
Agenda

Welcome 11:00 AM EDT

- | | |
|--------------------------------|------------|
| • Roll call, Committee Terms | Sarah |
| • Executive Director update | Jana |
| • Advertising Creative & Media | MAC/Rafael |
| • SHiNE | Sean |
| • Budget & 2026 deliverables | MAC |
| • Roundtable | All |
| • Old/New Business | Sarah |

Adjourn 12:30 PM EDT

Brand Strategy Committee

Provides oversight and direction of all external communication efforts in support of Touchstone Energy member cooperatives including:

- Creative implementation
- Market analysis
- Message development
- National advertising planning/placement
- Promotional and public relations activities
- Strategic partnerships and alliances

Recommends guidelines for local communications spending commitment.
Encourages consistent local application of the brand communication strategy and assists on the SHiNE web program.

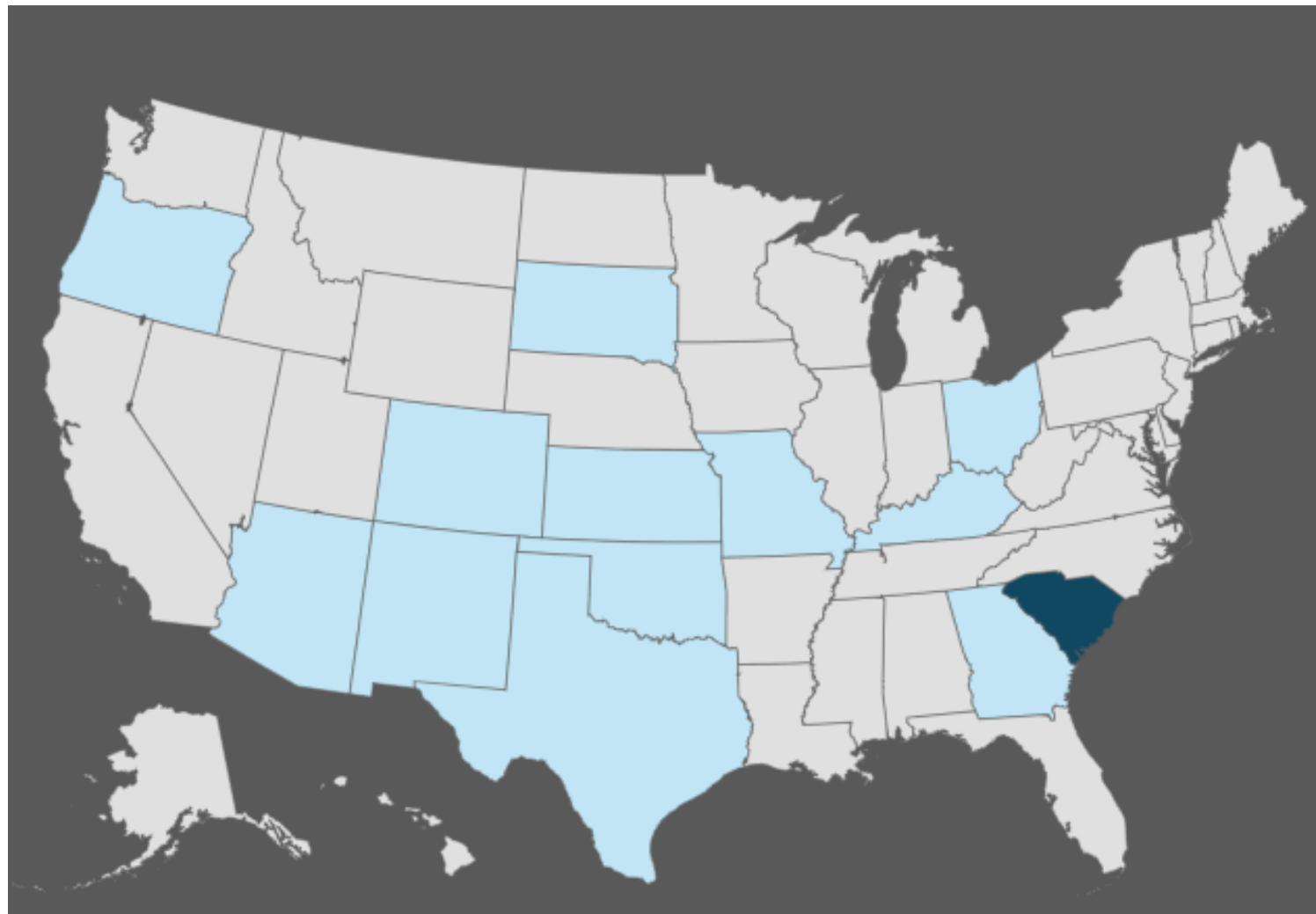
Brand Strategy Committee Terms

Name	Company	Start Date	End Date	Term Number	State	Co-op Type
Kambria Sue Mohn	Associated Electric Co-op, Inc.	2021-03-15	2027-03-15	2	Missouri	G&T
Jillianne Tebow	Central Rural Electric Cooperative	2022-11-15	2025-11-30	1	Oklahoma	Distro
Sarah Farlee	FreeState Electric Cooperative	2023-06-29	2026-06-29	1	Kansas	Distro
Anitra Denya Ellison	GreyStone Power Corporation	2021-07-23	2024-07-23	1	Georgia	Distro
Leslie R. Guisinger	Hancock-Wood Electric Co-op, Inc.	2022-03-04	2025-03-04	1	Ohio	Distro
Jennifer Cummings	Horry Electric Cooperative, Inc.	2024-03-03	2027-03-03	1	South Carolina	Distro
Melissa Swinehart	Tri-State G&T Assn., Inc.	2022-07-26	2025-07-31	1	Colorado	G&T
Megan Litwicki	Trico Electric Cooperative	2022-11-15	2025-11-30	1	Arizona	Distro
Weston Putman	Umatilla Electric Cooperative	2023-03-05	2026-03-05	2	Oregon	Distro
Caralyne Pennington	Farmers RECC	2024-10-30	2027-10-30	1	Kentucky	Distro
Erica Fitzhugh	Southeastern Electric	2025-06-06	2028-06-06	1	South Dakota	Distro
Katrina Goggins	Mid-Carolina Electric	2025-06-06	2028-06-06	1	South Carolina	Distro
William Yarborough	Continental Divide Electric	2025-06-06	2028-06-06	1	New Mexico	Distro
Jacquelyn Muennink	Medina Electric Cooperative	2025-07-31	2028-07-31	1	Texas	Distro

