

**CHUGACH ELECTRIC ASSOCIATION, INC.**  
**Anchorage, Alaska**

**BOARD OF DIRECTORS' MEETING**  
**AGENDA ITEM SUMMARY**

**February 18, 2008**

**ACTION REQUIRED**

**AGENDA ITEM NO. X.I.**

**Information Only**  
 **Motion**  
 **Resolution**  
 **Executive Session**  
 **Other**

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**TOPIC**

Revised Vision & Mission Statement

**DISCUSSION**

Chugach Electric's stated goals and messaging needs to be reevaluated, especially in light of the findings in the Blue Ribbon Panel report. Our current Mission and Vision is:

Corporate Mission: Through superior service, safely provide reliable and competitively priced energy.

Corporate Vision: Powering Alaska's Future

The concept of providing "competitively priced energy" is hard to understand when there is no competition and our customers are captive in monopoly service territories and have no choice but to buy only from us!

A very clear and simple mission statement will be easier for all to understand and remember.

**MOTION (by Director Kalenka)**

Move that the Board of Directors change the Mission and Vision Statement for Chugach Electric Association to:

Corporate Mission: We exist to provide superior service and dependable electricity at the lowest cost possible.

Corporate Vision: Provide power to our members and customers while improving the economy and quality of life where we serve.