



Nueces Electric Cooperative

# 2026 MEDIA KIT



@NuecesElectric



[www.nueceselectric.org](http://www.nueceselectric.org)



@NuecesElectric



## Introduction

We are pleased to assist you with your media inquiry. In this media kit we have provided you with guidance for media inquiries including access to NEC logos, cooperative information, and media contacts.

For assistance, please reach out to our communications team using the contact information provided on page 7 of this media kit.

## Our Media Kit Includes the Following Information

Introduction	1
About Nueces Electric Cooperative	2
Logos	2
Leadership at NEC	3
Board of Directors	4
Service Territory	4
Seven Cooperative Principals	5
The Difference between NEC and NEC Co-op Energy	6
Texas Electric Industry	6
Media and Communications Contacts	7



## About Nueces Electric Cooperative

Nueces Electric Cooperative (NEC) is a community focused electric cooperative. We are led by our members and we were built by the communities we serve. Founded in 1938, today NEC serves over 19,000 electric meters for consumers in eight South Texas counties.

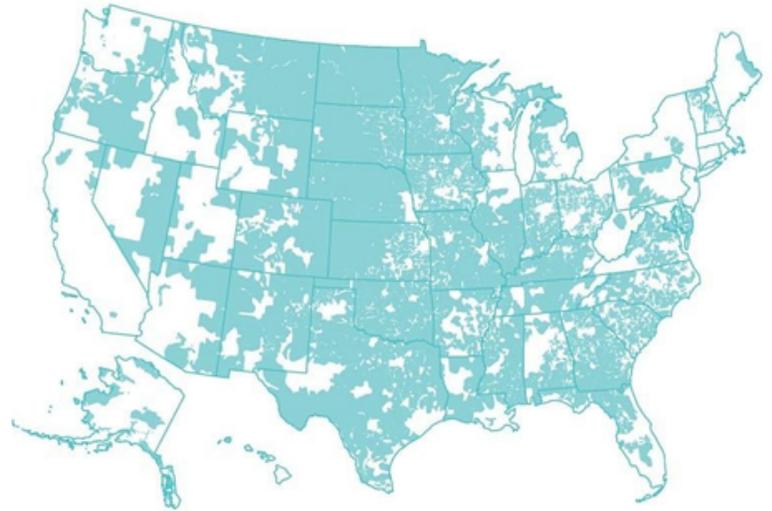
Since the co-op's inception, NEC has worked hard to be a good community partner. For years we have enjoyed participation in area Livestock Shows and County Fairs. We provide free safety presentations to elementary schools as well as youth programs and scholarship opportunities for high school juniors and seniors. Each year, the Ramiro De La Paz and John L. Simms scholarship programs award area youth with funds for college and sends students to Washington D.C. with the NRECA Youth Tour program.

In 2005, NEC became the first electric cooperative to voluntarily deregulate. We are the only deregulated electric co-op in Texas and only one of a handful in the United States. NEC is one of more than 900 electric cooperatives in the United States.

## About Electric Cooperatives

Electric cooperatives are private, independent businesses whose members have a financial interest in the operation. They are not-for-profit, democratically governed corporations that are based in the communities they serve.

Cooperative margins are reinvested in the cooperative or returned to member-owners as patronage capital.



## Logos

Multiple versions of the NEC logo are available. Included are a few variations of our current logo. Please reach out to our communications team for approval on NEC logo use.



Nueces Electric Cooperative



Nueces Electric Cooperative

## Leadership at NEC



**Varzavand "Avan" Irani**  
**Chief Executive Officer**

Varzavand "Avan" Irani stepped into the role of Chief Executive Officer (CEO) in September 2019 and is NEC's seventh CEO since opening our doors in 1938. Irani began his career at NEC in 2003 as a Project Manager/Distribution Engineer. In 2011, he was promoted to the role of Chief Operations Officer and assisted in strategic growth and managed operational aspects of the co-op.

Irani earned a Bachelor of Science degree in Electrical Engineering from the University of Bombay in India, a Master of Science degree in Electrical Engineering from Texas A&M University-Kingsville and completed a Master of Business Administration with a certification in Energy Finance and Logistics from Texas A&M University-Kingsville. He is also a licensed professional engineer in the state of Texas.