Dustin Lippert
resigned-
fulfilled first
term.

We have 6
open seats

**Committee
members
represent
13 states**



Committee Member Recruitment

If you know someone who might be a good fit for the Brand Strategy Committee and is interested in actively contributing to ongoing research efforts, please encourage them to submit an application.

[Advisory Committee Application](#)

Governed and Guided by our Members

Touchstone Energy® Cooperatives is governed by a [board of directors](#) that makes policy decisions.

Cooperative employees across each region of Touchstone Energy serve on four [advisory committees](#) to provide guidance and program insight.

[Regional Members](#), formed of co-op employees from statewide associations and G&Ts, help communicate and implement programs and initiatives to their member cooperatives.

For information on the roles and responsibilities of the Board, Regional Members and Advisory Committees, [download this guide](#).

TOUCHSTONE ENERGY COOPERATIVES ADVISORY COMMITTEE APPLICATION

APPLY TODAY!



Advertising & Creative

Updates, YTD Results & What's Coming

SIGNIFICANT DISCOUNT

\$ 1,280 FOR ALL 4



:30 VIDEO



:15 VIDEO



SOCIAL VIDEOS



30: RADIO

Spotlight your co-op with customized ads

Add your co-op branding (Voice Over & logos) to video, radio & social ads

Add your logo to select video scenes in newest campaigns (Visual Localization)

Allows for consistency in viewing and ties the national messages to your local co-op



Visual localization options

We've Got You 30 - Truck shot 1, truck shot 2



We've Got You 15 - Truck shot 1, truck shot 2



Smarter 30 - EV Car, Farmer Laptop



Smarter 15 V1 – EV Truck handle



Smarter 15 V2 - Farmer Laptop



LEARN MORE

[Campaign Customization Packages](#)

[Animation tagging & creative service options](#)

YTD Engagement



Ad downloads

2,775



Campaigns & animations customized

37



Seven on 7 Podcast

1,119 downloads



Touchstone Energy Social

Content Support
Paid Management

92 co-ops
8 co-ops

Q4 Creative Release

Cooperative Advantage campaign

Releases Nov 19 at the Touchstone Energy Annual Meeting
(video, print, social, radio)

