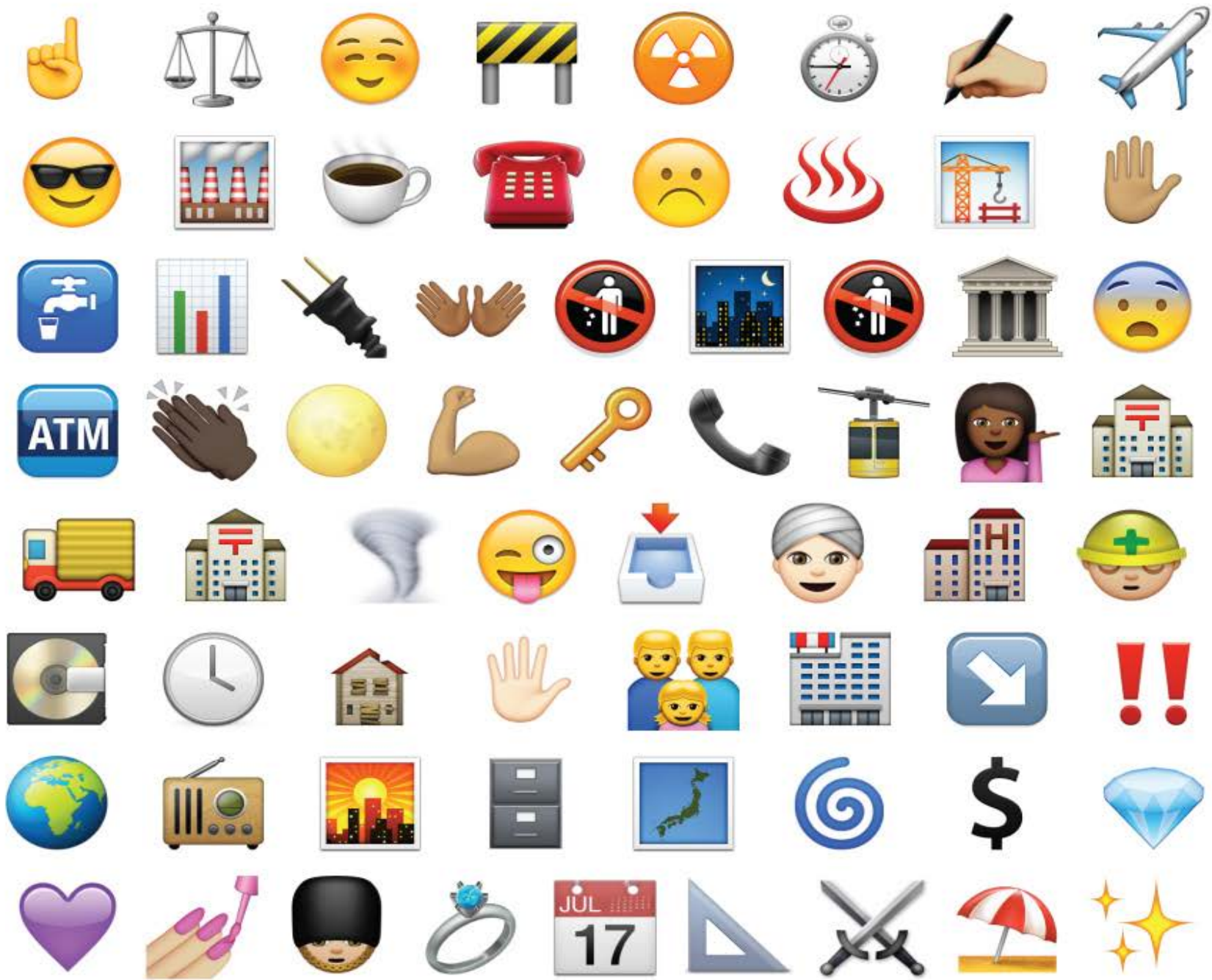


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Powering Strong Communities

Set the Bar Low. Be a WINNER every time.





