

Corporate Communications Award

This award recognizes companies whose communications programs or initiatives have improved corporate effectiveness.

Judging Criteria	Potential Entries Might Include
<ul style="list-style-type: none"> • Were the goals and actions of the plan clearly defined? • Were there measurable results and were they good? • How was this program original and innovative? • Will there be a lasting company impact? • What is the sustainability of this program? • How did the program engage and involve employees? • What's the fun factor? (If applicable) 	<ul style="list-style-type: none"> • Rate Cases • Environmental Issues • Crisis or Natural Disasters • Executive Leadership Changes • Acquisitions/Divestitures

Submissions Overview

Corporate Communications Award Submissions – 12 Nominees		
Company Name	Program Name	ID Number
TC Energy	CH4 Facts	CC-1
Spire	Reimagining employee communications at Spire	CC-2
Baltimore Gas & Electric	BGE's 2021 Natural Gas Safety Campaign	CC-3
Artera Services	Safe Driving Campaign	CC-4
Southern Star Central Gas Pipeline	Video: Derek Blair encourages career opportunities in natural gas	CC-5
Southern Star Central Gas Pipeline	Video: Call '811' Before You Dig	CC-6
ONE Gas, Inc.	2021 ESG Report and Communications	CC-7
Summit Utilities	Summit Natural Gas of Maine- "It's Only Natural" Brand Campaign	CC-8

Corporate Communications Award Submissions – 12 Nominees		
Atmos Energy	Nonprofit Spotlight	CC-9
Xcel Energy	Xcel Energy - Pandemic Communications	CC-10
Spire	One to 50 - One community. One planet. One vision.	CC-11
Boardwalk Pipelines	Coffee with Stan	CC-12

Nomination CC-1	
SGA Member Company Name	TC Energy
Program Name	<i>CH4 Facts</i>
Program Description	This is an educational outreach providing resources for industry people to become industry advocates. In roundtables and meetings, Seth Johnson often heard the need for reliable information sources that industry people could reference while having tough conversations with friends, family members, and industry opponents. He developed this program to meet that need. CH4 is the chemical composition of Natural Gas, and CH4 facts seemed like the perfect name for the program.
Results of/Response to the Program	The program publishes one topic per week that provides reliable information about production, consumption, and the impacts of natural gas. The topic reaches about 5,000 TC Energy employees and an even larger group through the Eastern Gas Compression Roundtable outreach.
Contribution to “Connecting People, Ideas & Information”	The CH4 facts program has equipped employees with the ability to logically refute some of the talking points of our industry opposition. It has also made data readily accessible for employees to use to educate the uninformed. The program shows real-life impacts in healthcare, agriculture, homes, etc. The program drives discussion among industry professionals and the contacts they have.
Supporting Documents	Click to view.
SGA Membership Category	Transmission

Nomination CC-2	
SGA Member Company Name	Spire
Program Name	<i>Reimagining employee communications at Spire</i>
Program Description	After multiple acquisitions over a relatively short period of time, followed by rebranding our natural gas utilities and nonregulated energy businesses under one Spire brand, the Employee Communications team set out to revamp our fragmented, aging internal communications tools. Our goals were to improve the company’s culture and ensure that employees – including about two-thirds in field-related positions – were informed and connected to Spire and each other.
Results of/Response to the Program	Using employee research as a backdrop, we set out to build an experience in which each employee feels informed and heard. Nearly every aspect of our current employee communications program was revamped or completely reimagined. This included expanding the number of company-issued smartphones, building out a new intranet that’s available on those phones via an app, revamping our employee newsletter, installing digital signage across our footprint and creating two new employee communications groups: Communications Captains and the Spire 500 (supervisors/managers). See the attachment for more details.
Contribution to “Connecting People, Ideas & Information”	Please refer to the attachment for details and more information about how each communications medium has delivered on better connecting and informing our employees. We’ve seen the impact of this effort come through in our internal Culture Study as well, with significant improvements in the areas directly impacted by communications. Those results can be found in the attachment as well.
Supporting Documents	Click to view.
SGA Membership Category	Distribution