Animations

- Flood: Turn Around Don't Drown
- Solar Consideration

Various size formats for animations



Assembly Media

Additional Services

- Assembly can offer an audit into your current media strategies that are handled either in-house or with another agency
- The goal of the audit would be to ensure you are being as efficient and effective with media dollars and identify any areas of potential improvement
- A kickoff meeting/brief would be required along with historical documentation per channel
- Pricing of audit is dependent on # of media channels executed and overall spend
- Assembly can develop a proposal for consideration including deliverables, timing and pricing after initial kick off meeting

SHiNE

Update & Features

SHiNE

> New Sites – Engagement Team collecting kit & start date

30 Items

> New Sites – Ready for Kick-Off

4 Items

> Projects In Progress

54 Items

> Co-op Review of Site

9 Items

> Launch scheduled

9 Items

> Live Sites

83 Items

> Retired Projects

6 Items / 2 Subitems



SHiNE Content Support

> Active Subscriptions – 2025

34 Customers

SHiNE CMS casscountyelectric.com

The only electric cooperative focused CMS, available for all Touchstone Energy members.

2024 Member Meeting
Join us Thursday, October 17th, for our 2024 Member Meeting!
[Learn More](#)

Navigation: My Account, Start/Stop Service, Our Co-op, Billing, Programs, Member Info, Youth & Education

Buttons: Pay Bill, One-Time Payment, Outage Map, Mobile App, Newsletter, Events

Footer: Co-op Coffee and Cakes, Our Office: 4100 32nd Ave. S. Fargo, ND 58104, View & Pay Bill | Contact Us | View Outages

Board of Directors

Glenn Mittel	Terry Kraft	Treasurer District 6, Fargo Credentialed Cooperative Director designation
Doug Anderson	Vanessa Kummer	Wendy Leucks

Resources

- [Digital Library](#)
- [Conservation Library](#)
- [Safety Library](#)

Facebook Feed

Request or Stop Service

Request Service
Start a new service, add a service location to your current account, or transfer your service to a new location.
You will need the following:

Stop Service
Permanently stop your utility service with Cass County Electric.
You will need the following:
1. Account number

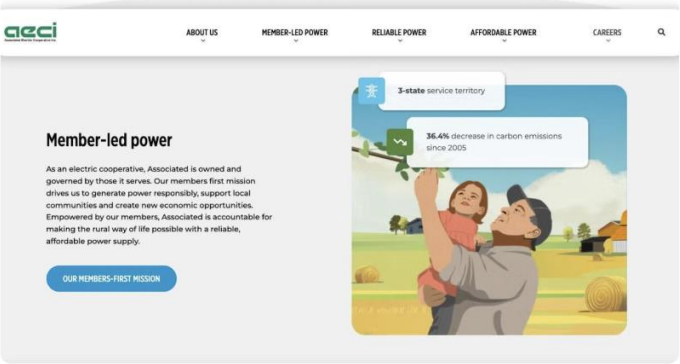
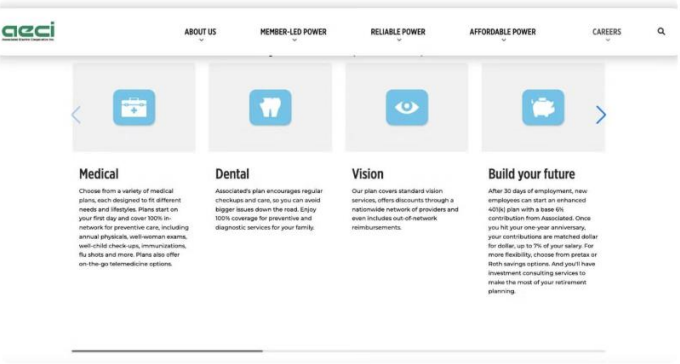
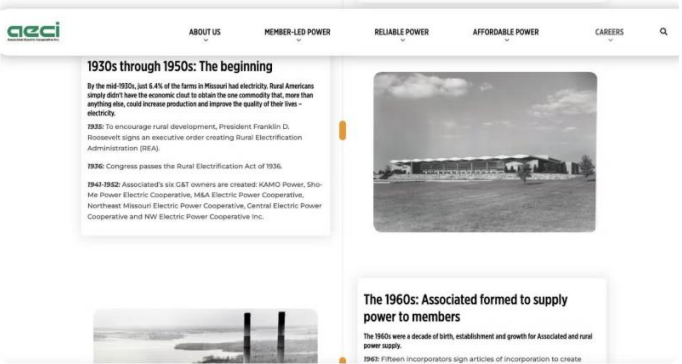
Operation Round Up
[Enroll Now](#)

