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Empowering Lives with Hometown Service

New Mission Statement Places Emphasis on Core Values

Over the past few weeks, a group of Grand Valley Power employees and directors have endeavored to put together a mission statement that will guide our organization for years to come. This effort required us to examine our purpose, our reason for existing, and describe it with a few brief words. With a focus on what we do best, this is what we came up with:

Empowering lives with hometown service

These five words pack a punch! Yes, they capture our core function – providing power for the consumers that we serve here in Mesa County – but they go farther than that. They speak to the quality of life that affordable, reliable electricity makes possible. They address the importance we place on supporting our community. Grand Valley Power empowers lives with scholarships and assistance for local educational efforts, economic development, and its first-of-a-kind low income community solar facility. We empower lives by being good stewards of the environment.

The focus on hometown service is central to our mission. It includes, of course, the linemen who brave the elements to restore power when Mother Nature wreaks havoc. There's a good chance you may know them personally, from church or Little League. When you call us on the phone, you won't be routed to a call center in another state hundreds of miles away; you will talk to someone working here on the Western Slope, who knows what's going on in our service territory. And don't forget the hometown service that your locally-elected board of directors delivers. These are the folks from right here in Mesa County who provide direction and guidance for our organization. They face the same challenges and issues that all of our members have to deal with. If you have a question or concern, they are here to address it.

Empowering lives with hometown service. This is a broad statement of purpose. It's broad enough that we developed a few guideposts to help us stay on track. Recognizing this, our team of directors and employees identified four foundational principles to guide us along the way:

We are committed to the safety of our workforce and the general public.

We strive to do the right thing, holding true to our values and principles.

We seek to find new and better ways to serve our members and communities.

We are dedicated to delivering value to all we serve.

Recognizing that the ideas are not new for Grand Valley Power, one senior staff member stated, "we've been doing this for decades." Even so, it will be helpful to have the ideas distilled down to these guiding principles. Since we have identified the track we are on, we will be held accountable if we stray.

Meaningful mission statements can be difficult to live up to. With Grand Valley Power's eighty-year tradition of service excellence here in Mesa County, the company is confident in its ability to fulfill the mission.

GRAND VALLEY RURAL POWER LINES, INC.

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Grand Valley Power is an equal opportunity provider and employer.