Public Power Matters

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Rates
Matter



Innovation
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Workforce
Matters



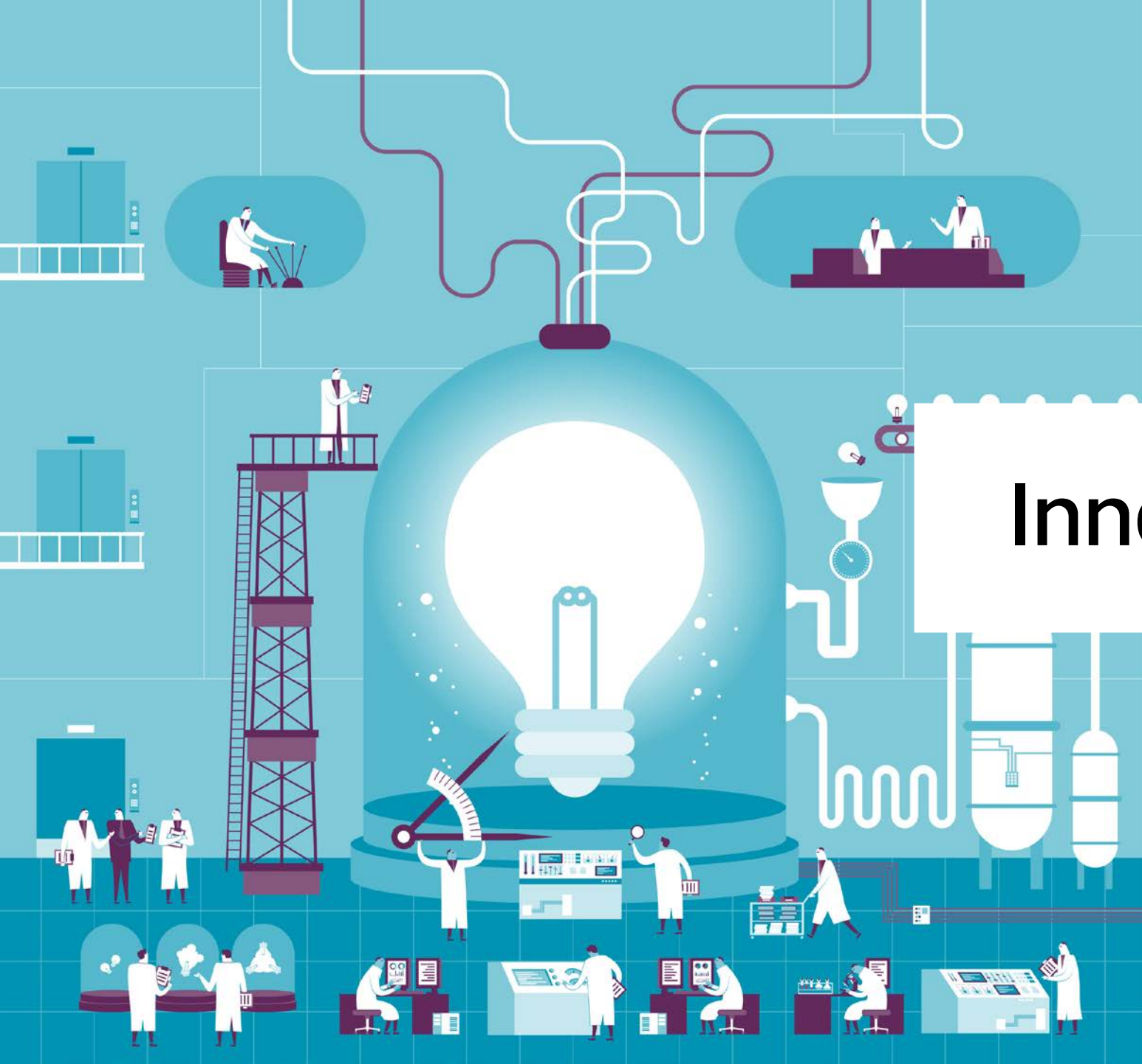
Advocacy
Matters



Your Story
Matters

It's the Rates, Stupid!

