

# Our Vision, Mission and Organizational Values

## Our Vision

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Members are the reason for our existence. We strive to be recognized and respected by our membership as providing the highest level of quality service and value through accountability, innovation, integrity, and commitment to community.

## Our Mission

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To provide reliable, competitively priced energy and related services to our customers and maximum value to our members consistent with the wise use of resources and technology. We will work with our members to improve the social and economic well being of the region.

## Our Organizational Values

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- We will strive to provide services that exceed our member's expectations, emphasizing honesty, quality, and sound business principles.
- Encourage the wise use of our energy resources.
- As we conduct our business, we will be responsible members of our community, good stewards of the environment, and follow safety practices while focusing on continuous improvement of our processes and services.
- Reference the Seven Cooperative Principles as our guide to our business platform.
- Practice fiscal responsibility.
- Working together, we have the power to make a difference.



**Clark Electric Cooperative**

Your Touchstone Energy® Partner 