
Touchstone Energy Regional Members' Meeting | July 22, 2025

DATE: July 22, 2025

LOCATION: JAM, Bentonville, AK

CHAIR: Marena Fritzler – Corn Belt Power Cooperative

VICE CHAIR: Stacy Howeth – Okla. Assoc. of Electric Cooperatives

SECRETARY: Missy Kidwell – Ohio's Electric Cooperatives

Welcome & Call to order – Marena Fritzler @9:01a.m.

Roll Call – Missy Kidwell

Regional Members in Attendance:

	Co-op	First Name	Last Name
	Arizona G&T	Mandi	Greenmyer
	Assn. of Illinois Electric Co-ops	Brooke	Gross
X	Associated Electric Co-op, Inc.	Joseph	Wilkinson
X	Associated Electric Co-op, Inc	Kami	Mohn
X	Basin Electric Power Cooperative	Chad	Reisenauer
X	Central Iowa Power Cooperative	Michelle	Dirks
X	Corn Belt Power Cooperative	Marena	Fritzler
X	Dairyland Power Cooperative	Dana	Bolwerk
X	East Kentucky Power Cooperative	Sha	Phillips
X	East River Electric Power Cooperative, Inc.	Chris	Studer
X	Electric Cooperatives of S.C., Inc.	Van	O'Cain
X	Georgia EMC	Kim	Broun
	Great River Energy	Dan	Becchetti
	Kansas Electric Co-ops, Inc.	Shana	Read
	Minnkota Power Cooperative, Inc.	Ben	Fladhammer
	North Carolina EMC	Kristie	Aldridge
X	Ohio's Electric Cooperatives	Missy	Kidwell
X	Oklahoma Assn. of Electric Co-ops	Stacy	Howeth
X	Pennsylvania Rural Electric Assn.	Steph	Okuniewski
	Pennsylvania Rural Electric Assn.	Peter	Fitzgerald
X	PowerSouth Energy Cooperative	Baynard	Ward
X	Seminole Electric	Scott	Blue
	Texas Electric Cooperatives	Martin	Bevins
X	Texas Electric Cooperatives	Alex	Dal Santo
X	Tri-State G&T Assn.	Lee	Boughey

TOUCHSTONE ENERGY STAFF IN ATTENDANCE:

Jana Adams, Mary Ann Cristiano, Jessica Kenefick

Approval of Winter (NEXT Conference) Minutes:

Motion to Accept: Lee Boughey

Second: Chad Reisenauer

Agenda Review & Approval (Marena Fritzler) Agenda approved.

Executive Director Update (Jana)

- JAM Event Review
 - All committees are meeting at the same time which accounts for some RM's missing today.
 - Walmart Tour after lunch
 - Reception to close out first day
 - General Session Wednesday morning with joint meeting and lunch to follow.
- There has recently been an addition of 4 new members with 3 more pending currently and the partnership with NRECA is helping this growth.
- 2 New TSE Staff members have been hired, and several promotions have been given to tenured employees
- ACSI score will continue to be a membership advantage alongside NRECA Market Research and the Cooperative Difference Survey.
- NEXT 2025 has been the most successful yet
- Pre-paid cards are seeing growth, being used for Youth Tour, co-op member rebates, employee incentives etc. Choice Digital is easy to work with and provides great customer service.
- **SHiNE** – 4-6 weeks from contract to site development start
 - Secondary Sites – Fiber sites, intranet, magazine, youth tour (\$2,400 annual subscription)
 - Employee/Statewide Directory \$2,500 one-time development fee
 - 25+ SHiNE websites in the queue
- **Cooperative Advantage**
 - National Representation with 26 states
 - Expanded Relationship with CFI/ACSI
 - Priority Matrix drives messaging
 - Online Focus Groups

Harvest – Steve Curran

- Over 400 video clips
- Utility specific as well as lifestyle clips
- B Roll for community events, website banners, social media
- Co-ops can tag and customize them locally and allow them to be creative
- It helps to show the importance of the TSE Brand Promise. Showing mission and purpose which build trust
- 89% of members want to see more video branded content
- Designed to be used by G&T and statewide to be a creative ambassador for the co-ops

Using Programs from G&T/SW Perspective (Marena & ALL)

- Using AI to help with writer's block, CHAT GPT and understanding the way to ask to get good results and output requires a learning curve. Build queries properly!!!
- Using audio for animations
- Artlist.io – tools for video creation Animations
- LinkedIn Learning
 - Over 9,300 courses in total include AI courses
 - Hands on experience for real life skill building
 - Course certs to print or share on LinkedIn
 - Audio course for learning while driving (awesome)
 - Download for offline learning (flying etc.) (also awesome)
 - Learning paths can be created and shared with employees to complete
 - Admin reports are available

Drivers of Membership (Marena & ALL)

- Value reports – shows not only program usage but opportunities for usage
- Member utilization and how TSE can help market programs
 - Flyers
 - Brochures
 - Adding audience on bi-weekly email

Regional Content Creation & Advertising

- Marena -Corn Belt Power- Fire Safety Ads – Burn Safe
- Kim - Georgia EMC – Ag Expo – TSE Balloon, Banners, English and Spanish Brochures
- Dana – Dairyland –Summer Load Shift radio ads
- Kami - Associated – Member Satisfaction and Appliance Saturation

Future Meetings

- **Monthly Standing meeting**
 - Virtual – To be recorded and provide AI generated summary
 - TSE to send out monthly meeting requests to get the meetings on our calendars
- **2025 Fall Meeting**
 - October 20th 2pm (Virtual)

Next In-Person Meeting

- Group wants to continue with the winter RM meeting to be in conjunction with the NEXT Conference
- February 2nd Tucson AZ / El Conquistador Resort

Motion to adjourn meeting: Van O'Cain

Seconded: Scott Blue

Meeting adjourned at 11:55 a.m.

RM, Committees and Board Lunch followed by Walmart Distribution Facility Tour