People doing together what can't be done individually.
Operation Round Up is a simple, low-cost way Cass County Electric Cooperative members can give back to the community. Since 1993, Operation Round Up has donated nearly \$4.2 million to local individuals in need and nonprofit organizations right here in southeastern North Dakota through our member's generosity. Member's contributions go towards improving the lives of others.

\$4 million dollars donated
30 years of donations
67 organizations awarded funds in 2023

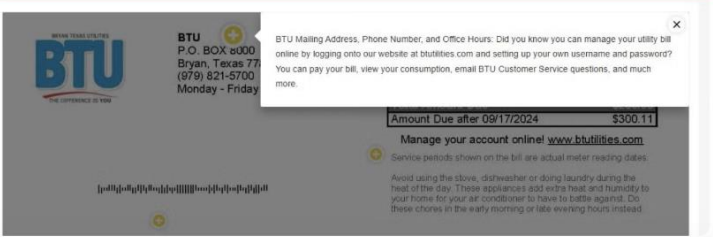
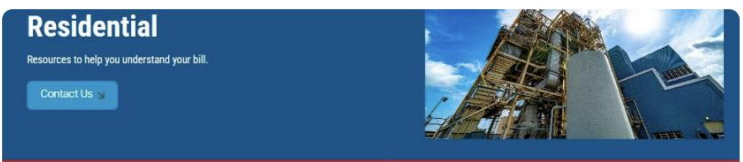
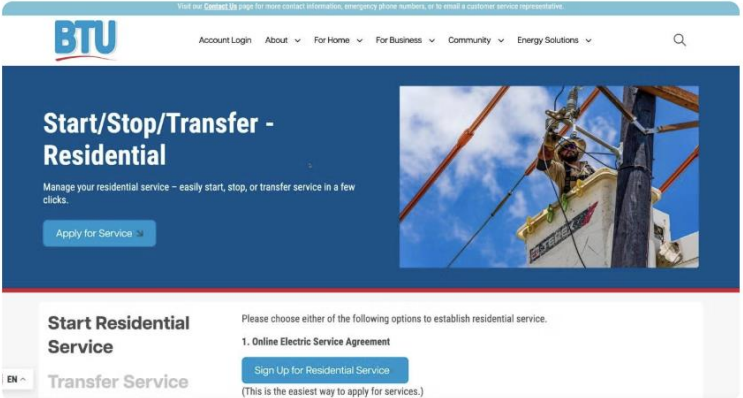
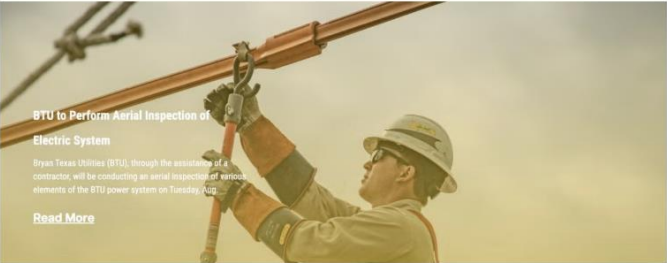
SHiNE Design & Build aeci.org

A project-based additional cost service to create uniquely designed templates.



