easy as possible. Whether through the web, or your smartphone or tablet (Android or iOS), you'll be able to pay your bill, view your use, contact customer service, and get the latest news.

As soon as you log in, you'll be able to view your billing history and make a payment with just a couple of clicks — or taps, if you're using the app. You'll be able to see your current bill, along with bills from the previous month or even the previous summer, if you want to compare costs. Not only will you see your billing history, but you'll be able to view your actual use. You can see how your use is trending over time, which will allow you to take steps to lower your bill.

Making payments through SmartHub is fast and easy. The first time you make a payment either through the web or through your mobile device, you'll be able to securely store your payment information for future transactions. The next time you need to pay your bill, it will only take a couple of clicks.

You'll also be able to see important


New Enterprise REC notices with SmartHub. You'll be able to select how you want to be notified about your bill, including email and text messaging. You can choose to have notifications sent when your bill is available, when we receive your payment, when it's time to pay your bill, plus many more.

You'll even be able to set use thresholds so you'll know when you're using more electricity than you'd like, which will help you keep your electricity bill as low as possible.

Reporting a service issue is also quick and easy from SmartHub. There's no need to call the office; just let us

know about the issue with a few clicks or taps. You can also contact New Enterprise REC for customer service requests or with any questions you may have. SmartHub's contact feature makes it quick and easy.

Access SmartHub by going online to newenterpriserec.com or by downloading the app on your mobile device through the Apple App Store (iOS devices) or Google Play Marketplace (Android devices).

Plenty of things in life are complicated. Manage your New Enterprise REC account simply, quickly and easily with SmartHub. 

Going away for the winter?

New Enterprise REC offers members who will be away from home for an extended period — including "snowbirds" who migrate to warmer climates for the winter — two convenient and timely ways to receive their electric bills while they are gone.

Online billing

New Enterprise REC's SmartHub program gives members the ability to pay their electric bills electronically, either online or through the SmartHub mobile app available for smartphones and tablets.

With SmartHub, members receive an email notification when a new bill is generated. They can then pay their bill electronically using a checking account, MasterCard, Visa or Discover cards.

SmartHub participants also have access to their account information 24 hours a day, seven days a week.

To sign up for SmartHub, visit New Enterprise's website at newenterpriserec.com, and click on the SmartHub icon on our homepage.

Seasonal Address Program

The co-op also offers a Seasonal Address Program that allows members to receive their electric bills at an alternate mailing address while they are away. It's easy to sign up for the program. Just call our office at 814-766-3221 or 800-270-3177 and provide your alternate address, along with the dates you expect to be away.

During this period, your correspondence from New Enterprise REC will be mailed directly to the seasonal address, eliminating the need for the postal service to forward it to you.

For more information, call or stop by the office. We are open Monday — Friday from 7 a.m. to 3:30 p.m.

Why is energy conservation important?


WE HAVE all been taught to conserve energy from the time we are young. Simple things like turning the lights off when you leave a room have become second nature to us. Have you ever wondered, “Does this make a difference?” The answer is, “Yes!” Even the small things you do to save energy help reduce your home’s impact on the environment. Did you know if every American replaced one bulb with a more energy-efficient variety, we would save roughly \$600 million in annual energy costs? If one lightbulb can make such a difference, imagine the difference you can make with these easy changes to your everyday life.

1. **Turn off the fan when you leave a room.** Fans do not cool the air — they only cool people by blowing warm, still air across their skin. The

fan’s motor adds heat to the room, so make sure you turn it off when you leave.

2. **Always use cold water unless you need hot water.** Turning on hot water requires energy to heat the water, even if it does not reach the faucet before you turn it off.
3. **Wash only full loads of dishes and clothes.** Your clothes and dishwasher are designed to run most efficiently with full loads. If you run them only when full, you run them less often, which cuts energy use.
4. **Air-dry clothes.** Save your laundry for a warm, sunny day. There is no need to waste energy on drying your clothes when the sunshine outside could do it for you.
5. **Turn off electronics while not in use.** Keeping your computer on wastes electricity and shortens

the life of the machine, so power it down to make sure you are not needlessly burning power.

These tips on how to conserve energy may seem like inconsequential adjustments, but trust us, these small steps become great leaps when each one of us does our part, no matter how small. 



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Types of Co-ops:

Agriculture
Energy
Healthcare
Housing

Credit Unions
Grocery/Food
And more!