

2023

# TENNESSEE GAS ASSOCIATION

## Strategic Plan



## **Mission, Vision, and Values Statements**

The *mission* statement defines the organization and its purpose. When combined with *vision* and *values* statements, they help to distinguish the association from other organizations while communicating purpose and value to the members and stakeholders.



### **Mission Statement**

A *mission* identifies the organization and its purpose; supporting its public benefit as approved by the IRS. TGA's new mission statement is:

Equipping members to promote natural gas in the communities we serve.

### **Vision Statement**

A *vision* is a compelling statement of how the organization desires to be perceived in the future, with either an internal or external focus. The focus was on an *external* statement that promotes increased use of natural gas. TGA's new vision statement is:

Strengthening the foundational role of Natural Gas in Tennessee's energy future.

### **Tagline**

A *tagline* is often used to identify the organization. TGA's tagline is:

Natural Gas, Naturally Better

### **Guiding Principles**

Financial Responsibility  
Accountability & Transparency  
Diversity & Inclusion

### **Goals and Objectives**

*Goals* are the areas where the board will allocate resources and work with committees to advance the mission and serve the members. *Strategies* are the on-going and new approaches to achieving the goals.

TGA has previously identified four core competencies:  
Promote – Educate - Advocate -Collaborate.

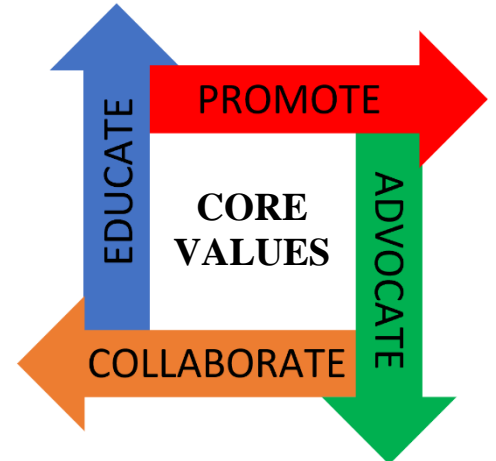
The core competencies create the acronym PACE – Promote – Advocate - Collaborate - Educate.

# PACE

The 2023 plan continues the four core values plus the goal of maintaining a highly effective Association. TGA Leadership will determine committees to handle various actions.

## 2023-2025 Strategic Direction (PACE)

- I. **Promote** – Develop and support outreach programs that ensure environmental stewardship and drive the direct and safe use of Natural Gas.
- II. **Advocate** – Proactively work to create public goodwill towards Natural Gas and the Natural Gas Industry through maintaining an active presence in legislative, regulatory, and public forums.
- III. **Collaborate**- Facilitate opportunities to actively engage all members and industry partners in sharing best practices and new ideas to ensure continuous improvement in safety, operations, compliance, and sustainability.
- IV. **Educate** - Provide training opportunities that enhance the knowledge and skill sets required to safely and effectively lead, manage, and operate natural gas systems in Tennessee.



**I. Promote:** Develop and support outreach programs that ensure environmental stewardship and drive the direct and safe use of Natural Gas.

**A. Consider environmental component to TGA Conferences and other events**

**Committees/ ESC**

1. Safety Summit
2. Distribution & Operations
3. Others as applicable

**B. Expand TGA messaging to market Natural Gas as a responsible environmental solution Marketing Committee Information Creation & Staff Communication with consistent review**

1. Enhance Website & Social Media Content
2. Partner with sister organizations
3. Engage TGA Marketing Committee and collaborate with industry partners
4. Possibly create statewide messaging adding environmental solution focus

**C. Provide tools to promote educational events and opportunities Marketing Committee & Staff**

1. Share Pre & Post Conference Information (evaluate need of printed publications)
2. Natural Gas Workers Day, Natural Gas Week, Dig Safe Month, 811 Day
3. Annual Review Public Awareness Messaging

**D. Raise awareness and promotion of innovative natural gas**

**Resources Marketing Committee, Business Partners & TGA Staff**

1. Spotlight Technologies
2. Spotlight Membership Projects or Initiatives (Renewables, etc)

**II. Advocate:** Proactively work to create public goodwill towards Natural Gas and the Natural Gas Industry through maintaining an active presence in legislative, regulatory, and public forums.