Nomination CC-3	
SGA Member Company Name	Baltimore Gas & Electric
Program Name	<i>BGE's 2021 Natural Gas Safety Campaign</i>
Program Description	BGE's award entry showcases the Natural Gas Safety awareness education campaign that was accomplished in 2021. The strategy portfolio illustrates the story of BGE's commitment to awareness, safety, and education from the research stage to the overall community impact results. BGE's push for a multifaceted strategy and community engagement this past year cultivated a new approach to safety and awareness by maintaining the fundamental learning blocks of gas safety, creating a bold new style, and incorporating advanced marketing tactics to engage customers. BGE not only reached the majority of the service territory through digital and out-of-home placements but also created marketing promotions that reached non-English speaking populations in their native languages. The overall robust campaign and mission for safety makes the entry a strong candidate for the award.
Results of/Response to the Program	The campaign reached customers across the BGE service area and served more than 5.3M digital impressions.
Contribution to "Connecting People, Ideas & Information"	BGE engaged with customers by placing ads in communities and including QR codes on print publications so customers could interact with the code on their phones to learn more.
Supporting Documents	Click to view.
SGA Membership Category	Gas Supply Marketing

Nomination CC-4	
SGA Member Company Name	Artera Services
Program Name	<i>Safe Driving Campaign</i>
Program Description	Artera took the pledge to hang up and drive by partnering with Jacy Good from Hang up and Drive to raise awareness about distracted driving so our team members arrive home safely every single day.

Results of/Response to the Program	After launching a telematics program and releasing this safe driving campaign - our preventable motor vehicle accidents (PMVI) rate decreased in 2021 and we continue to see a decline. Our employees are reminded at job sites and office locations with signed banners displaying how they took the pledge to Hang up and Drive.
Contribution to “Connecting People, Ideas & Information”	To help drive the importance and message, we had Jacy Good come to our headquarters to film a video dedicated to our people. Coupled with a message from the CEO of Artera, this message resonated with our people to truly see the importance of only driving behind the wheel. Our campaign reached our people in many ways such as JSA topics, social media content, internal communications and by their local management and HSE leaders. Safe driving is always a topic in our industry but we dedicated a true campaign to raise awareness.
Supporting Documents	Click to view.
SGA Membership Category	Distribution

Nomination CC-5	
SGA Member Company Name	Southern Star Central Gas Pipeline
Program Name	<i>Video: Derek Blair encourages career opportunities in natural gas</i>
Program Description	Southern Star’s Corporate Communications Department strives to promote the natural gas industry by showcasing the stories of real people in our company through video. In 2021, Derek Blair, Leader of Engineering Design, shared his story on what led him to his current role at Southern Star. Derek transitioned his career from roles as a military contractor and assistant city engineer to the pipeline industry. He began at Southern Star as a natural gas pipeline integrity engineer, followed by a position as a natural gas pipeline design engineer, while today he serves as the Leader of Engineering Design. Corporate Communications chose to highlight Derek’s experience as a way for job applicants to see the career possibilities working for a natural gas transmission company, along with advancement potential within Southern Star. Corporate Communications also highlighted Derek’s excitement for industry growth and new opportunities. He provides advice on how others can transition to exciting careers in the natural gas industry. View the video here .

Results of/Response to the Program	Southern Star is proud of Derek’s accomplishments and his willingness to share his career journey. The Corporate Communications team published Derek’s video on Southern Star’s social media, website, and during virtual events. The video’s analytics demonstrate a strong connection to Southern Star’s social media audience and job applicants. Derek’s video proves to be an encouraging message to promote careers in the natural gas industry.
Contribution to “Connecting People, Ideas & Information”	The Corporate Communications team intentionally produced the video for an audience unfamiliar with the natural gas industry. The goal of the video was to serve as a positive, honest, and relatable representation of a leader at Southern Star. Upon watching the video, viewers will understand Derek’s journey and the possibilities offered by a career in the natural gas industry.
Supporting Documents	Click to view.
SGA Membership Category	Transmission

Nomination CC-6	
SGA Member Company Name	Southern Star Central Gas Pipeline
Program Name	<i>Video: Call ‘811’ Before You Dig</i>
Program Description	Southern Star’s Corporate Communications Department produced a video to promote public awareness for safe digging. Our company continually emphasizes the importance of safety and damage prevention of buried utilities. The video served as an opportunity to reach new audiences. By visually portraying a mother and daughter taking steps to dig a hole in their yard to plant a tree, the video demonstrates relatable real-world scenarios that are easily understood by the audience. View the video here .
Results of/Response to the Program	The video was played to audiences during sporting events in Kansas and was promoted on Southern Star’s social media pages. Southern Star received positive feedback and engagement from both groups.
Contribution to “Connecting People, Ideas & Information”	The Corporate Communications team intentionally produced the video to remind everyone of the importance of safe digging, specifically in residential locations. The visual actions depicted in the video reinforce critical information regarding the 811 process that could ultimately prevent injury, property damage, or loss of

	natural gas service. Upon watching the video, viewers will understand that a simple phone call can help them dig safely.
Supporting Documents	Click to view.
SGA Membership Category	Transmission

