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Ethics held SACRED at SCANA Energy

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At SCANA Energy, corporate ethics are SACRED. The company's values are: "serve our community; achieve; communicate openly and honestly; respect diversity and care for each other; excel in customer service and safety; and do what is right."

For the company's efforts to adhere to its sacred standards, the Atlanta Chapter of the Society of Financial Service Professionals — a group for credentialed insurance and financial service professionals — in partnership with Georgia Southern University's College of Business Administration awarded SCANA Energy its 2006 Georgia Business Ethics Award (GBEA).

Established in 2000, the GBEA recognizes businesses that show a strong commitment to ethics on both a daily basis and in response to challenges.

An independent panel of five judges — two from academia, two from the Society of Financial Service Professionals and one past winner — selected the winners, judging whether or not the businesses demonstrated an everyday commitment to sound ethical practices.

"SCANA is light-years ahead of most businesses in terms of how they apply ethics on a regular, daily basis," said Patrick Rising, president of the Atlanta Chapter of the Society of Financial Service Professionals. "Their community involvement is just outstanding. They set a tone for not only their employees, but for their industry and peers; they set the standard of which all businesses should strive to emulate."

A subsidiary of Columbia, S.C.-based SCANA Corp., SCANA Energy is one of Georgia's largest natural gas marketers, providing natural gas to more than 450,000 homes and businesses across the state.



SCANA Energy also has a regulated unit, SCANA Energy Regulated Division, selected by the Georgia Public Service Commission as the state's sole regulated natural gas provider to serve low-income and credit-challenged natural gas consumers.

In addition to a dedication to serving those customers who may not always pay their gas bill on time, if at all, SCANA Energy teams up with the Atlanta mayor's office each summer to donate more than 1,000 floor box fans to low-income seniors.

The company's community outreach also includes funding the salaries for teachers at 11 Title I elementary schools across the state to offer after-school programs; placing employees as mentors in Atlanta-area schools and participating in area health walks, such as the Heart Walk and walks for breast cancer awareness.

In-house, the company has an annual, all-day mandatory code of conduct and ethics training program for every employee, regardless of position in the company.

"All employees are held accountable for not just what they accomplish and achieve but also how they get there," said Simone McKinney, SCANA Energy's manager of media and community relations. "We make sure we uphold the highest standards of integrity and trust and respect for the law and for each other. We believe that the best ethics programs involve helping people. Basically, our philanthropic



SPECIAL

Georgia Business Ethics Award: Ronald Shiffler presents it to Simone McKinney.

philosophy is rooted in serving our communities and doing what is right."

Bo Wilkins, 2006 GBEA chair, said the judging criteria for the award is more than just a checklist.

"It's not based on what they say about ethics, but what they do. We want to see them walk the talk and back it up with policies and procedures and make it a part of their daily culture," Wilkins said.

It's an example that other companies can easily set, too, McKinney said.

"What I would advise is to really start from the top and go all the way down. Don't just talk the talk, but walk the talk through all levels of management from the CEO and the CFO all the way down. Have respect for each other — employees and customers. That's what's so wonderful about SCANA, that it's really practiced here."

Local recipients advance to a national competition for the American Business Ethics Award.