



Touchstone Energy[®]
Cooperatives

PROGRAM AND CONTACT GUIDE



OUR MISSION

Touchstone Energy® helps its member cooperatives strengthen relationships with their members.

VISION STATEMENT

Touchstone Energy® helps its member cooperatives strengthen their relationships with their members. It is a national network of electric cooperatives across 46 states that provides research, communications resources, and employee training programs to help its member cooperatives better engage and serve their members.

As a result, Touchstone Energy cooperatives are positioned to achieve superior member satisfaction and engagement to strengthen the cooperative, the community it serves, and the electric cooperative community at large. Through access to targeted programs and a unifying, national brand, Touchstone Energy cooperatives stand out as a trusted source of power and information to their 30 million member-owners every day.



MEMBERSHIP

General Information

North Star News

Member Ordering site

tseinfo@nreca.coop

Lori.Everhart@nreca.coop

703-907-5633

<https://www.touchstoneenergy.com/memberorders>

ADVERTISING AND BRANDING

Digital Advertising / National Media Buy

Advertising Campaigns

Lands' End Business Outfitters

ANA Materials

Energy Solutions Resources

MaryAnn.Cristiano@nreca.coop

571-388-8676

MaryAnn.Cristiano@nreca.coop

571-388-8676

MaryAnn.Cristiano@nreca.coop

571-388-8676

MaryAnn.Cristiano@nreca.coop

703-907-5648

Angelika.Hoelger@nreca.coop

703-907-5581

BUSINESS AND ECONOMIC DEVELOPMENT

(Please contact Scott Bialick for all programs listed here.)

Building a Key Accounts Culture

Scott.Bialick@nreca.coop

703-907-5627

Key Accounts Support & Mentoring

National Business Outreach

NEXT Conference

Co-op Connections Program

COMMUNITY & MEMBER ENGAGEMENT

Energy Efficiency Brochures

Angelika.Hoelger@nreca.coop

703-907-5581

Energy Fact Sheets

Angelika.Hoelger@nreca.coop

703-907-5581

Dolly Parton's Imagination Library

Jessica.Kenefick@nreca.coop

703-907-6098

Mascot Rental

Jessica.Kenefick@nreca.coop

703-907-6098

Cold/Hot Air/Remote Control Balloon

Jessica.Kenefick@nreca.coop

703-907-6098

Branded Merchandise

tseinfo@nreca.coop

Promotional Banner-ups

tseinfo@nreca.coop

Touchstone Energy Social

Jessica.Kenefick@nreca.coop

703-907-6098

Branded Prepaid Credit Cards

Jana.Adams@nreca.coop

571-319-3378

ENERGY SOLUTIONS RESOURCES

Energy Efficiency Brochures

Jake.LaSala-Contractor@nreca.coop

703-907-5707

Energy Fact Sheets

Angelika.Hoelger@nreca.coop

703-907-5581

Home Energy Adventure

Angelika.Hoelger@nreca.coop

703-907-5581

RESEARCH AND BEST PRACTICES

(Please contact Angelika Hoelger for all programs listed here.)

ACSI® Scores

Angelika.Hoelger@nreca.coop

703-907-5581

Co-op Customer Satisfaction Scorecard

Cooperative Advantage Report

Front Porch Forum Online Focus Group Research

A&A (Admire and Acquire)

TRAINING AND CONFERENCES

NEXT Conference

Scott.Bialick@nreca.coop

703-907-5627

Service Excellence

Josh.McGhee@nreca.coop

703-907-5986

LinkedIn Learning®

Adriene.Montalto@nreca.coop

703-907-5707

WEB SERVICES

SHiNE Web Platform & Content Support

support@shine.coop

1-800-710-7346

Questline Resources

Angelika.Hoelger@nreca.coop

703-907-5581



MEMBERSHIP OVERVIEW

RESOURCE REVIEW

Touchstone Energy® can provide you a customized report so you can truly understand the value of your membership. We also can arrange phone calls, webinars and in-person meetings with your team to help you leverage our resources.

CONTACT: Scott Bialick | Scott.Bialick@nreca.coop | 703-907-5627

NORTH STAR NEWS

Stay up to date with all that's happening in the network with this blog-style website that's sure to inspire engagement, preference and loyalty.

CONTACT: Lori Everhart | Lori.Everhart@nreca.coop | 703-907-5633 | [Click here to subscribe to our newsletter](#)

BRAND MATERIALS

MASCOT RENTAL

Want to engage your youngest members? Invite LED Lucy and Solar Sam to your next event or school program.

CONTACT: Jessica Kenefick | Jessica.Kenefick@nreca.coop | 703-907-6098

COLD/HOT AIR BALLOON

Reserve one of our colorful, world record-setting hot air balloons or rent a cold inflatable to make your next event larger than life.

CONTACT: Jessica Kenefick | Jessica.Kenefick@nreca.coop | www.touchstoneenergy.com/balloon-program | 703-907-6098

ENERGY EFFICIENCY BROCHURES

Co-ops are eligible for 250 free copies of each brochure. Thousands of dollars in creative and production expenses are saved and Touchstone Energy® members know they are providing consistent, technically correct brochures that can be customized.