Nomination CC-7	
SGA Member Company Name	ONE Gas, Inc.
Program Name	<i>2021 ESG Report and Communications</i>
Program Description	<p>In 2021, ONE Gas created our ESG report and inaugural microsite to showcase the steps taken towards a cleaner and more sustainable energy future. The report and microsite highlight the company’s environmental, social and governance priorities, targets, and accomplishments. The report also illustrates our continued investment in optimizing operations and technology while reaffirming the company’s commitment to providing clean, affordable and reliable energy to the communities we serve. The ONE Gas Corporate Communication team continued to create additional content for using the microsite as ESG-related initiatives evolved, including the recent announcement of an updated emissions reduction goal. Each section of the microsite allows the visitor to dive deeper into a particular ESG topic and tells our story through insightful data points and imagery. We also created a teaser “hype” video to grab the attention of visitors and preview some of the information for them. In addition to the microsite promotion, we leveraged the following promotional tools to drive awareness and equipped internal and external stakeholders with tools to easily share our ESG report broadly on their social media channels:</p> <ul style="list-style-type: none"> ● Press release ● Talking points ● One-Pager’s piece ● Infographics ● Nasdaq's Times Square screen (Image copyright Nasdaq 2021) ● Blog posts ● Digital Toolkit
Results of/Response to the Program	<ul style="list-style-type: none"> ● Establishment of a new microsite ● Creation of new ESG repository of content for stakeholders ● Media coverage

	<ul style="list-style-type: none"> Increased awareness
Contribution to “Connecting People, Ideas & Information”	At ONE Gas, we work to enhance disclosures around Environmental, Social and Governance (ESG) initiatives. The creation of the report, microsite and marketing materials allows stakeholders to access valuable information about our company's commitment to helping achieve a cleaner energy future and better tomorrow for our stakeholders, grounded in our core values.
Supporting Documents	Click to view.
SGA Membership Category	Distribution

Nomination CC-8	
SGA Member Company Name	Summit Utilities
Program Name	<i>Summit Natural Gas of Maine- “It’s Only Natural” Brand Campaign</i>
Program Description	Summit Utilities, Inc.’s subsidiary, Summit Natural Gas of Maine’s (Summit), “It’s Only Natural” Brand Campaign was created with the goal of elevating the company’s brand, core values, and initiatives while also driving the narrative around the benefits of natural gas from a safety, environmental, and cost perspective. In Maine, sixty percent of homes are heated with oil. Given the rural nature of the state and limited availability of gas access, there is an overall lack of awareness about local distribution companies, natural gas, and the benefits of direct use in homes and businesses for heating and other appliances. In addition, Maine is very environmentally focused. The state has set aggressive reduction goals and natural gas has a critical role to play in reducing home and commercial heating emissions because of its lower emissions intensity compared to more common heating options in the state like oil or propane. To address these issues, Summit designed an educational campaign aimed at driving customers to convert from inefficient heating systems to high efficient natural gas systems by elevating messages around emissions benefits and reliability while offering rebates to make converting more affordable for customers. The campaign was a multi-touchpoint marketing initiative that ran through the course of 2021. Mediums included Google pay-per-click ads, search engine marketing (SEM), Gmail, display ads including retargeting and native ads, paid social media ads (Facebook, Instagram,

