



Committee Meeting 2025 – Cooperative Performance and Research Committee

Virtual

February 12, 2025

Committee Members Present:

Eric Hawkins, Trico Electric, AZ (Chair)
Chelsie Bakken, East River Electric Power Cooperative, SD
Jennifer Barger Consolidated Cooperative, OH
Alan Coffey, South Kentucky RECC, KY
Matthew Hackman, Bartholomew County REMC, IN
David Latona, DEMCO, LA
Stephanie Okuniewski, Pennsylvania Rural Electric Association, PA
Benjamin Pierson, East River Electric Power Cooperative, SD
David Seth Rosser, United Cooperative Services, Inc., TX
Rita Sanders, Grand Valley, CO
Sandy Watkins, High Plains Power, WY

Committee Members Not Present:

Emily Cowan, CHELCO, FL
Heather Juzenas, The Energy Cooperative
Krista Williams, Cobb EMC, GA

Touchstone Energy Staff:

Jana Adams
Mary Ann Cristiano
Angelika Hoelger

Meeting

At 10am, Chairman Eric Hawkins called the meeting to order and took roll call. Committee members approved minutes of the October 2024 committee meeting.

Updates

Jana Adams provided the Committee with updates on Touchstone Energy's member benefits, services, and resources, as well as plans for 2025 (e.g., Cooperative Advantage Report) and thanked all committee

members for their support. Mary Ann Cristiano provided an update on the results of the ad awareness research in Q4 (2024) and answered several questions related to Touchstone Energy's advertising campaigns. Mary Ann Cristiano also provided information about membership benefits regarding resources and programs offered through the Association of National Advertisers (ANA). Angelika Hoelger provided an update on ACSI trends, available Questline content and webinars, and research projects that were recently concluded and/or will be completed over the course of 2025.

Research Discussion

The committee reviewed the discussion guide for the online focus group on "Outage Communications" (Q2/2025) and new resources on electrical rewiring and commercial generators.

Other Business

The committee concluded with an outlook to the upcoming meeting at JAM and other meetings in 2025.

Eric Hawkins adjourned the meeting for the day at 11:35am.

Approved on July 22, 2025



ERIC HAWKINS