



Touchstone Energy<sup>®</sup>  
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

Resource Review	<a href="mailto:Brent.Nussbaum@nreca.coop">Brent.Nussbaum@nreca.coop</a>	571-419-1727
North Star News	<a href="mailto:Lori.Everhart@nreca.coop">Lori.Everhart@nreca.coop</a>	703-907-5633
Member Ordering site	<a href="https://www.touchstoneenergy.com/memberorders">https://www.touchstoneenergy.com/memberorders</a>	

## ADVERTISING AND BRANDING

Digital Advertising / National Media Buy	<a href="mailto:MaryAnn.Cristiano@nreca.coop">MaryAnn.Cristiano@nreca.coop</a>	703-907-5648
Advertising Campaigns	<a href="mailto:Cyrus.Crossan@nreca.coop">Cyrus.Crossan@nreca.coop</a>	703-216-9331
Energy Solutions Resources	<a href="mailto:Angelika.Hoelger@nreca.coop">Angelika.Hoelger@nreca.coop</a>	703-907-5581
Lands' End Business Outfitters	<a href="mailto:MaryAnn.Cristiano@nreca.coop">MaryAnn.Cristiano@nreca.coop</a>	703-907-5648
ANA Materials	<a href="mailto:MaryAnn.Cristiano@nreca.coop">MaryAnn.Cristiano@nreca.coop</a>	703-907-5648

## BUSINESS AND ECONOMIC DEVELOPMENT

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

Building a Key Accounts Culture	<a href="mailto:Scott.Bialick@nreca.coop">Scott.Bialick@nreca.coop</a>	703-907-5627
Key Accounts Support & Mentoring		
National Business Outreach		
NEXT Conference		
Co-op Connections Program		

## COMMUNITY & MEMBER ENGAGEMENT

Energy Efficiency Brochures	<a href="mailto:Angelika.Hoelger@nreca.coop">Angelika.Hoelger@nreca.coop</a>	703-907-5581
Energy Fact Sheets	<a href="mailto:Angelika.Hoelger@nreca.coop">Angelika.Hoelger@nreca.coop</a>	703-907-5581
Dolly Parton's Imagination Library	<a href="mailto:Scott.Bialick@nreca.coop">Scott.Bialick@nreca.coop</a>	703-907-5627
Mascot Rental	<a href="mailto:Jessica.Kenefick@nreca.coop">Jessica.Kenefick@nreca.coop</a>	703-907-6098
Cold/Hot Air/Remote Control Balloon	<a href="mailto:Jessica.Kenefick@nreca.coop">Jessica.Kenefick@nreca.coop</a>	703-907-6098
Branded Merchandise	<a href="mailto:Dallas.Flores@nreca.coop">Dallas.Flores@nreca.coop</a>	703-907-5640
Promotional Banner-ups	<a href="mailto:Dallas.Flores@nreca.coop">Dallas.Flores@nreca.coop</a>	703-907-5640
Touchstone Energy Social	<a href="mailto:Cyrus.Crossan@nreca.coop">Cyrus.Crossan@nreca.coop</a>	703-216-9331
Branded Prepaid Credit Cards	<a href="mailto:Jana.Adams@nreca.coop">Jana.Adams@nreca.coop</a>	571-319-3378

## ENERGY SOLUTIONS RESOURCES

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

**Energy Efficiency Brochures**

[Angelika.Hoelger@nreca.coop](mailto:Angelika.Hoelger@nreca.coop)

703-907-5581

**Energy Fact Sheets**

**Home Energy Adventure**

## RESEARCH AND BEST PRACTICES

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

**AGSI® Scores**

[Angelika.Hoelger@nreca.coop](mailto:Angelika.Hoelger@nreca.coop)

703-907-5581

**Co-op Customer Satisfaction Scorecard**

**National Survey on the Cooperative Difference**

**Front Porch Forum Online Focus Group Research**

**A&A (Admire and Acquire)**

## TRAINING AND CONFERENCES

**NEXT Conference**

[Scott.Bialick@nreca.coop](mailto:Scott.Bialick@nreca.coop)

703-907-5627

**Service Excellence**

[Josh.McGhee@nreca.coop](mailto:Josh.McGhee@nreca.coop)

703-907-5986

**LinkedIn Learning®**

[Adriene.Montalto@nreca.coop](mailto:Adriene.Montalto@nreca.coop)

703-907-5707

## WEB SERVICES

**Co-op Web Builder**

[CoopWebBuilder@nreca.coop](mailto:CoopWebBuilder@nreca.coop)

1-800-710-7346

**Questline Resources**

[Angelika.Hoelger@nreca.coop](mailto: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:** Brent Nussbaum | [Brent.Nussbaum@nreca.coop](mailto:Brent.Nussbaum@nreca.coop) | 571-419-1727

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

## **MEMBER ORDERING SITE**

Find and order all your event support needs that include the items below at [touchstoneenergy.com/memberorders](http://touchstoneenergy.com/memberorders).