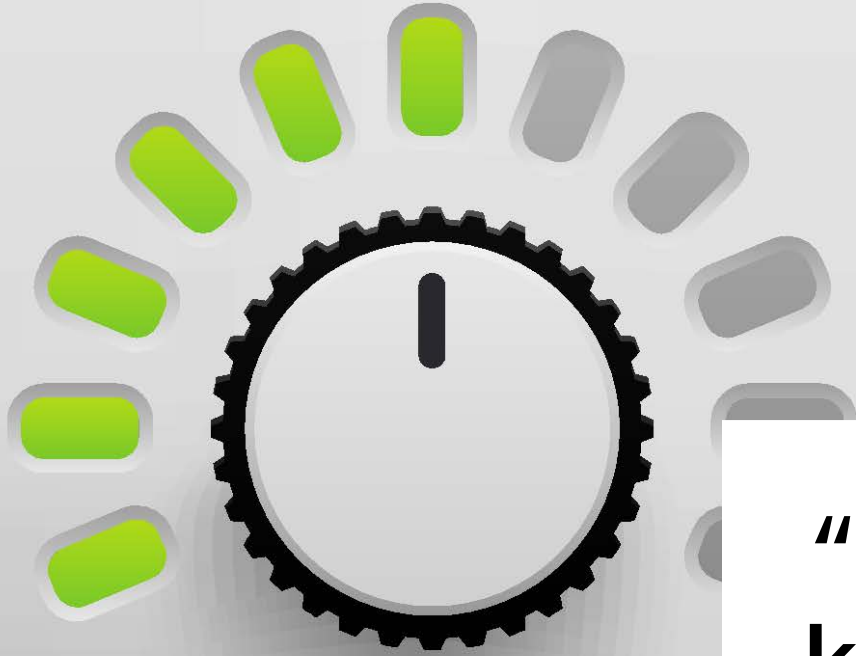




Innovation Matters

“We must respond to changing customer desires.”

Sue Kelly



“Coleman, if it’s got a nerd knob, you’ve gotta twist it!”

Joe Blanchard

“Hoping that progress will be made by a lazy man seeking an easier way to do nothing at all.”

J.L. Sharrah

“If you think you are too small to be effective, you have never been in the dark with a mosquito.”

Betty Reese





Workforce Matters

“It is hard to disillusion a pessimist.”

Gordon Livingston

“It’s often the case that people want to help you or work with you. But they can’t if you insist on holding on to tight control.”

Chris Anderson



Listen—don't just wait to talk.

“Be so good that they can’t ignore you.”

Richa Chadra



“Categorizing people is a time-honored way of refusing to take them seriously.”

Borchert



Advocacy Matters

**“Go to the ant, you sluggard;
consider its ways and be
wise!”**

Proverbs 6:6 NIV



“If you work for a man, in heaven’s name work for him. If he pays you wages which supply you bread and butter, work for him; speak well of him; stand by him, and stand by the institution he represents. If put to a pinch, an ounce of loyalty is worth a pound of cleverness. If you must vilify, condemn, and eternally disparage, resign your position, and when you are outside, damn to your heart’s content, but as long as you are part of the institution do not condemn it. If you do that, you are loosening the tendrils that are holding you to the institution, and at the first high wind that comes along, you will be uprooted and blown away and will probably never know the reason why.”

