

# BOLD ENDURING VALUE IMAGINE 2075



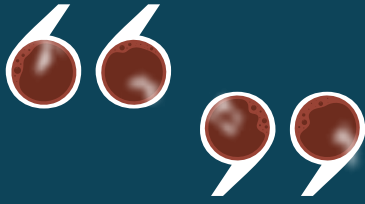
**PROPOSED MISSION:**

Provide essential services  
to empower the community

**PROPOSED VISION:**

Create bold, enduring value  
for future generations





**COMMUNITY POWER**

Keep the public informed and involved by sharing details and collaborating with them.



**PARTNERS IN SUCCESS**

Strengthen partnerships with governments, community organizations, and others to support a high quality of life.



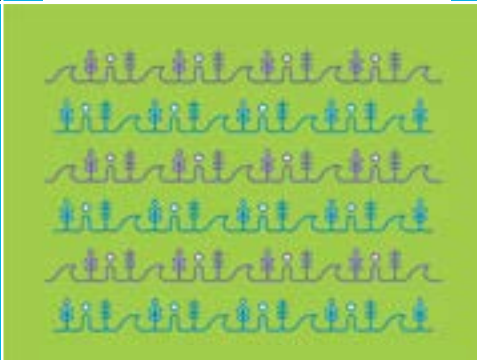
**ENERGY & WATER FOREVER**

Ensure energy and water are available for future generations, even if they cost more.



**HARNESS THE POWER FRONTIER**

Invest in clean energy sources to support future community needs.



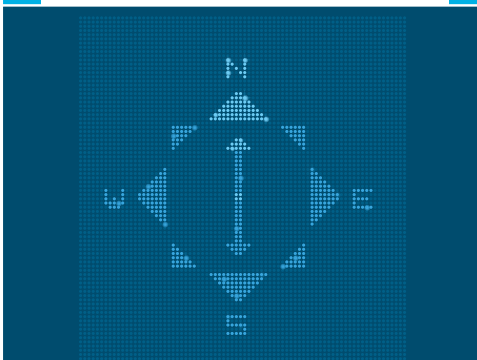
**BEND, DON'T BREAK**

Invest in equipment, people, and technology to make Chelan PUD's services more resilient.



**FUTURE FACING**

Boldly act on opportunities that can benefit Chelan County residents in the long run.



**LEAD WITH PURPOSE**

Board provides proactive guidance for long-term goals.



**CAN DO!**

Build a strong workforce where we help each other succeed.



**FLY IN FORMATION**

Align purpose, culture, and operating rhythm to work together.