

# New Enterprise Rural Electric Cooperative, Inc.

A Touchstone Energy® Cooperative 



One of 14 electric cooperatives  
serving Pennsylvania and New Jersey

## NEW ENTERPRISE RURAL ELECTRIC COOPERATIVE, INC.

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New Enterprise, PA 16664-8814  
814-766-3221 • 1-800-270-3177  
FAX: 814-766-3319

Website: [www.newenterpriserec.com](http://www.newenterpriserec.com)

### BOARD OF DIRECTORS

Leroy D. Walls  
President

Timothy Newman  
Vice President

David Bequeath  
Secretary

Merle Helsel  
Asst. Secretary

Curtis Brant  
Treasurer

Brian McCoy

Mark Swope

### OFFICE HOURS

Monday through Friday  
7 a.m. - 3:30 p.m.

### EMERGENCY OUTAGE NUMBERS

814-766-3221  
1-800-270-3177

# COOPERATIVE CONNECTION

## Energy Rate Impacts: Then and Now



MARK  
MORRISON

**I REMEMBER IT WELL: THERE** I was, standing behind the front bench seat of my uncle's light green 1969 Chevy Impala with my elbows resting on the back of it as I stared out the windshield at the long line of cars ahead of us. Everyone there was waiting to get a gasoline ration at the local SKAT gas station, not yet in view.

My biggest worry was running out of gas before reaching the station. My anxiety ratcheted up each time my uncle restarted the car as the line inched forward. Just as quickly, he would turn it off again when the line of cars stopped.

This memory re-emerged as I watched a documentary on the construction of the Alaska Pipeline airing on the History Channel. During the show, a video clip of then-President Nixon was shown. Speaking to America while holding a white packet of paper, he said, "American energy demands have grown so rapidly that they now outstrip our energy supply."

He noted that a result of this rapid growth would be fuel shortages and increased prices throughout America. The second half of the two-minute clip described solutions to the problem: energy conservation, easing government regulation on domestic energy production, research and development of new forms of U.S. energy resources, and finally, completion of the long-delayed Alaska Pipeline.

America's current energy condition has taken us back to the future. Fast forward to today, where we're experiencing an energy supply-and-demand imbalance that is affecting every electric ratepayer across the land. We consumers are encouraged to conserve and curtail electric use, while our homes, farms and businesses become more electrified each day.

This, coupled with the push for more data centers and America's focus on being the leader in artificial intelligence — which leads to the construction of facilities that require excessive energy — creates significant rate increases landing unjustly on the backs of everyday folks.

I also can't leave out the many premature forced closings of energy-generating facilities, namely those that ran on fossil fuel and provided consistent baseload energy when called upon. And then there's the anemic buildup of transmission lines, which act as a superhighway to deliver power regionally. All those things have increased our exposure.

The fact is, energy rate impacts coming in 2026 are forcing consumers to relive the same energy story they faced some five decades ago. The solution to this condition is that we must get out of our own way in energy development, production and transmission. It is necessary to embrace, explore and develop all forms of reliable, dispatchable energy with the ability to deliver it when and where it is needed.

Sadly, the economic and political decisions that were made, or not made, in the past have put us here, and the current energy course will be slow to reverse.

Current energy market conditions will affect cooperative energy rates throughout 2026. Locally, energy transmission costs have increased roughly 12%. For our average residential member using 900 kilowatt-hours monthly, the coming rate impact will amount to a \$7 to \$8 increase, or between 5% and 6% over 2025 costs. The changes are expected to take effect for January use, which is billed in February.

*Continued on page 16C*

## Interested In A Seat On Your Co-Op Board?

**MORE THAN 80 YEARS AGO**, many of our neighboring communities needed the convenience of electricity, but investor-owned power companies were not interested in providing power to rural people because extending service there was not profitable to stockholders. Area residents decided to organize and provide the wonder of electricity themselves. As a result, New Enterprise Rural Electric Cooperative, Inc. (REC), a not-for-profit business, was established by members to serve members..

A board of seven directors govern the cooperative. Directors are trustees on behalf of the cooperative's consumer-members and are elected at the annual meeting. The membership selects a director to serve in each of the seven director areas.

When you become a consumer-member of New Enterprise REC, you share in the benefits and responsibilities of the cooperative for as long as you remain a member. Realized profits are returned to members in the form of capital credits.

Three director areas are open for election at this year's annual meeting. If you are interested in this challenging experience and reside full-time in Area 3, 6, or 7 — or you're not sure of your director area — contact or visit the cooperative office by March 1 to discuss the process.

**Director Area 3:** Portions of South Woodbury Township in Bedford County, including North Road, Mountain View Drive, the Loysburg area, Texas Corner, Salemville, the New Enterprise area, Guyer Corner, Muley Lane, Furry's Orchard Road and Replegole School Road up to Teeter School Road.

**Director Area 6:** Portions of Broad Top Township in Bedford County, including most of Wells Valley; Wells Township in Fulton County; and Wood Township in Huntingdon County, including Route 915 through Wells Tannery to Enid to New Grenada and continuing to Waterfall.

