



## 2025 SGA Awards Finalists: Corporate Communication

### Entry: Certified Safety Podcast

Your Company: Baltimore, Gas, and Electric

*Linking people, ideas and information:*

BGE's new Certified Safety Podcast has been an innovative way to connect our safety concepts and data right to our employees in an engaging effective manner. Videoing the podcast in quick 5 min snippets allows all of our service center managers with our field employees as well as office employees to hit an impactful safety topic beyond just reading the basic message. The podcast brings in senior leaders, safety pros, and more to discuss topics, thoughts and be the start of a conversation for our employees to extend beyond ht podcast. For example, one of our episodes focused on the brand new close quarter maneuvering course here at BGE and how it can be used for training. The podcast not only reviewed the course but provided real life examples of the difficulties our employees face maneuvering in the field and how it relates to the course. Employees post the podcast were able to provide feedback on who should go through the course, possible future course designs to mimic real life situations, and more!

*Name of Your Project / Initiative*

Certified Safety Podcast

*The Solution*

Designed for all employees, Certified Safety combines entertainment, education, and training into an engaging platform. Each episode delivers high-level insights, inspiring discussions, and practical takeaways to help you embrace safety as a core value. From showcasing innovative initiatives to exploring real-time stories, this podcast empowers connections at every level of the business.

Available in both audio and video formats, Certified Safety transforms safety into an interactive and impactful experience.

Tune in to laugh, learn and lead the charge toward a safer workplace!

*Results of Your Project / Initiative.*

BGE's podcast has been recognized across the entire senior leadership team as a best practice extending into other Exelon Operating companies. The podcast has allowed the safety team to really brand themselves, our campaigns, and work at the next level with our employees by allowing a visual and/or auditory experience to walk through the material. We have received overwhelmingly positive feedback from all our employees even creating local celebrities for being apart of the episodes!

# Entry: The Heart of Summit: Living Our Mission, Vision & Values

Your Company: Summit Utilities, Inc.

## *Linking people, ideas and information:*

At Summit, our Mission, Vision, and Values (MVV) aren't just statements on a wall—they're the heart of who we are, guiding how we work, how we serve our communities, and how we support one another every day. After a period of extensive growth, we recognized the need to anchor our teams around a shared purpose and a clearer understanding of how individual contributions fuel collective success.

We began the process by listening. We intentionally sought out input from new and long-term team members, across our geography and across departments ensuring diverse perspectives from across Summit were included. This process was essential to build alignment in a way that felt authentic and inclusive.

Our refreshed MVV was introduced not just as words, but as an experience. By grounding the rollout in our PEAKS Values—Pioneering, Excellence, Agility, Kindness, and Safety—we bridged departments and geographies, strengthening connections between people, ideas, and the mission that drives us.

The campaign included digital storytelling, intentional communications, and engagement tools like key visuals, updated meeting norms, and personal MVV credo cards. Each element, whether tangible or intangible, was designed to empower every team member to carry a "piece" of our MVV with them—whether in meetings, tackling a solo project, handling everyday responsibilities, or embarking on something entirely new. Every team member also received a Summit-branded LEGO truck—a hands-on symbol of how each team member helps to build our company's future.

We also launched a year-long video series featuring leaders and team members sharing what the MVV means to them, and held interactive training to help team members apply these company pillars in their roles.

This refresh went beyond an internal update; it transformed our culture, unified our team, energized us, fostered connections, and turned shared values into action.

## *Name of Your Project / Initiative*

The Heart of Summit: Living Our Mission, Vision & Values

## *The Solution*

The Mission, Vision, and Values (MVV) refresh at Summit was a strategic initiative designed to align our growing workforce and strengthen the company's cultural foundation. As Summit has grown, we recognized the need to revisit our core identity and ensure our values reflected the evolving perspectives of our team.

The program began with intentional team member engagement. Summit's Diversity & Inclusion committee was first to weigh in, followed by a "Fuel for Thought" survey with nearly 80 participants across departments. We then conducted seven focus groups which were followed by collaborative workshops to ensure every team member felt involved in the process. These sessions provided invaluable feedback and ensured the refreshed MVV was shaped by the voices of our team members—not just leadership.

Using this input, the Corporate Communications team, in partnership with Human Resources and senior leaders, developed a comprehensive internal campaign. A dedicated MVV intranet hub was created as a go-to resource, featuring video messages, testimonials, and interactive content that demonstrated how our PEAKS Values—Pioneering, Excellence, Agility, Kindness, and Safety—are reflected in daily work.

To support adoption, the rollout included company-wide training sessions, team huddles, and leadership talking points to ensure consistent messaging. Custom materials like MVV credo cards and Summit-branded LEGO trucks helped reinforce the message in a memorable way.

A cornerstone of the program was a year-long video series featuring leaders and team members sharing personal reflections on the MVV. These stories brought the values to life and helped teams connect emotionally to Summit's purpose.

By combining strategic planning, team member feedback, multimedia storytelling, and leadership alignment, the MVV Refresh delivered far more than a message—it refocused how we communicate, operate, and lead across the company.

