



AMEA *Communiqué*

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MISSION STATEMENT

AMEA's mission is to provide for our Member communities a reliable and economical source of electric power, enabling them to preserve and enhance the benefits of municipal utility ownership for their citizens and the electric customers they serve. We strive to offer services that our Members need and can adapt to provide the best value for their communities and customers.

AMEA initiates 3-year strategic planning process

AMEA will begin the process for the development of the 2013-2015 Strategic Plan later this summer. Stakeholder surveys will be provided as AMEA focuses on priorities for its 11 Members, according to Fred Clark, AMEA President & CEO.



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Meetings of the AMEA Board of Directors and Member

Managers/Superintendents will be held later this summer with the final Strategic Plan to be completed in early 2012. The Work Plan associated with the Strategic Plan will be implemented in the 2013 fiscal year.

Clark said AMEA looks forward to working with its Members on this process as the joint action agency focuses on its vision, mission and core purpose on behalf of the Members.

AMEA works with Member city economic developers on strategic planning efforts

In conjunction with the upcoming AMEA Strategic Planning process, AMEA staff met with Member city economic developers via conference call June 2 to review AMEA's current economic development programs, including the Capital Fund Program, as well as the Special Projects Grant and Community Support Projects Grant. Staff also discussed strategies in the area of economic development as the joint action agency continues to support the efforts of local economic development professionals in its 11 Member cities.

"This was a wonderful opportunity to gain input from our local economic developers as to how AMEA can effectively support their initiatives to improve the quality of life and promote vibrant, active, economically stable communities," said Lisa Miller, Manager of Communications and Marketing. "We plan to survey our local economic developers within the coming weeks to gauge their feedback on our efforts in the economic development arena, as well as our future focus in support of their efforts."

AMEA facilitates 2011 Customer Satisfaction Survey for Members in June

AMEA has contracted with SDS Research, a Hometown Connections® vendor/partner, to conduct Customer Satisfaction Surveys for its 11 Members this month. The telephone survey will be conducted of 2,500 residential customers and 500 commercial/industrial customers.



Similar surveys were conducted in 2002, 2005, 2007 and 2009. The 2011 survey results will be compared to the four previous surveys.

AMEA provided Members with the survey instruments for their review in May. SDS will present the survey results to the AMEA Board of Directors at the Aug. 25 Annual Meeting.

“SDS Research has conducted regular customer satisfaction surveys for AMEA Member utilities over the past 10 years,” said Todd Morris, Sales Director, SDS Research. “In our 20 years of conducting customer research in a wide variety of industries, few have shown AMEA's level of commitment in providing utility customers the opportunity to voice their opinion regarding the service they receive from AMEA Members. Because of rapid changes taking place in the utility industry, the need to monitor customer perception has never been more acute, and the value of this kind of information is only going to grow in the future.”



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