**A. Continue State lobbying and maintain our presence Legislative Committee**

1. Explore Succession planning for TGA Lobbyist
2. Create a communication method for Call to Action
3. Continue Legislative Events

**B. Proactively seek opportunities to enhance relationships with TN  
Public Utility Commission (TPUC) Board & Executive Committee**

1. Scheduled meetings
2. Invitation to relevant TGA conferences

**C. Improve member awareness of Federal Regulations Education Steering  
Committee**

1. Support mutual initiatives with sister associations
2. Partner with sister associations for regulatory education
3. Explore creating a TGA Regulatory Committee

**D. Ensure natural gas is represented in legislative discussions, meetings,  
etc. Board & Executive Committee w/ Legislative Comm Support**

1. State Energy Policy Council
2. Energy Efficient Schools Council
3. Underground Utilities Damage Enforcement Board
4. Tennessee Board of Utility Regulation
5. Leverage other opportunities as they become available

**E. Enlist Advocacy Partnership as needed Legislative Committee**

1. Homebuilders, restaurants, chambers, economic development, etc.

**III. Collaborate:** Facilitate opportunities to actively engage all members and industry partners in sharing best practices and new ideas to ensure continuous improvement in safety, operations, compliance, and sustainability.

**A. Improve collaborative opportunities Education Steering Committee**

1. Topic oriented breakout sessions
2. Roundtables & networking
3. Virtual meetings

**B. Engage with, when applicable, existing TN regional associations D & O Committee**

1. West TN Gas Association
2. Natural Gas Distributors Association of East TN
3. Middle TN Gas Distributors Association

**IV. Educate:** Provide training opportunities that enhance the knowledge and skill sets required to safely and effectively lead, manage, and operate natural gas systems in Tennessee.

**A. Restructure Education Steering Committee Board & Executive Committee create Task Force**

1. Develop Education Steering Committee Charter
2. Develop Education Steering Committee Structure

**B. Review TGA educational Committees Goals and Objective New Education Steering Committee**

1. Conduct a full assessment of existing educational offerings (i.e. online, conferences) and assess member needs
2. Develop a 3-year calendar of educational offerings
3. Determine intended audience, purpose & scope of each educational Offering

**C. Review Board and Committee Chair Orientation materials Staff & Current and Past President**

**D. Conduct annual Board Member Retreat & Orientation Executive Committee & Staff**

**E. Conduct annual Committee Chair Orientation Education Steering Committee & Staff**

## EXECUTIVE SUMMARY

**I. Promote** – Develop and support outreach programs that ensure environmental stewardship and drive the direct and safe use of Natural Gas.

- A. Consider environmental component to TGA Conferences - Committees & Education Steering Committee
- B. Enhance TGA messaging to market Natural Gas as a responsible environmental solution – Marketing Committee & Staff
- C. Improve member awareness of Federal Regulations Website Improvement - Marketing Committee & Staff
- D. Expand branding to promote natural gas as a responsible environmental solution – TGA Board & Marketing Committee
- E. Raise awareness and promotion of innovative natural gas resources – Membership Committee, Business Partners & Staff

**II. Advocate** – Proactively work to create public goodwill towards Natural Gas and the Natural Gas Industry through maintaining an active presence in legislative, regulatory, and public forums.

- A. Continue State lobbying and maintain our presence – Legislative Committee
- B. Proactively seek opportunities to enhance relationships with TN Public Utility Commission (TPUC) – Board & Executive Committee
- C. Improve member awareness of Federal Regulations – Education Steering Committee
- D. Ensure natural gas is represented in legislative discussions, meetings, etc. – Board & Executive Committee w/ Legislative Committee
- E. Enlist advocacy partnership as needed – Legislative Committee

**III. Collaborate** - Facilitate opportunities to actively engage all members and industry partners in sharing best practices and new ideas to ensure continuous improvement in safety, operations, compliance and sustainability.

- A. Improve collaborative opportunities – Education Steering Committee
- B. Partner with existing TN regional associations – D&O Committee

**IV. Educate** - Provide training opportunities that enhance the knowledge and skill sets required to safely and effectively lead, manage, and operate natural gas systems in Tennessee.

- A. Restructure Education Steering Committee – Board & Executive Committee create Task Force
- B. Review TGA educational Committees Goals and Objective – New Education Steering Committee
- C. Review Board and Committee Chair Orientation materials – TGA Staff with Current & Past Presidents
- D. Conduct Board Member Retreat & Orientation – Executive Committee & Staff
- E. Conduct Annual Committee Chair Orientation - Education Steering Committee & Staff