

CHUGACH ELECTRIC ASSOCIATION, INC.
Anchorage, Alaska

OPERATIONS COMMITTEE MEETING
AGENDA ITEM SUMMARY

February 4, 2008

ACTION REQUIRED

AGENDA ITEM NO. XIII.

Information Only
 Motion
 Resolution
 Executive Session
 Other

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 Vision and Mission Statement for Chugach Electric Association be changed to:

Corporate Vision: We exist to provide superior service and dependable electricity at the lowest cost possible, and to improve the economy and quality of life where we serve.

Corporate Mission: Provide Safe, Reliable Power at the Lowest Cost Possible.