CONTACT: Jake LaSala | Jake.LaSala-Contractor@nreca.coop | 703-907-5707

PROMOTIONAL BANNER-UPS

To order the 33.5 x 78.5 inches retractable banner-ups, use our member ordering site link found in the Touchstone Energy® Interest Area of cooperative.com.

CONTACT: Tseinfo@nreca.coop

ADVERTISING AND BRANDING OVERVIEW

DIGITAL ADVERTISING / NATIONAL MEDIA BUY

Touchstone Energy® places a national media buy primarily focused on digital advertising with some Addressable TV. These ads run nationally in our cooperative markets. The national campaign allows us to try new media and share key findings to cooperatives with their local buys.

CONTACT: Mary Ann Cristiano | MaryAnn.Cristiano@nreca.coop | 571-388-8676

ADVERTISING CAMPAIGNS & CUSTOMIZATION

All Touchstone Energy® advertisements and campaigns including: Print Ads, Radio/Hold Messages. Videos/TV Ads. Content can be found on Cooperative.com or TouchstoneEnergy.com/advertising-campaigns.

CONTACT: Mary Ann Cristiano | MaryAnn.Cristiano@nreca.coop | 571-388-8676

ENERGY SOLUTIONS RESOURCES

Take your energy efficiency to the next level with videos, articles, tips, and the Home Energy Adventure. Learn electrical safety by navigating through the rooms of a typical home and using the home electrical safety checklist.

CONTACT: Angelika Hoelger | Angelika.Hoelger@nreca.coop | 703-907-5581

LANDS' END BUSINESS OUTFITTERS

You can take advantage of a 10 percent discount on logo apparel and promotional products. Not only will you receive a discount, but using this resource helps the network as a portion of aggregated purchases are returned to Touchstone Energy®.

CONTACT: Mary Ann Cristiano | MaryAnn.Cristiano@nreca.coop | 571-388-8676

ANA MATERIALS

Any employee of a Touchstone Energy® co-op can access the members-only section of the Association of National Advertisers' website for webinars, videos, sample communication plans, conference discounts and research and case studies from Fortune 500 companies.

CONTACT: Mary Ann Cristiano | MaryAnn.Cristiano@nreca.coop | 571-388-8676 | ana.net

BUSINESS AND ECONOMIC DEVELOPMENT OVERVIEW

FOR ALL PROGRAMS LISTED HERE

CONTACT: Scott Bialick | Scott.Bialick@nreca.coop | 703-907-5627

BUILDING A KEY ACCOUNTS CULTURE

Building a Key Accounts Culture, a 90 minute workshop, is designed to educate employees about the importance and unique challenges in serving commercial, industrial and agricultural accounts.

KEY ACCOUNTS SUPPORT & MENTORING

Need help writing your key accounts management plan or generating topic ideas for your local business advisory council? Touchstone Energy® staff is here to help with a new initiative to support key account and member service professionals who work directly with businesses.

NATIONAL BUSINESS OUTREACH

Touchstone Energy® staff meets regularly with national corporate energy managers, site selection consultants and corporate real estate decision makers to identify trends, issues and opportunities for electric cooperatives.

NEXT CONFERENCE

A premier business-to-business conference that brings together national, regional and local energy managers with cooperative staff from around the nation. Hear from industry experts, world class speakers and peers on tackling tomorrow's opportunities.

Learn more at: next.touchstoneenergy.com

CO-OP CONNECTIONS PROGRAM

Provide a loyalty card to your membership. The benefits include lower costs on local shopping, prescriptions, health services, discounted online purchases and increased member identification. Advertising materials are available for local co-op customization. And be sure to download the app!

Learn more at: connections.coop

COMMUNITY AND MEMBER ENGAGEMENT OVERVIEW

ENERGY EFFICIENCY BROCHURES

Co-ops are eligible for 250 free copies of each brochure. Thousands of dollars in creative and production expenses are saved and Touchstone Energy® members know they are providing technically correct brochures that can be customized.

CONTACT: Jake LaSala | Jake.LaSala-Contractor@nreca.coop | 703-907-5707

ENERGY FACT SHEETS

These fact sheets cover a variety of information, including solar FAQs, electric vehicles, battery storage, smart home and advanced metering.

CONTACT: Angelika Hoelger | Angelika.Hoelger@nreca.coop | 703-907-5581

DOLLY PARTON'S IMAGINATION LIBRARY

Our first national Concern for Community initiative launched in July 2020, and the Touchstone Energy X Dolly Parton's Imagination Library co-op collaboration will excite your co-op (co-workers and members!), targets young adult members, promotes the co-op, engages community organizations—the list of benefits goes on and on. Each co-op has unique opportunities to be involved in this book gifting program for children ages 0-5, and the Touchstone Energy team provides grab-and-go communication materials and support.

CONTACT: Jessica Kenefick | Jessica.Kenefick@nreca.coop | 703-907-6098

MASCOT RENTAL

Want to engage your youngest members? Invite LED Lucy and Solar Sam to your next event or school program.

