



Central Lincoln employees and family members, a bucket truck, and electric cars get ready for the 2015 Loyalty Days Parade in Newport

## Being the Best We Can Be

*We live our values from using technology to offer paperless billing, to making certain employees work safely*

*"If you don't know where you are going, you'll end up someplace else."* -Yogi Berra

Central Lincoln's mission is "to provide the people of Oregon's Central Coast with reliable and affordable electricity in the tradition of public power." We're owned by the communities and the customers we serve. Not-for-profit; no investors. We're governed locally by board members elected by voters who also are our customers.

Not long ago, our board and employees worked together to identify our values, how to best provide power reliably and affordably in the spirit of a community-owned electric utility. General Manager Debra Smith led the discussions, and crystallized key themes.

"The physical distance between our offices and facilities from Newport to Reedsport, Toledo to South Beach and Florence can make it hard to keep everyone on the same page, but it's very do-able," says General Manager Debra Smith. "A shared purpose and shared priorities will increase our organizational alignment, and knowing how we contribute as individuals will help some of us love our work even more than we already do."

We agreed "to aspire to excellence in all we do." That's not easy to do all of the time, and when we don't, we'd like you to let us know, by email, or by calling one of our offices.

Our values, as determined through the alignment process:

### Customer and Community Connections

We strive to be approachable, respectful, and responsive

to our customers. We take our responsibilities to our communities and environment seriously, and we are committed to being involved and visible in them.

### Ethical and Honest Behavior

We value transparency and fairness, with our actions coming from a place of integrity.

### Financial and System Stability

Everything we do is based on a strong financial foundation and solid, reliable infrastructure.

### Innovation and Technology

We use technology to increase the value we deliver to our customers.

### Reliability, Dependability, and Consistency

We provide critical products and services recognizing our customers depend on us.

### Safe and Committed Employees

We value safety, teamwork, respect, and personal accountability.

We believe excellence is only possible when we're living our values and we're committed to doing so every day.



General Manager  
Debra Smith



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# Highlights from Newport, Florence & Reedsport Parades

Come cheer us on in Waldport (6/20), Gleneden Beach (7/4) and Toledo (7/25).

Free Tootsie Rolls!



## THE APPRENTICE



James Bond has loved building things since growing up with five siblings: "Go-carts, motorcycles; if we didn't have it, we built it!" he says with a smile— and a twinkle in his eyes. Today he owns his own excavator, and he uses it for fun at home.

James serves Central Lincoln as a heavy equipment operator and a welder under the formal title of Assistant Wireman, and he's apprenticed to become a Journeyman Wireman, having completed five of six "steps," or stages,

required. Wireman is a highly-specialized field in the electricity industry, and wiremen work on transformers and substations, which change voltage levels between high transmission voltages and lower distribution voltages as electricity flows to customers.

James has passed up several lineman apprenticeships on the way to his Apprentice Wireman slot: "Welding, fabrication, that's the stuff I love to do," he says with a grin. "Working on substations and transformers, seeing something come together when you build it—that's pretty great."

Some 77 books, large and small, are required reading in James' apprentice program, as is skill in trigonometry, algebra, and geometry, and he's taken classes at the local community college in AutoCAD. James is reviewing those texts as he studies for his all-important journeyman wireman's exam, which he'll be taking in the near future.



(Left-right) James prepares to take a section of steel up at Florence's new substation (center). Following many pages of substation plans is a crucial skill for wiremen.