Elbert

Hubbard

**“If you run with the pack, bark or no,
but anyway wag your tail.”**

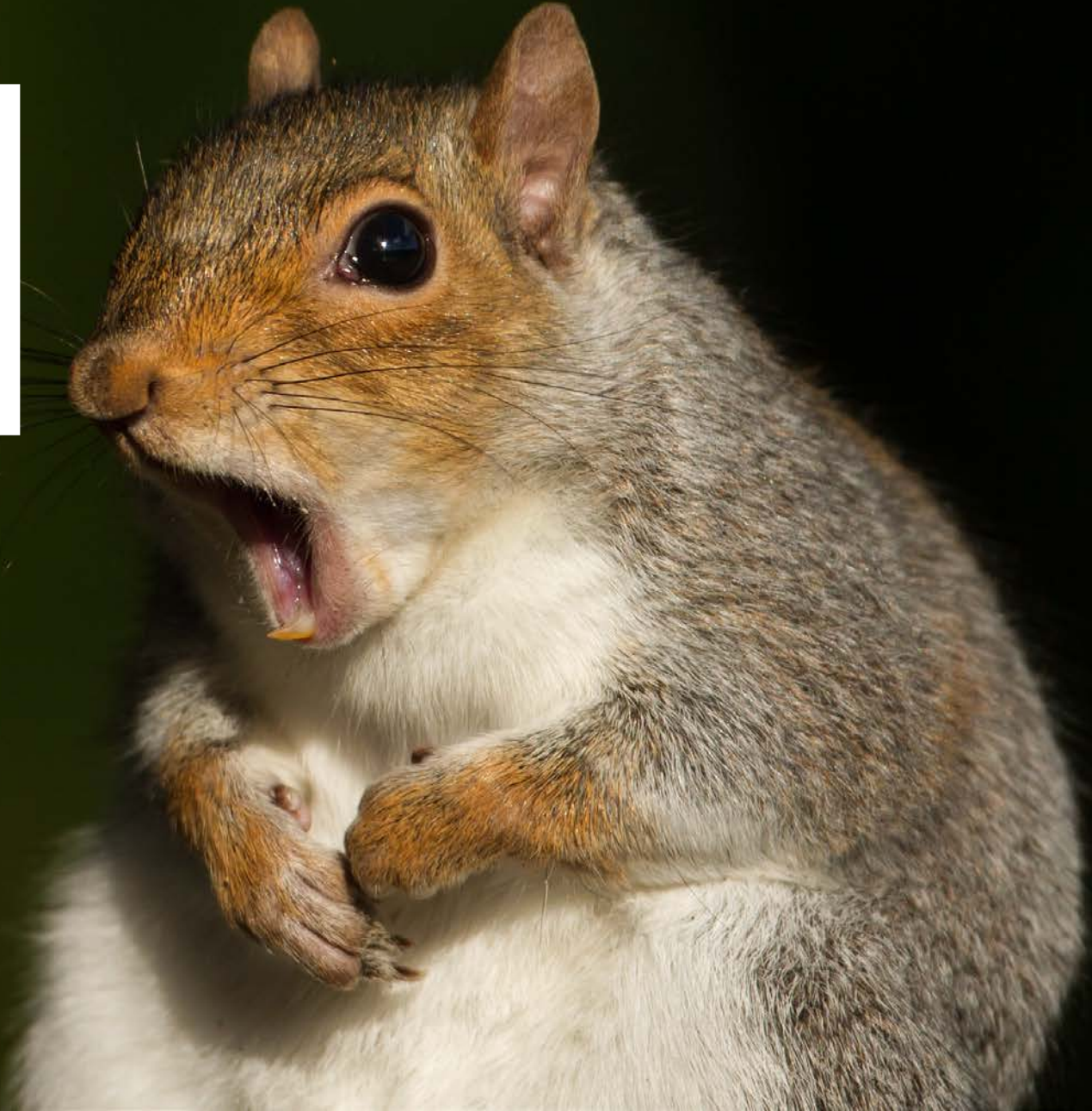
Anton Chekhov



A photograph of a library with bookshelves and a central aisle, overlaid with a white text box. The background is a blurred view of a library aisle with wooden bookshelves filled with books. In the foreground, there are stacks of old, worn books on a wooden table. One book is open in the center, showing its pages. The text "Your Story Matters" is centered in a white box over the middle of the image.

Your Story Matters

**Why are we in the
electricity business?**



“Culture eats strategy for lunch.”
Peter Drucker



Public Power Matters



Rates
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Innovation
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Workforce
Matters



Advocacy
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Your Story
Matters

“The end is where we start from.”

T. S. Eliot