



Zac Perkins, Tri-County Electric Cooperative, OK

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

My passion for Touchstone Energy motivates me to serve on the Board of Directors. I've been in the cooperative business 15 years and 11 of those I served on Touchstone Energy committees. The value that Touchstone Energy brings to the cooperative is too important to not be involved. I'd like to help guide Touchstone Energy as it enters a new era in its history.

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

I come from a member service background, so I've used many of the services and programs Touchstone Energy offers. Also, I've served on the Business Development and the Standards and Best Practices committees for 11 years.

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

As cooperative communication becomes more digitized, Touchstone Energy is going to have many opportunities to stand out as a valuable resource for the cooperatives to engage the membership.

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

Touchstone Energy should continue to highlight success stories from other cooperatives. Moving toward digital case studies with video and visual graphics in addition to the detailed documentation will help engage member co-ops.

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

I recommend the member-owners become engaged and participate in the advisory committees. Touchstone Energy is uniquely positioned to provide solutions to its membership because of its structure.

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

I'm most passionate about Touchstone Energy's structure and the way the member cooperatives are involved with the organization. There's so much engagement from the members through the advisory committees that it truly feels like a member-driven program.