#### *Results of Your Project / Initiative.*

We recognize that rapid change can deeply affect team members, which is why, during a time of incredible momentum, we chose to pause and reflect. The MVV Refresh had a meaningful impact across Summit, driving alignment, deeper engagement, and clearer purpose during a period of significant growth. We worked to ground both new and existing team members in our company's identity, fostering a sense of belonging for everyone. By intentionally slowing down and involving voices from every corner of the organization, we strengthened our foundation and aligned for the future we're building together.

One of the most inspiring outcomes of this initiative was how departments began to internalize and apply the company's Mission and Vision in their own unique ways. Several teams developed their own departmental mission statements—designed to complement Summit's broader purpose—providing a clear, value-aligned framework to guide their daily work and

decision-making. This demonstrated a powerful shift from awareness to ownership of our MVV across the organization.

Participation in the year-long MVV video series exceeded expectations, with involvement from multiple departments and roles sharing how they live the PEAKS Values—Pioneering, Excellence, Agility, Kindness, and Safety. These authentic stories helped ground the MVV in real-life experiences and created stronger emotional resonance throughout the organization. Team members expressed pride in seeing their peers and leaders reflect on shared values—turning the MVV from abstract concepts into relatable and actionable ideas.

To make values part of our daily culture, we developed and introduced Integration Guidelines—a practical set of behaviors and actions that everyone could incorporate into their roles:

- Embrace collaboration – Support colleagues and value diverse viewpoints.
- Practice open communication – Foster transparency and integrity.
- Seek continuous improvement – Strive for excellence and innovation.
- Lead by example – Demonstrate Summit's principles through actions.
- Celebrate successes – Recognize those who exemplify Summit's values.

Team members and leaders alike have embraced these guidelines, resulting in stronger teamwork, enhanced problem-solving, and a reinforced culture of accountability.

The effort allowed us to rally around our brand with a fresh outlook and inspired vision for the future. The MVV Refresh was not designed as a standalone engagement initiative and early indicators show positive trends. New team member onboarding experience scores have increased, suggesting improved alignment and connection during the early stages of the team member journey. Summit's bi-annual Speak Up survey continues to show the company performing well above industry benchmarks in areas such as culture, communication, and confidence in leadership.

The integration of MVV principles into day-to-day operations—such as updated meeting norms, leadership messaging, and team check-ins—has helped normalize values-based language and decision-making. Teams are having more intentional conversations around purpose, goals, and alignment, and leaders are using the MVV as a touchstone for strategic planning and performance management.

The MVV Refresh laid a strong foundation for Summit's continued growth. It re-centered our culture, empowered departments to lead with purpose, and gave all team members meaningful tools to connect, contribute, and thrive.

[Supplemental Video](#)  
[Supplemental Video](#)

*Living Our*  
**MISSION,  
VISION, &  
VALUES**



# Entry: Gold Cup of Safe Digging

Your Company:

*Linking people, ideas and information:*

Safety is our highest priority here at Atmos Energy, informing how we work with each other, interact with our customers, and operate more than 79,000 miles of natural gas pipelines in the 1,400 communities we are honored to serve. With an increasing number of public infrastructure projects and expanding economic development in our service territory, pipeline damage resulting from excavation remains the most common cause of outside natural gas leaks. In response, we champion damage prevention year-round by promoting safe digging practices to our customers, communities, and excavators, educating them on the importance of contacting 811.

In April 2024, for National Safe Digging Month, our Kentucky/Mid-States division established a new award called The Gold Cup of Safe Digging to celebrate what we highly value: safety. The idea behind the Gold Cups, or trophies, is to encourage contractors and excavators to embrace our safety message. Natural gas safety is a partnership, and this award is an outstanding way to recognize those community partners who share our conviction that the safety of our customers, employees, and communities is the highest priority.

*Name of Your Project / Initiative*

Gold Cup of Safe Digging

*The Solution*

Our KMD teams presented the award to six local contractors who upheld the highest standards of safe digging the previous year, in 2023.

In Ky., the first-ever Gold Cup of Safe Digging was awarded to D-Port Directional Drilling & Utilities in Paducah for their excellent reputation of safe excavation, attributable in part to their practice of conducting regular safety meetings. Next, Warren County Water District in Bowling Green received the award for having over 600 locates and no damages all year. For our final winner in the state, we chose Rice Contracting out of Owensboro due to their excellent locate-to-damage ratio of approximately 900 locates and one recorded damage.

In Tenn., we recognized our partners who worked diligently to prevent damage. We were proud to honor the following companies that each had outstanding locate-to-damage ratios: Rollins Excavating Company in Murfreesboro, Smith Constructors in Columbia, and Summers-Taylor Construction in Johnson City.

### *Results of Your Project / Initiative.*

An initiative that began in Paducah, Ky., now includes all eight states we serve. On Aug. 11, 2024, we expanded the program enterprise-wide to amplify our safety message on 811 Day, sharing with stakeholders and awarding practitioners of safe digging in the other divisions: Mid-Tex, West Texas, Mississippi, Louisiana, and Colorado-Kansas. Throughout the month of August, Atmos Energy awarded a total of 23 Gold Cups of Safe Digging, recognizing the safe digging of excavators in our communities.

Atmos Energy's commitment to safety excellence is vital to pursuing our vision of being the safest provider of natural gas services. This year we will again award the Gold Cup of Safe Digging to contractors, municipalities, and other third-party excavators that demonstrate a remarkable safety record, exemplify safe digging practices, and show appreciation for their commitment to safety.