**Adriana Pena**  
**Chief Financial Officer**



**Frank Wilson**  
**Chief Retail Officer**



## Board of Directors

NEC is governed by a board of eight directors elected by and from the cooperative's membership. The directors are responsible for setting major policies within Nueces Electric's eight-county service area, hiring executives and strategic planning for the growth of the co-op. Directors are elected to three-year terms. The current board of directors include:

**District 1 Dr. Rumaldo Z. Juarez**

**District 2 Vacant**

**District 3 David Rosse - Secretary Treasurer**

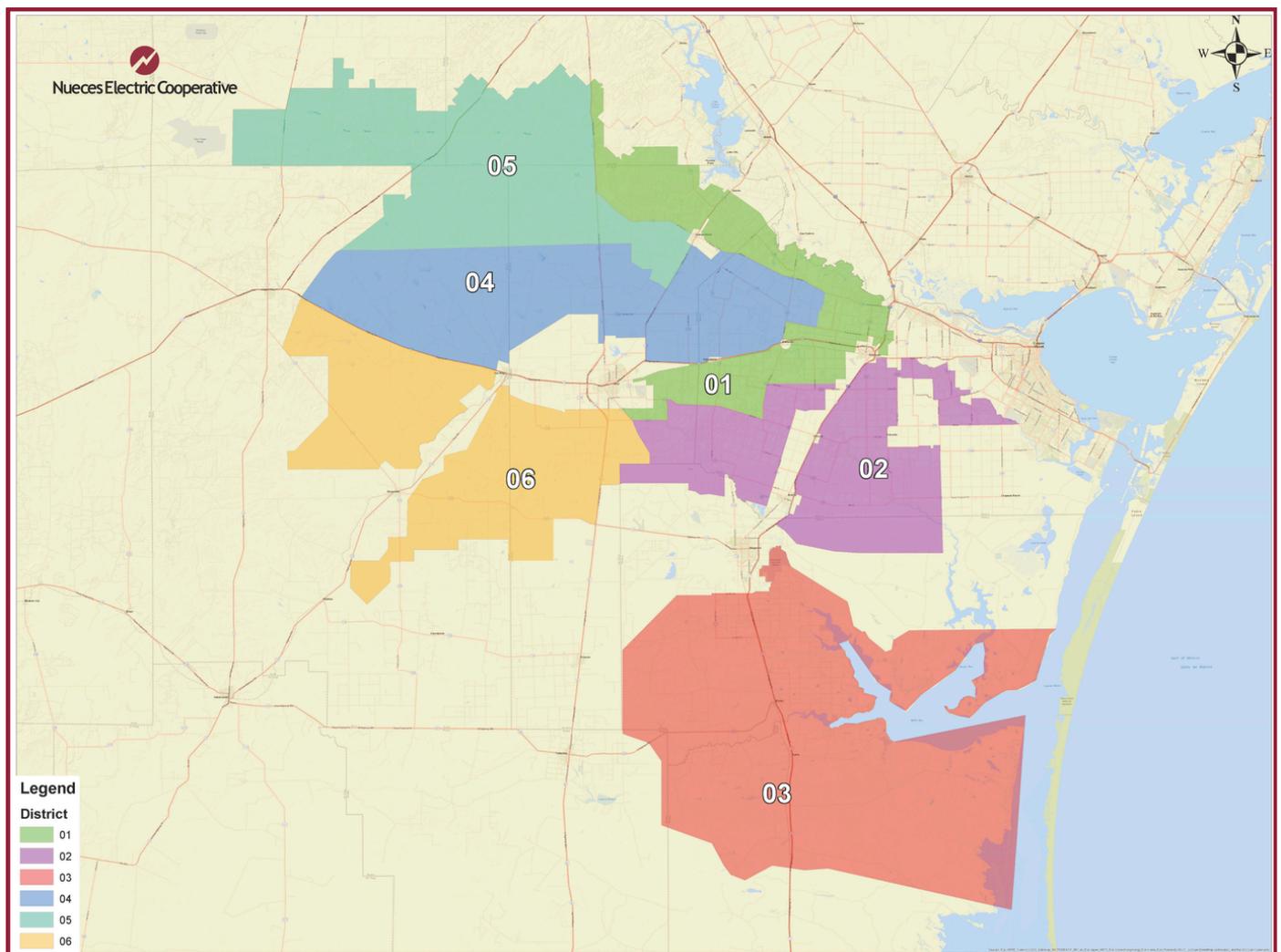
**District 4 Donald W. Herrmann**

**District 5 Sue Stewart**

**District 6 Brian Menking - President**

**District 7 Gladys Lippincott**

## Service Territory





## Seven Cooperative Principles

Electric cooperatives are guided by the following seven cooperative principles, which help anchor them firmly in the communities they serve and allow close regulation by their consumers.