CONTACT: Jessica Kenefick | Jessica.Kenefick@nreca.coop | 703-907-6098

COLD/HOT AIR/REMOTE CONTROL BALLOON

Reserve one of our colorful, world record-setting hot air balloons or rent a cold inflatable to make your next event larger than life.

CONTACT: Jessica Kenefick | Jessica.Kenefick@nreca.coop | www.touchstoneenergy.com/balloon-program | 703-907-6098

PROMOTIONAL BANNER-UPS

To order the 33.5 x 78.5 inches retractable banner-ups, use our member ordering site link found in the Touchstone Energy® Interest Area of cooperative.com.

CONTACT: Tseinfo@nreca.coop

TOUCHSTONE ENERGY SOCIAL

Supplement your co-op's social media content strategy for free with Touchstone Energy social content posted on your behalf or sign up for a paid tier account and run your entire social media strategy through the premium dashboard.

CONTACT: Jessica Kenefick | Jessica.Kenefick@nreca.coop | 703-907-6098

BRANDED PREPAID CREDIT CARDS

Branded credit cards with your co-op logo to use for member-owner rebates or incentive payments.

CONTACT: Jessica Kenefick | Jessica.Kenefick@nreca.coop | 703-907-6098

ENERGY SOLUTIONS RESOURCES OVERVIEW

FOR ALL PROGRAMS LISTED HERE

CONTACT: Angelika Hoelger | Angelika.Hoelger@nreca.coop | 703-907-5581

ENERGY FACT SHEETS

These fact sheets cover a variety of information, including solar FAQs, electric vehicles, battery storage, smart home and advanced metering.

HOME ENERGY ADVENTURE

Members can learn how energy efficient they are at home, with geolocation for precise results tailored to your local area.

RESEARCH AND BEST PRACTICES OVERVIEW

FOR ALL PROGRAMS LISTED HERE

CONTACT: Angelika Hoelger | Angelika.Hoelger@nreca.coop | 703-907-5581

ACSI® SCORES

The American Customer Satisfaction Index (ACSI®) is one of the most recognized measures of customer satisfaction in the country and helps co-ops assess and improve service to members. Your cooperative has access to ACSI as a part of your membership.

CO-OP CUSTOMER SATISFACTION SCORECARD

The online Co-op Customer Satisfaction Scorecard allows cooperatives to benchmark their ACSI® scores against quarterly, low, and high ACSI scores of all participating Touchstone Energy® electric cooperatives in all four U.S. Census regions.

COOPERATIVE ADVANTAGE REPORT

This national report provides your cooperative with information about member needs, opinions, and expectations to determine priorities, choose the most effective communication channel, or distribute sought-after energy information.

FRONT PORCH FORUM ONLINE FOCUS GROUP RESEARCH

The Front Porch Forum is an opportunity for co-ops to have their members participate in an online focus group dedicated to timely topics, such as electric vehicles, residential solar, smart homes devices, and more. There are no costs for a co-op to participate.

A&A (ADMIRE & ACQUIRE)

Collection of ideas and best practices from Touchstone Energy peers to engage your co-op members, support your teams, and elevate your communities.

TRAINING AND CONFERENCES OVERVIEW

NEXT CONFERENCE

A premier business-to-business conference that brings together national, regional and local energy managers with cooperative staff from around the nation. Hear from industry experts, world class speakers and peers on tackling tomorrow's opportunities.

CONTACT: Scott Bialick | Scott.Bialick@nreca.coop | 703-907-5627 | next.touchstoneenergy.com

SERVICE EXCELLENCE

A complete suite of full-day training that teaches employees how to ramp up the quality of member service by building on their interpersonal skills and industry knowledge. Set your sights on becoming a four star cooperative.

CONTACT: Josh McGhee | Josh.McGhee@nreca.coop | 703-907-5686

LINKEDIN LEARNING®

Touchstone Energy® partners with LinkedIn Learning to provide nearly 8,000 high quality online educational courses for business, software, technology, creative skills and more. Members have access to at least 20 licenses to help meet their employee education goals.

CONTACT: Adriene Montalto | Adriene.Montalto@nreca.coop | 703-907-5707 | [Click here to sign up for an account](#)

WEB SERVICES OVERVIEW

SHiNE

Is the only custom website management platform built by co-ops for co-ops. Touchstone Energy® members have exclusive access to the platform, design, development, and content support services. Enjoy a modern drag & drop experience offering beautiful unique layouts and a new revolutionary page layout creator, making it easy to create accessible, secure, and professional websites without any technical expertise.

CONTACT: The SHiNE Team | support@shine.coop | 1-800-710-7346 | shine.coop

QUESTLINE RESOURCES

Regularly updated content (e.g., articles, videos, infographics) addressing energy efficiency, safety, and technology. Co-ops can embed select content in their website and social media outlets.

CONTACT: Angelika Hoelger | Angelika.Hoelger@nreca.coop | 703-907-5581

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FOLLOW US

To view all of our resources, please visit
the Co-op Quick Links on TouchstoneEnergy.com