	<p>Pinterest), YouTube pre-roll ads, and campaign site landing pages. The theme of the campaign remained the same throughout the year, but the messaging and focus were adapted each quarter to combat creative fatigue. The creative silos within the brand campaign included highlighting rebate savings, benefits of switching (more environmentally friendly, reliable, and versatile), customer testimonial features, and addressing common myths and misconceptions about natural gas usage. Targeting was specific and pointed, to best utilize ad dollars and reach those interested in the campaign offerings and incentives. This included homeowners and businesses in the Summit Natural Gas of Maine service area, individuals searching for new energy solutions, and retargeting site visitors and campaign audiences. In addition to driving conversion, this campaign also provided an ancillary benefit of educating the general public about natural gas and the benefits it provides as the state works to meet aggressive emissions reduction goals. The video can be found here.</p>
<p>Results of/Response to the Program</p>	<p>Campaign KPIs (key performance indicators) included tracking, analyzing, and optimizing for best results in impressions, clicks, site visits, site engagement, form submissions, and click-to-calls. Over the course of the year, marketing lead rates increased 14% YOY. The campaign produced 1,293 leads coming from 33,800 ad clicks and over 15,100 site visits funneling in from various platforms including search, email, and social.</p>
<p>Contribution to “Connecting People, Ideas & Information”</p>	<p>The campaign strategy promoted seven, key “reasons to believe” why utilizing natural gas is the best choice in heating your home or business and working towards creating a more sustainable energy future. The key reasons to believe served as the foundation to generate new customers, leads and consideration, preference, and sales.</p> <ol style="list-style-type: none"> 1. Natural gas is “clean and green”: Using natural gas over other heating methods reduces carbon emissions by up to 39%. Natural gas produces 45% less CO2 than coal, 30% less CO2 than oil, and 15% less CO2 than wood. 2. Natural gas is “always on energy”: Using natural gas is a reliable, dependable energy source. There’s no waiting on deliveries, missed deliveries, or shoveling snow-covered paths to the tank to be filled. 3. Natural gas offers dependable pricing: With natural gas, there are no weekly fluctuations, spikes, or price shopping. 4. Natural gas is safe: Summit uses state-of-the-art infrastructure to ensure our customers are always receiving safe, trusted service. Our systems are tested, monitored, and maintained 24 hours a day, 365 days a year. 5. Natural gas is versatile: Natural gas can be used beyond

	<p>heating your home. Natural gas can power grills, fireplaces, dryers, ranges, water heaters, and more!</p> <p>6. Corporate Social Responsibility (CSR): CSR is a theme that’s woven into Summit’s business practices year after year. Our organization pursues and encourages environmentally conscious practices as well as volunteerism, charitable giving initiatives, and diversity and engagement programs.</p> <p>7. Summit offers rebate savings to switch or upgrade: The Summit Solutions Team offers help and guidance to make installing new equipment an easy, seamless process.</p>
Supporting Documents	Click to view.
SGA Membership Category	Distribution

Nomination CC-9	
SGA Member Company Name	Atmos Energy
Program Name	<i>Nonprofit Spotlight</i>
Program Description	<p>Community service is a fundamental element of the Atmos Energy culture. Because we live, work and raise families alongside the customers we serve, our employees take great pride in being good neighbors – and partnering with charitable organizations enables us to provide health, education and community development assistance to those who need it most. Every month, we profile a nonprofit partner on our “Perspectives” blog, highlighting the people and mission behind the organization and its impact on the communities we serve.</p>
Results of/Response to the Program	<p>Published on or around the first of every month, Nonprofit Spotlight appears on the “Perspectives” blog of our website, atmosenergy.com, and is promoted via social media to an audience of more than 28,000 followers. Nonprofit Spotlight is also published each month in Visions Monthly, our monthly employee magazine, raising awareness among all 4,700 Atmos Energy team members about the myriad ways we are Fueling Safe and Thriving Communities.</p>
Contribution to “Connecting People, Ideas & Information”	<p>Since Nonprofit Spotlight was introduced in January 2020, we have published 26 editions that highlighted the important contributions of organizations like The Salvation Army, National Multiple Sclerosis Society, Friends of Dallas Public Library, American Red Cross, West Texas Food Bank, Read to Succeed,</p>

	United Way and many more. All editions of Nonprofit Spotlight are available on our website here .
SGA Membership Category	Distribution

Nomination CC-10	
SGA Member Company Name	Xcel Energy
Program Name	<i>Xcel Energy - Pandemic Communications</i>
Program Description	<p>The COVID-19 pandemic impacted industries all over the world. The energy industry, like many others, had its own set of challenges to overcome. Considered essential businesses, gas and electric utilities have continued to work hard to keep the lights on and the gas flowing. Xcel Energy’s strong values of safety and commitment to our customers led us to develop creative, unique ways to support our communities during this pandemic. We also knew that this crisis would have a tremendous emotional, mental, and financial impact on our employees. This led us to focus our lens of communication on these areas:</p> <ul style="list-style-type: none"> ● Customers and other stakeholders ● Employees ● Executive leadership <p>We put together a small “coronavirus task force” to support multiple messaging fronts, including one to create messages to prepare for likely scenarios in a pandemic and collaborated with others in the industry and our trade association, Edison Electric Institute (EEI), to standardize our procedures and effectively respond to this unprecedented crisis. We provided employees and leaders daily updates through email on how we are responding to the crisis, including need-to-know topics as the situation evolved. We also set up a SharePoint site as a resource. To show comradery and to be relatable, we produced videos of our executive leaders addressing our employees from their homes. To stay aligned as an organization, we coordinated with our customer care and community relations teams to find ways to best serve our customers and stakeholders. As we made company announcements, we proactively engaged the media and our customers on our owned social media channels. Since the pandemic forced many of us to stay at home, social media became an even more effective communications tool to keep people informed. This led us to implement a social media strategy that coincided with our traditional media outreach. To</p>

