



Mark Stallons, Owen Electric Cooperative, KY

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

- I look forward to thinking creatively about member engagement and how we can help our Touchstone Energy Cooperatives better engage and serve their members.
- I would enjoy serving on a team of energized Touchstone Energy leaders.
- My pledge would be to work diligently to create member engagement tools that make it easy for electric cooperatives across the nation to excel at member engagement and become “Best in Class Performers.”

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

- Served on the Standards & Best Practice Committee since March 2016
- Presently serves as Chair of Standards & Best Practice Committee since March 2018
- Began career with electric cooperatives in 1991 at an 8,000 member system in Illinois
- Have been a cooperative CEO since 2002 and currently serves as President & CEO at Owen Electric Cooperative, a 62,000 meter system in Northern Kentucky
- Became deeply involved with member service in 1995 when the CEO asked me to add the Marketing & Member Service department to my responsibilities and to develop a Key Account Program
- Currently serves as Chair of the Kentucky Association of Electric Cooperatives
- Have found Touchstone Energy to be my “go-to” member engagement partner since it was created in 1998

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

- Our biggest opportunity is to communicate and demonstrate the extraordinary value of being a Touchstone Energy Cooperative by creating member engagement tools that make it easy for our cooperatives to become “Best in Class Performers.”
- We want to earn the title of “Your Member Engagement Partner.”

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

- I would advise Touchstone Energy to continue to develop an action plan to engage with every Touchstone Energy member, working with each to review all the programs and services they are presently using, and evaluating the market value of those programs and services. In almost every case, the cooperative will discover that the financial value of membership is a wonderful bargain and that they have untapped opportunities to improve their member engagement by increasing

their use of Touchstone Energy's programs and services.

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

- The best thing we can do for our Touchstone Energy Cooperatives is to launch the "Best in Class Model" and package our programs and services in a manner that makes it easy for our cooperatives to better engage and serve their members and achieve the gold standard of excellence in the industry.
- From a Corporate Performance, Member and Digital engagement perspective, Touchstone Energy offers many ways to measure and track our progress such as ACSI, SAIDI, SAIFI, DART, Severity Index and many other cost control measurement tools. However, from the Culture Performance perspective, Touchstone Energy does not offer a good measurement tool. The Standards & Best Practice Committee is presently exploring that need, and I foresee us offering a tool to measure Culture Performance in the near future.

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

I am most passionate about making it easy for Touchstone Energy Cooperatives to use our programs and services, thereby succeeding in becoming "Best In Class" performers who are committed to:

- Improving their Cooperative Performance through accountability
- Empowering their Cooperative Culture through Integrity
- Adopting Digital Engagement through Innovation, and
- Strengthening Member Engagement through Concern for Community