## **MASCOT RENTAL**

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

**CONTACT:** Mary Ann Cristiano | [MaryAnn.Cristiano@nreca.coop](mailto:MaryAnn.Cristiano@nreca.coop) | 703-907-5648

## **CHARGING STATION RENTALS**

Co-ops are eligible to rent phone charging stations to use at annual meetings, events and more!

**CONTACT:** Dallas Flores | [Dallas.Flores@nreca.coop](mailto:Dallas.Flores@nreca.coop) | 703-907-5640

## **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](mailto:Jessica.Kenefick@nreca.coop) | [cballoon.com](http://cballoon.com) | 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:** Angelika Hoelger | [Angelika.Hoelger@nreca.coop](mailto:Angelika.Hoelger@nreca.coop) | 703-907-5581

## **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:** Dallas Flores | [Dallas.Flores@nreca.coop](mailto:Dallas.Flores@nreca.coop) | 703-907-5640

## **PLAYING CARDS**

Help your member-owners and employees play their cards right through these custom playing cards. A member-owner version is available to explain the Cooperative Difference, while a member cooperative version is available to teach your employees how to unlock the value of their membership.

**CONTACT:** Dallas Flores | [Dallas.Flores@nreca.coop](mailto:Dallas.Flores@nreca.coop) | 703-907-5640

## 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](mailto:MaryAnn.Cristiano@nreca.coop) | 703-907-5648*

### **ADVERTISING CAMPAIGNS**

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

*CONTACT: Cyrus Crossan | [Cyrus.Crossan@nreca.coop](mailto:Cyrus.Crossan@nreca.coop) | 703-216-9331*

### **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](mailto: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](mailto:MaryAnn.Cristiano@nreca.coop) | 703-907-5648*

### **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](mailto:MaryAnn.Cristiano@nreca.coop) | 703-907-5648 | [ana.net](http://ana.net)*

## BUSINESS AND ECONOMIC DEVELOPMENT OVERVIEW

### **FOR ALL PROGRAMS LISTED HERE**

*CONTACT: Scott Bialick | [Scott.Bialick@nreca.coop](mailto: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](https://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](https://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: Angelika Hoelger | [Angelika.Hoelger@nreca.coop](mailto: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.

CONTACT: Angelika Hoelger | [Angelika.Hoelger@nreca.coop](mailto: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: Scott Bialick | [Scott.Bialick@nreca.coop](mailto:Scott.Bialick@nreca.coop) | 703-907-5627

## **MASCOT RENTAL**

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*CONTACT: Jessica Kenefick | [Jessica.Kenefick@nreca.coop](mailto:Jessica.Kenefick@nreca.coop) | [cbaballoon.com](http://cbaballoon.com) | 703-907-6098*

### **PROMOTIONAL BANNER-UPS**

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*CONTACT: Dallas Flores | [Dallas.Flores@nreca.coop](mailto:Dallas.Flores@nreca.coop) | 703-907-5640*

### **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: Cyrus Crossan | [Cyrus.Crossan@nreca.coop](mailto:Cyrus.Crossan@nreca.coop) | 703-216-9331*

### **BRANDED PREPAID CREDIT CARDS**

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

*CONTACT: Jana Adams | [Jana.Adams@nreca.coop](mailto:Jana.Adams@nreca.coop) | 571-319-3378*

## **ENERGY SOLUTIONS RESOURCES OVERVIEW**

### **FOR ALL PROGRAMS LISTED HERE**

*CONTACT: Angelika Hoelger | [Angelika.Hoelger@nreca.coop](mailto:Angelika.Hoelger@nreca.coop) | 703-907-5581*

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### **ENERGY FACT SHEETS**

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### **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](mailto: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.

### **NATIONAL SURVEY ON THE COOPERATIVE DIFFERENCE**

The annual Touchstone Energy Cooperative Difference Survey is conducted among thousands of diverse co-op members across the country to identify key drivers of satisfaction and engagement. The survey provides your co-op with strategic insights to connect more effectively with members.

### **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](mailto:Scott.Bialick@nreca.coop) | 703-907-5627 | [next.touchstoneenergy.com](http://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](mailto: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](mailto:Adriene.Montalto@nreca.coop) | 703-907-5707 | [Click here to sign up for an account](#)

## WEB SERVICES OVERVIEW

### **CO-OP WEB BUILDER**

Co-op Web Builder is a complete web platform solution to easily design, maintain, and secure your websites. It is the only content management system built exclusively for electric cooperatives and is an exclusive benefit for all Touchstone Energy members. Take advantage of CWB to build, host, and secure your web site today.

**CONTACT:** CWB Team - Sean Walker, Beau Townsend, Matt Porter, Faysal Mowdud & Ryan Buenconsejo  
[CoopWebBuilder@nreca.coop](mailto:CoopWebBuilder@nreca.coop) | 1-800-710-7346 | [coopwebbuilder3.com](http://coopwebbuilder3.com)

### **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](mailto:Angelika.Hoelger@nreca.coop) | 703-907-5581

## **FOLLOW US**

To view all of our resources, please visit  
the Co-op Quick Links on [TouchstoneEnergy.com](http://TouchstoneEnergy.com)