	<p>align our response to the crisis with the rest of the industry, we used the hashtag, #PoweringThruTogether that other EEI member utilities have used, along with our brand hashtag #XEProud. We devised three content buckets for our social channels. These three themes of content—Community, Safety, and Employees—gave us the lens to deliver necessary communications messages. On March 15, 2020, we announced that we would suspend service disconnections for customers in the states we serve until further notice and that we would work with customers to arrange payment plans. We distributed a news release in four languages, including Somali, Hmong, Spanish and English to ensure we are reaching our communities equitably. Through media outreach and social posts, we educated the public on maintaining a safe distance from our employees as they perform critical work. We supported our communities through corporate giving efforts—much of which went to pandemic relief—donated face masks and ear protectors to hospitals, delivered bill credits to customers and created initiatives to stimulate the economies in the states we serve, including our continued investment in clean energy. In March and April 2020, we donated over 330,000 masks to healthcare workers across the eight states we serve and donated 4,000 ear protectors to M Health Fairview hospitals in Minnesota. Other efforts include our field employees who took the extra step of thanking healthcare workers at local hospitals in Minnesota and South Dakota. Xcel Energy also sold a company asset and net proceeds from that sale, expected to be nearly \$20 million, went to short- and long-term corporate giving, including COVID-19 relief. In the fall of 2020, we aimed to promote social equity by donating \$1M to provide Black and minority students in the Twin Cities ‘learning pods’ for distance learning. To aid Colorado restaurants through the winter season, our foundation committed an initial \$500K to the state’s COVID Relief Fund. This makes up the largest single grant donation in Colorado’s history. These initiatives led to 57 positive media mentions from local outlets, with a reach of 30M.</p>
<p>Results of/Response to the Program</p>	<p>Overall, our initiatives to engage traditional media, including local and national/trade news outlets, led to a high number of news stories. Our media efforts from March 15 – December 18, 2020 garnered 508 mentions, including broadcast clips and online news stories, giving us a total reach of 311M. These media mentions make up nearly a third of our positive earned media results for 2020. We evaluated our success based on the media generated from news releases associated with company announcements and initiatives, as well as cases in which we strategically pitched news outlets. We operate in eight states, and have 18 social channels across Facebook and Twitter, along with corporate-wide accounts on LinkedIn, and Instagram. Our social media posts gained incredible traction early into our</p>

	<p>pandemic response. All posts were 100% organic—no paid posts. With 1,451 posts from March 15 – June 18, we reached roughly 8.4M, with more than 268K engagements. Our focus on emotional messaging, organized around themes of Community, Safety and Employees and composed using tones of Concern, Gratitude and Encouraging, helped engage our customers and achieve far higher engagement rates than other leading utility companies. A July survey of our residential customers showed that 70% of customers were satisfied with the company’s pandemic response, and only 6% were dissatisfied. We believe our PR and customer communications we’re key drivers of that high satisfaction, along with service reliability and customer service. Among employees, surveys showed an increased satisfaction in communications from 60 (of a 100 point index) at the end of 2019 to 79 in July 2020, and 93% of employees said they were receiving the right amount of COVID-19-related information, with only 2% that said they received too little. The survey data ties our success to a higher volume of emails, executive town hall meetings and webcasts. Survey comments showed repeatedly that employees appreciated all the communications, helping them feel confident in the company’s efforts to keep them safe and informed.</p>
<p>Contribution to “Connecting People, Ideas & Information”</p>	<p>When the pandemic set in, our Strategic Communications team shifted to a three-pronged strategy to meet the new needs of our customers and employees. First, we shifted messaging and focused on informing and supporting our employees and communities given the rapidly changing environment. Next, we focused on using empathetic and uplifting tones, drawing a connection between our essential workers’ work and our support for our communities with our core values. We did so largely with unpaid social media that saw engagements rise 400% from pre-pandemic times. Finally, we put a strong focus on employee engagement. Relying on historical and mid-pandemic data, we used employees’ preferred channels to deliver, at least initially, a dramatic increase in employee-facing information. Employees are Xcel Energy’s driving force. It was critical for them to feel supported by the company and for our communities to recognize the role Xcel Energy and its employees play in maintaining a key part of our communities’ critical infrastructure. In short, our goal was to use owned and earned channels to show how the Xcel Energy team was supporting our communities when they needed it the most. We were successful in that goal, carried by our team’s ability to shift strategy and generate compelling unpaid content.</p>
<p>Supporting Documents</p>	<p>Click to view.</p>
<p>SGA Membership Category</p>	<p>Distribution</p>

