PROGRAM & CONTACT GUIDE
The Best in Class Model empowers Touchstone Energy® Cooperatives to continue to be the gold standard of excellence in the energy industry.

Cooperative Performance

Accountability
Arms cooperative leaders with proven metrics and data to identify trends in this dynamic industry, embrace change and develop successful strategies for achieving success in the future.

Cooperative Culture

Integrity
Empowers our network's teams with the resources, education and skills needed to support the co-op of the future.

Digital Engagement

Innovation
Encourages the adoption of exciting media and campaign messaging to better promote the cooperative difference.

Community Engagement

Commitment to Community
Strengthens co-ops' ability to connect, engage and build lasting relationships with their member-owners in all demographics to elevate their communities and uplift future generations.

MISSION
Touchstone Energy is a national network of electric cooperatives that provides resources and leverages partnerships to help its member cooperatives and their employees better engage and serve their members.

VISION
Touchstone Energy is more than 750 members setting a standard of excellence by collectively achieving a national ACSI score of 80 by 2020 through innovative partnerships, branded resources and services.
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**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.

**CONTACT:** Jason McGrade | Jason.McGrade@nreca.coop | 703-907-6063

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**BALANCED PERFORMANCE SCORECARD**

The online, interactive Balanced Performance Scorecard allows cooperatives to benchmark performance in up to 10 critical areas including reliability, safety, cost control and member satisfaction.

**CONTACT:** Jason McGrade | Jason.McGrade@nreca.coop | 703-907-6063

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**BEST PRACTICES KNOWLEDGEBASE**

This library has hundreds of practices shown to improve member satisfaction, engagement and operational efficiency. It’s ‘cooperation amongst cooperatives’ in a single location and includes resources so you contact the co-op directly to learn more.

**CONTACT:** Jason McGrade | Jason.McGrade@nreca.coop | 703-907-6063

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**NATIONAL SURVEY ON THE COOPERATIVE DIFFERENCE**

The annual Touchstone Energy® Cooperative Difference research surveys 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 insight to connect more effectively with members.

**CONTACT:** Jason McGrade | Jason.McGrade@nreca.coop | 703-907-6063
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.

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

COOPERATIVE CULTURE

ANY 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 | 703-907-5648 | www.ana.net

TOUCHSTONE ENERGY NEWS AND LISTEN UP | WE’RE LISTENING

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

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.

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

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
COOPERATIVE CULTURE

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.

CONTACT: tseinfo@nreca.coop

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: Joshua McGhee | Joshua.McGhee@nreca.coop | 703-907-5986 | www.touchstoneenergy.com/NEXT

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: Anne Harvey | Anne.Harvey@nreca.coop | 703-517-8320

SERVICE EXCELLENCE SUITE

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 4 star cooperative.

CONTACT: Dallas Flores | Dallas.Flores@nreca.coop | 703-907-5640
DIGITAL ENGAGEMENT

CO-OP WEB BUILDER

Co-op Web Builder offers hosting and multiple design options and an intuitive content management system. You will be able to manage your own website, but we can provide needed support or added features upon request.

CONTACT: (Web Team) Sean Walker, Beau Townsend, Mohamed Cisse, Faysal Mowdud & Ryan Buenconsejo | coopwebbuilder@nreca.coop | 1-800-710-7346

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 | 703-907-5648

ADVERTISING CAMPAIGNS


CONTACT: Cyrus Crossan | Cyrus.Crossan@nreca.coop | 703-216-9331

SAFETY RESOURCES & MESSAGING

In an interactive home safety checklist, members move through the rooms of a typical home and learn electrical safety best practices. Also, be sure to check out the Power of Membership Campaign which also features safety content.

CONTACT: Cyrus Crossan | Cyrus.Crossan@nreca.coop | 703-216-9331

ENERGY SOLUTIONS RESOURCES

Take your energy efficiency to the next level with videos, articles and tips.

CONTACT: Jason McGrade | Jason.McGrade@nreca.coop | 703-907-6063
The #WhoPowersYou contest honors the people who inspire, motivate and empower your member-owners. Each year we host this contest for member-owners and co-op employees to nominate the person who inspires them. Nominees are eligible to win a monetary award and national recognition.

**CONTACT:** Cyrus Crossan | Cyrus.Crossan@nreca.coop | 703-216-9331 | [whopowersyou.com](http://whopowersyou.com)
COMMUNITY ENGAGEMENT

MEMBER ORDERING SITE

Find and order all your event support needs that include the items below at 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 | 703-907-5648

**CHARGING STATION RENTALS** Co-ops are eligible to rent the classic phone charging stations to use at co-op annual meetings, events and more!

**CONTACT:** Dallas Flores | Dallas.Flores@nreca.coop | 703-907-5640

**COLD/HOT AIR BALLOON** Big event scheduled and need to make a splash? Then order up some fun with our hot and cold air balloons.

**CONTACT:** Cheri White | gm@cbaballoons.com | 217-898-6717

**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:** Jason McGrade | Jason.McGrade@nreca.coop | 703-907-6063

**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 | 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 | 703-907-5640
COMMUNITY ENGAGEMENT

**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!

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

**ENERGY FACT SHEETS**
These fact sheets cover a variety of information, including solar FAQs and electric vehicles.

**CONTACT:** Jason McGrade | Jason.McGrade@nreca.coop | 703-907-6063

**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 | 703-907-5648

**CO-OP COMMUNITY INITIATIVE**
One of the Touchstone Energy core values is Commitment to Community, and this multi-pronged program was created so Touchstone Energy members can quickly become the spark for economic and community development projects and progress in their towns.

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

**LAUREL MERCANTILE CO. MERCHANDISE**
HGTV’s HomeTown Team and Laurel Mercantile Co. have been a key part of our Co-op Community Initiative and you can use your Touchstone Energy discount to purchase their “We Have the Power to do This” merchandise that is the slogan of this community effort.

**CONTACT:** Dallas Flores | Dallas.Flores@nreca.coop | 703-907-5640
Our first national Concern for Community initiative launched in July 2020, and the Touchstone Energy X Dolly Parton’s Imagination Library co-op collab 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:** Dallas Flores | Dallas.Flores@nreca.coop | 703-907-5640