

January 2026
URECC
NEWSLETTER



Working Together to Lower Demand

When temperatures drop, electricity use naturally increases. Heating systems run longer, lights stay on more, and households use appliances at the same high-demand times—mainly mornings and early evenings. This puts added pressure on the electric grid.

Upshur Rural Electric Co-Op works with partners such as Northeast Texas Electric Cooperative, East Texas Electric Cooperative, SWEPCO, and the Harrison County Power Plant to prepare for seasonal weather and ensure reliable power year-round. While our local system is strong, it's also part of a larger regional and national grid. In winter, when homes and businesses across the country use more electricity at the same time, demand can sometimes approach—or exceed—available supply, especially during severe weather or equipment issues. In rare cases, the regional grid operator may call for temporary, controlled outages (rolling blackouts) to prevent widespread failures. If that happens, URECC will keep members informed.

To reduce these risks, URECC and our G&T partner invest in system maintenance, grid upgrades, and disaster planning. But reliability is a shared effort, and members can help ease demand during peak times:

- Lower your thermostat a few degrees.
- Avoid running large appliances during peak hours (6–9 AM and 6–10 PM).
- Set your water heater to 120°F and space out hot-water use.
- Unplug unused devices and electronics.

Understanding how winter weather affects our grid helps all of us stay prepared. Small conservation steps not only reduce your bill—they help keep our community's power reliable throughout the season.

To request vegetation management near or endangering a power line, select "Contact Us" in the SmartHub app or web version, and choose System/Line Problems. You can also call member services at 903-843-2536.

ENERGY EFFICIENCY TIP OF THE MONTH

Winter weather can strain heating systems. To improve efficiency and comfort, check for air leaks and seal them with weatherstripping or caulk. Close fireplace dampers when not in use, consider insulating curtains, and lower your thermostat a few degrees. Small adjustments can reduce heating costs significantly.

UTILITY SCAM AWARENESS TIP OF THE MONTH

Beware of energy scams related to "winter bill relief" that exploit high bills. Scammers might offer fake discounts and ask for upfront payments or personal information. Legitimate utilities won't request payments via gift cards or apps like PayPal. Always verify offers by contacting your utility directly and take your time; genuine savings programs won't pressure you for quick decisions.

Calling All Youth: Two Programs, Two Opportunities – Apply Now!

Exciting news! Applications for the 2026 East Texas Youth Seminar (ETREYS) and Youth Tour are officially open!

ETREYS



Ten sophomores and juniors from our service area are selected to attend an all-expenses-paid summer seminar filled with workshops, peer activities, and motivational speakers. Students develop leadership, teamwork, and public speaking skills—and may even earn college scholarships.

[Deadline to apply: March 27th urecc.coop/etreys for the application.](https://urecc.coop/etreys)

Youth Tour



One junior each year is chosen to represent URECC on a weeklong guided trip to Austin and Washington, D.C. This experience introduces students to our democratic process, includes meetings with legislators, and connects them with peers from across the country.

[Deadline to apply: February 27th urecc.coop/youthtour for the application.](https://urecc.coop/youthtour)


Together We Make a Difference: First URECF Operation Round Up Grants Awarded

URECC is proud to announce the first grants have been awarded through the Upshur Rural Electric Cooperative Foundation. Six volunteer fire departments in our service area received a combined total of \$12,000 for equipment, fire-prevention materials, a new truck, and more. Thanks to our generous members, Operation Round Up continues to show our commitment to “Concern for Community.” Check our social media pages to see the other four departments that received grants.



Save The Date!

URECC 2026 Annual Meeting set for Thursday, April 2nd.

We are excited to share that the URECC Board of Directors has scheduled the URECC Annual Meeting for 2026 on Thursday, April 2, at 1:00 PM, in the URECC auditorium! An official meeting notice will be sent to each URECC member, as stipulated by the Bylaws. 

Peanut Butter Snowballs

- 2 cups powdered sugar
- 1 1/3 cups creamy peanut butter
- 1/4 cup butter, melted
- 2/3 cup graham crackers crumbs
- 1 Tbsp. maple syrup
- 1 tsp. kosher salt
- 2 cups white chocolate, melted
- 2 tsp. coconut oil
- Sprinkles, for garnish



- Line a baking sheet with parchment paper.
- In a bowl, mix powdered sugar, peanut butter, butter, graham cracker crumbs, maple syrup, and salt until smooth.
- Form mixture into balls and place on the baking sheet.
- Combine melted white chocolate and coconut oil; dip balls in this mixture and place on a cooling rack to let excess chocolate drip off.
- Add sprinkles and refrigerate for about 10 minutes until set.