Nomination CS-11	
SGA Member Company Name	Spire
Program Name	<i>One to 50 - One community. One planet. One vision.</i>
Program Description	<p>ONE > 50, read One to 50, is an integrated communication and marketing campaign that was created to communicate Spire's environmental commitment and our efforts and achievements toward our goal of being carbon neutral by midcentury. Based on research undertaken when developing our employees' Champions program and Step Forward class experience, ONE > 50 was designed to share the message more broadly -- with employees, of course, but with customers and consumers. Using AGA research insights, as well as those from our trending studies and proprietary research, we created an integrated campaign to grab attention, communicate the value of natural gas (including pipeline infrastructure upgrades and rebates -- and both initiatives' positive impact on emission reduction, and ultimately the planet) as well as show Spire engaged in the communities we serve. A major emphasis was to connect the dots between energy efficiency and caring for the planet while driving awareness of Spire's rebates. To view the commercial, explainer video and handout for employees, please visit here.</p>
Results of/Response to the Program	<p>This campaign was designed to increase broad-based awareness around various topics -- to help customers, stakeholders and the public understand the connection between rebates, pipeline upgrades and what we're doing to care for the planet. While not a conversion-based campaign, traffic to our website, including to the rebates and campaign pages, increased significantly. 487% increase of unique visitors to the campaign page; 225% increase to the /community page; 333% increase to the planet page; 616% increase to vision page; 887% increase in events to the video module; 1400% increase in engagement with the story slider; and the best - more than 1750% increase in referral traffic to the rebates content.</p>
Contribution to "Connecting People, Ideas & Information"	<p>We knew from our research, and from AGA's as well, that there was an opportunity to communicate that Spire is among the first natural gas companies to commit to being a carbon-neutral company by midcentury. And, there was ample opportunity to help people understand what that means and what steps we've been taking as a company to make progress toward that goal.</p>

	<p>Additionally, building on this theme, this campaign was created to connect the dots between our commitment, the value of natural gas, why upgrading pipeline infrastructure and offering rebates is important to the environment. The campaign also speaks to Spire's engagement in the communities we serve, including our Spire Serves volunteer initiatives. Based on feedback from our customers, gathered during the Fresh Perspective Research Program, this campaign reflects what customers want to know more about. We selected tactics that included traditional media, social media (both paid and organic/owned), environmental marketing - including digital/video billboards in high traffic areas of select cities, employee engagement communications, non-traditional media (over-the-top/streaming media), email, point of service communications on our customer portal and more.</p>
Supporting Documents	Click to view.
SGA Membership Category	Distribution

Nomination CC-12	
SGA Member Company Name	Boardwalk Pipelines
Program Name	<i>Coffee with Stan</i>
Program Description	<p>Every month, Boardwalk's CEO, Stan Horton, hosts a virtual coffee chat with a group of employees to discuss company culture and initiatives. Boardwalk's first Core Value is People. We prioritize the employee experience and are committed to investing in the success of our employees. A key part of that strategy is our open-door policy, which means that employees can always voice their questions, issues, or suggestions to Stan or any member of his management team. As a way to open up the lines of communication between employees and Boardwalk's CEO, employees are asked to bring a question with them to ask Stan during the meeting.</p>
Results of/Response to the Program	<p>This program initially began as Lunch with Stan in August 2011 but was adapted during the COVID-19 pandemic to a monthly virtual coffee chat. Stan has connected with hundreds of employees throughout the course of this program. This program is well received by employees, and they appreciate how dedicated Stan is to getting to know everyone at the company.</p>
Contribution to	It fosters a culture of two-way communication between our

“Connecting People, Ideas & Information”	employees and our senior management team.
SGA Membership Category	Distribution