



David Bailey, South Alabama Electric Cooperative, AL

1. What motivates you to want to be on the Touchstone Energy Board of Directors?

During the aftermath of Hurricane Michael, electric cooperatives once again rallied to restore power to the people we serve. Cooperative leaders are often most energized when challenged, perhaps because we've seen what great things can happen when we work together.

Today, Touchstone Energy has the opportunity to grow and expand its member engagement programs and enhance customer satisfaction for cooperatives across the nation. I have ideas and the energy to help make that happen.

I want to see us preserve the brand accomplishments already achieved, while continuing to promote the value of being served by a Touchstone Energy cooperative.

Together, we can make that happen.

2. How has your experience prepared you to be a Touchstone Energy board member?

I currently serve as the CEO and General Manager of South Alabama Electric Cooperative, where I have worked more than 25 years. My CPA background keeps me focused on providing the best value for the people we serve. That's essential as a Touchstone Energy Board member.

3. What do you think are the biggest opportunities facing Touchstone Energy?

The needs of cooperatives are rapidly changing. While some are on the cutting edge of communicating and serving members, others have a more traditional culture. Touchstone has an opportunity to move all of us forward, while being aware of where we come from.

The members we serve are also more diverse than ever before. They are also younger, mobile and new to cooperatives. Touchstone Energy helps us promote the Cooperative Difference to those younger demographics, using research, as well as communication methods that reach those target audiences.

From electric vehicles to smart homes, the way we use electricity is changing, and Touchstone Energy can help us connect with members in new ways, while promoting value.

4. What would your best advice be to engage Touchstone Energy member co-ops and build loyalty?

My best advice: keep demonstrating and communicating the value of Touchstone Energy programs and services to members.

Provide communication resources across a spectrum of communication channels. While the member newsletter is still an essential communication tool, we must harness the power of e-communication, whether its email blasts, digital advertising, e-newsletters or social media. We've got to a mix of traditional and digital communication to keep members informed and engaged.

Community involvement and promoting local cooperative identity is also essential for our success. Providing templates for success will help all cooperatives.

Touchstone Energy must also continue to provide programs that are agile enough to be adapted to the needs of each cooperative.

Of course, showing results builds loyalty. Demonstrate the value of being a Touchstone Energy cooperative with measurable results, and loyalty will take care of itself.

5. What engagement activities do you foresee for our member-owners?

Let's build on the Who Powers You campaign, as well as Power and Hope (Project HERO). Let's build on what we've learned about what resonated with people and what worked best, and let's address how we can do better.

Let's focus on connecting with younger members in ways that are meaningful to them. They are the bright lights of our future.

6. When asked about Touchstone Energy, what are you most passionate about?

I am most passionate about Touchstone Energy providing services that local cooperatives, statewide organizations and G&Ts are not.

Part of Touchstone Energy's advantage is its national scope. It sees a bigger picture, a broader perspective. Through this lens, Touchstone Energy can interpret the survey data being collected about the members we serve, and bridge the gaps that need to be addressed.

By meeting cooperatives' needs and elevating member satisfaction, Touchstone Energy helps ensure our cooperative values connect with the next generation.

That's what will energize our future.

