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.
TOUCHSTONE ENERGY STAFF

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703-907-5820

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703-907-5627

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703-907-6063

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703-907-5728

Beau Townsend
Web Developer
703-907-5670

Sean Walker
Manager, Web Services
703-907-5587

Adriene Walls
Operations Specialist
703-907-5707
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## COOPERATIVE CULTURE PROGRAMS

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## COMMUNITY ENGAGEMENT PROGRAMS

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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

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

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

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

Providing a step-by-step guide for achieving breakthrough performance at your cooperative, this methodology applies the principles of the Balanced Performance Scorecard to electric cooperatives, using proven tools, examples and templates.

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

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

BIZNETWORK NEWS

A monthly e-newsletter publication for cooperative professionals who support non-residential members and work to enhance economic and business development in their communities.

CONTACT: Joshua McGhee | Joshua.McGhee@nreca.coop | 703-907-5986 | bea.touchstoneenergy.com

BRAND NEWS BLOG & BLAST

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

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

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

LYNDA.COM/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 Walls | Adriene.Walls@nreca.coop | 703-907-5707 | www.cooperative.com/lynda

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

NET 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/NET

ONLINE ENERGY ADVISOR TRAINING

Get training quickly and easily from wherever you have an internet connection. The Kickstart course will provide details so your team can turn high bill complaints into energy saving conversations that leave your members satisfied.

CONTACT: Adriene Walls | Adriene.Walls@nreca.coop | 703-907-5707

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
This workshop is customized for every co-op and was designed to educate co-op employees about the cooperative advantage and the power of the Touchstone Energy network in a 90 minute workshop.

**CONTACT:** Dallas DeShazior | Dallas.DeShazior@nreca.coop | 703.907.5640

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 DeShazior | Dallas.DeShazior@nreca.coop | 703.907.5640

Download the Touchstone Energy Experience, and scan the code to learn more about Service Excellence.
## 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:** Sean Walker, Beau Townsend & Faysal Mowdud (Web Team)  
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

### Home Efficiency Analysis Tool

This online, interactive tool helps homeowners identify do-it-yourself projects to save money around the home. Members take a brief, image-driven survey about their home and customized project tips are provided.

**Contact:** Joshua McGhee | Joshua.McGhee@nreca.coop | 703-907-5986  
homeefficiency.touchstoneenergy.com

### Advertising Campaigns

All Touchstone advertisements and campaigns including: Print Ads, Radio/Hold Messages, Videos/TV Ads. Look for the various content on cooperative.com in the Touchstone Energy area.

**Contact:** Cyrus Crossan | Cyrus.Crossan@nreca.coop | 703-907-5767

### 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 | 703-907-5767
DIGITAL ENGAGEMENT

AUGMENTED REALITY

Augmented reality is an evolving technology that can now be available to you. Download the Touchstone Energy Experience app, and scan the codes at the bottom of this page to see what you can do with augmented reality.

CONTACT: Rafael Fernandez | Rafael.Fernandez@nreca.coop | 703-907-5742

TOGETHER WE SAVE RESOURCES

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

CONTACT: Joshua McGhee | Joshua.McGhee@nreca.coop | 703-907-5986
touchstoneenergy.com/together-we-save

#WHOPOWERSYOU

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 | 703-907-5767 | whopowersyou.com

Download the Touchstone Energy Experience, and scan the codes to take the interactive journey.

Best in Class Roadmap

Let it Shine Video

Contact Manual
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 DeShazior | Dallas.DeShazior@nreca.coop | 703.9075640

**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:**  Joshua McGhee | Joshua.McGhee@nreca.coop | 703-907-5986

**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 DeShazior | Dallas.DeShazior@nreca.coop | 703.9075640

**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 DeShazior | Dallas.DeShazior@nreca.coop | 703.9075640
COMMUNITY ENGAGEMENT

CO-OP CONNECTIONS CARD

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: Joshua McGhee | Joshua.McGhee@nreca.coop | 703-907-5986

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