**1 Voluntary & Open Membership**  
Cooperatives are voluntary organizations, open to all persons able to use their services and willing to accept the responsibilities of membership.

**2 Democratic Member Control**  
Cooperatives are democratic organizations controlled by their members, who actively participate in setting policies and making decisions.

**3 Members' Economic Participation**  
Members contribute equitably to and democratically control the capital of their cooperative.

**4 Autonomy & Independence**  
Cooperatives are autonomous, self-help organizations controlled by their members.

**5 Education, Training, & Information**  
Cooperatives provide education and training for their members, elected representatives, managers and employees so they can contribute effectively to the development of their cooperatives.

**6 Cooperation Among Cooperatives**  
Cooperatives serve their members most effectively and strengthen the cooperative movement by working together.

**7 Concern For Community**  
While focusing on member needs, cooperatives work for the sustainable development of their communities.

## The Difference Between NEC & NEC Co-op Energy

In 2005, NEC became the first electric cooperative to voluntarily deregulate. We are the only deregulated electric co-op in Texas and only one of a handful in the United States. NEC came up with the idea in 1999 and NEC voted to give members a choice to choose their power provider in 2000. In 2005 NEC officially introduced NEC Co-op Energy, the co-op's competitive retail division. Today NEC Co-op Energy served the electric needs of over 50,000 members across Texas.

**NEC Co-op Energy is not the same entity as Nueces Electric Cooperative and you do not have to buy NEC Co-op Energy's products to continue to receive quality services from Nueces Electric Cooperative.**



### Transmission and Distribution Service Provider (TDSP)

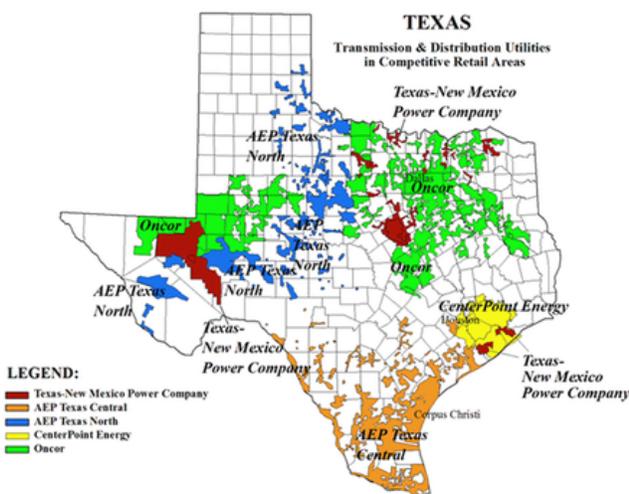
- Delivers ERCOT transmission electricity
- Owns and operates transmission services
- Operates and maintains distribution system
- Owns, installs, and reads meters
- Receives revenue from rates, defined in the NEC tariff and are based on the cost of maintaining the T&D system, administrative services, and other fees approved by PUCT



### Retail Electric Provider

- Purchases power in the ERCOT market and sells to consumers
- Responsible for billing and relationship with consumers
- Receives revenue from contracts with consumers

## Background - Texas Electric Industry



In the Texas electric industry, there are six investor-owned utilities (IOU's) in the ERCOT footprint. These are AEP, Texas Central, AEP Texas North, Texas-New Mexico Power Company, CenterPoint Energy, and Oncor. Those who live in the IOU footprint (more than 85% of Texas) are in a competitive retail market in which consumers are offered a choice of retail electric providers. Those who live outside the IOU footprint, typically in rural areas, receive electric service from non-opt in entities, such as municipalities and electric co-ops.

Electric co-ops and municipalities are not required to opt-in to retail competition, and instead have a "captive" consumer base, in which members do not have the option to select retail electric providers.



## Media & Communications Contacts

To schedule interviews with the sources, contact one of NEC's corporate communications representatives by calling or texting 361-533-2049.

### **Joanna Prado**

**HR & Corporate  
Communications Manager**

### **Shaeleigh Mower**

**Corporate Communications  
Representative**