**Director Area 7:** Portions of Clay Township in Huntingdon County along with Taylor and Licking Creek townships in Fulton County, including Route 655 from



Saltillo through Waterfall and toward Hustontown as well as southward past the Pennsylvania Turnpike toward Route 30.

If being a director doesn't appeal to you, you can still play a role in the cooperative's operation. Opportunities exist to serve on the Nominating or Credentials & Election committees.

The cooperative's bylaws outline the qualifications, selection procedures and expectations of directors and committee members. The bylaws also outline the criteria for the director election process. The board of directors will select a Nominating Committee and a Credentials & Election Committee for this year. The Nominating Committee will prepare a list of qualified nominees and post it at the cooperative office. The Credentials & Election Committee will oversee the director election, which will be held at the cooperative's annual meeting.

Don't miss your chance to vote for the person you want to represent your area. Come to the 88th Annual Meeting of New Enterprise REC on Tuesday, June 2, at the Southern Cove Power Reunion Grounds in New Enterprise.

We will post more annual meeting news in future *Penn Lines* issues, on our Facebook page and on [newenterpriserec.com](http://newenterpriserec.com).

## STAY TOASTY AND WARM WHILE TURNING DOWN THE THERMOSTAT



When the winter winds blow, it is tempting to adjust the thermostat up a few degrees to stay toasty and warm. However, turning to other (**FREE!**) ways to help keep you warm could help reduce your energy bills.



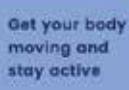
Each degree you reduce your thermostat saves 1% on your heating bill. No one home during the day? Adjust your thermostat 7 to 10 degrees from its normal setting to save up to 10% annually.

Source: Department of Energy.

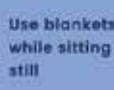
### HERE ARE WAYS TO HELP YOU STAY WARM WHEN IT IS COLD OUTSIDE:



Bundle up by wearing layers and heavy socks



Get your body moving and stay active

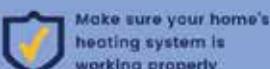


Use blankets while sitting still

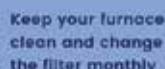
Caulk windows and door frames that leak air



Replace or update old or ineffective door seals



Make sure your home's heating system is working properly



Keep your furnace clean and change the filter monthly

Let the sun shine in during the day and close window coverings at night



Reduce how long you use ventilation fans (they transfer warm air outside)



Keep a fireplace damper closed when not in use

Humidity your home to make the air feel warmer



If you use a portable space heater, use it safely and for short amounts of time. Using one for extended periods can cause your energy bill to spike since it draws a lot of power.

Learn more at:

**Safe Electricity.org**

### FROM THE GENERAL MANAGER/CEO

*Continued from page 16A*

Since our inception, electric cooperatives have honored the promise to improve the quality of life in our rural communities. That promise is ensured through delivering safe, reliable and competitively priced electricity to our members.

This increase is not easy, nor is it taken lightly by management or the board. It does, however, make us better and create awareness and purpose for parts of this business we can control for the good of the cooperative.

Please feel free to stop in or call anytime if you would like to discuss the changes coming this year. ☺

**MARK MORRISON**  
GENERAL MANAGER/CEO

### HOW CAN SMARTHUB HELP YOU CONTROL YOUR ACCOUNT?

Our SmartHub web portal or mobile app will keep you informed and will show you where to save time and money on your bills.

**Billing & Payments:** No more waiting for your bill to arrive in the mail, access your bill at anytime from anywhere. Save time with easy payment options to avoid late fees and service interruptions.

**Alerts & Notifications:** It can be frustrating waiting on hold to get your questions answered or pay your bill. Stay informed on important account events via email or text messages. Receive the information you need to make the right decisions about your account.

**Paperless Billing:** What if you could save some time and a tree at the same time? Activate SmartHub paperless billing, an eco-friendly way to instantly access your bill.

**Usage Monitoring:** Worrying about usage or surprising bill amounts can be stressful. When you know what devices are using the most energy, you can make money-saving decisions about your account. Imagine opening your bill and seeing an amount less than expected.

SmartHub gives you complete control over your account by giving you the tools that deliver the right information at the right time so you can make the right decisions about your account.

**SMART MANAGEMENT. SMART LIFE. SMARTHUB.**

# Attention: High School Juniors!!

The Rural Electric Cooperative Youth Tour gives high school juniors an opportunity to learn leadership skills, network with peers from across the United States and travel with other Pennsylvania and New Jersey students – and have FUN while doing it!

## what to Expect

An all-inclusive trip to Washington, D.C., June 15-20, 2026. Tour Capitol Hill. Meet with members of Congress. Learn about electric cooperatives. Perhaps catch a show at the Kennedy Center. Visit monuments and memorials. Stop at the Smithsonian. Tour the Holocaust Museum. And so much more!

## Applications

Applications are available on our website at [newenterpriserec.com](http://newenterpriserec.com) and are due no later than Jan. 23. Please contact Bobbi McIlroy at [bmcilroy@newenterpriserec.com](mailto:bmcilroy@newenterpriserec.com) or call 814-766-4606 for more information about this once-in-a-lifetime opportunity!

### YOUTH TOUR 2025 PHOTOS