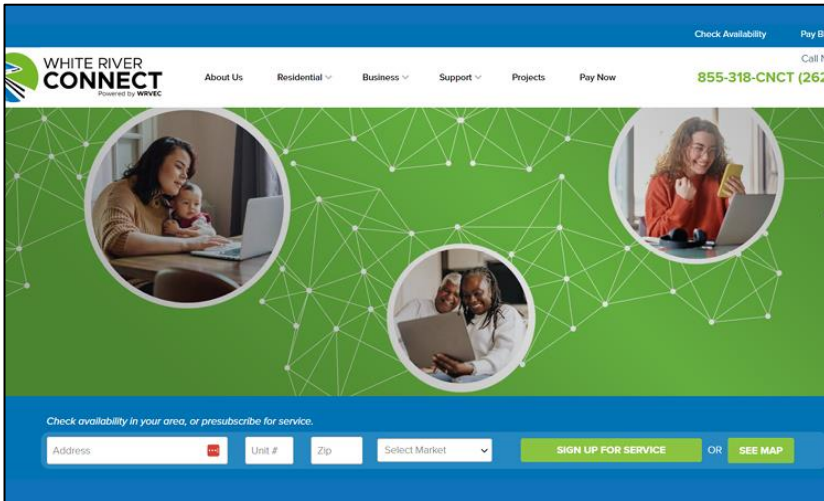
SHiNE Content Support btutilities.com

Support creating layouts and fresh designs for the website post-launch.

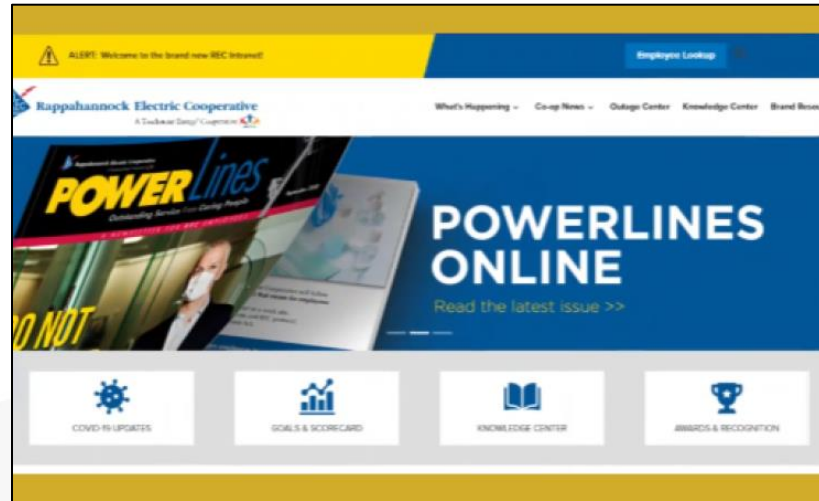


SHiNE Secondary Sites. Limitless Possibilities.

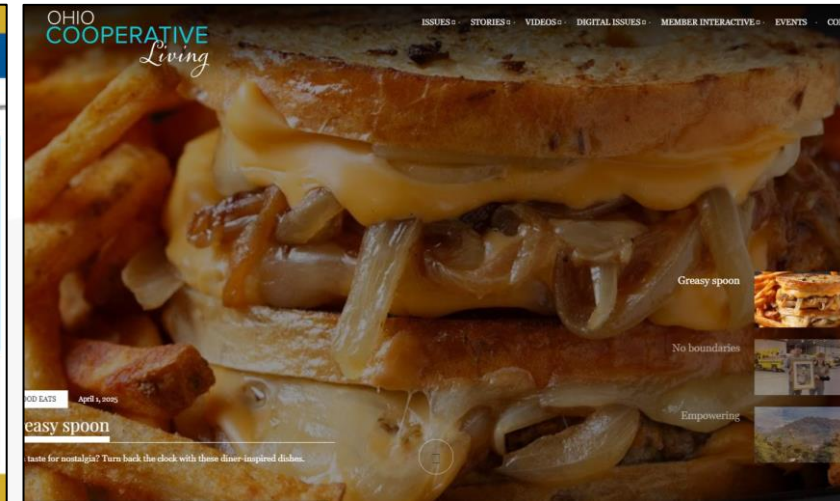
Opportunity to create additional sites targeted to specific audiences.



Fiber



Intranet



Magazine

www.shine.coop/shine-secondary-sites

SHiNE Page Templates

High-quality pages that are simple to customize, providing an engaging experience for your members.

The Energy Explorers' Club Capital Credits & Member Advantage Cooperative Principles

[View](#)

The Energy Explorers' Club



Welcome, Future Energy Explorers!

Get ready to embark on an electrifying journey to discover the amazing world of energy. This is your mission control for all things electric, where you'll find exciting ways to learn about staying safe around power and becoming a champion of energy efficiency. Let's get exploring!

Energy Explorers Resources

This is your mission control for all things electric. Get ready to embark on an electrifying journey with our collection of interactive resources, including quizzes, crosswords, fill-in-the-blanks, and even a scavenger hunt and bingo.

General Resources



Safety Resources



Energy Conservation



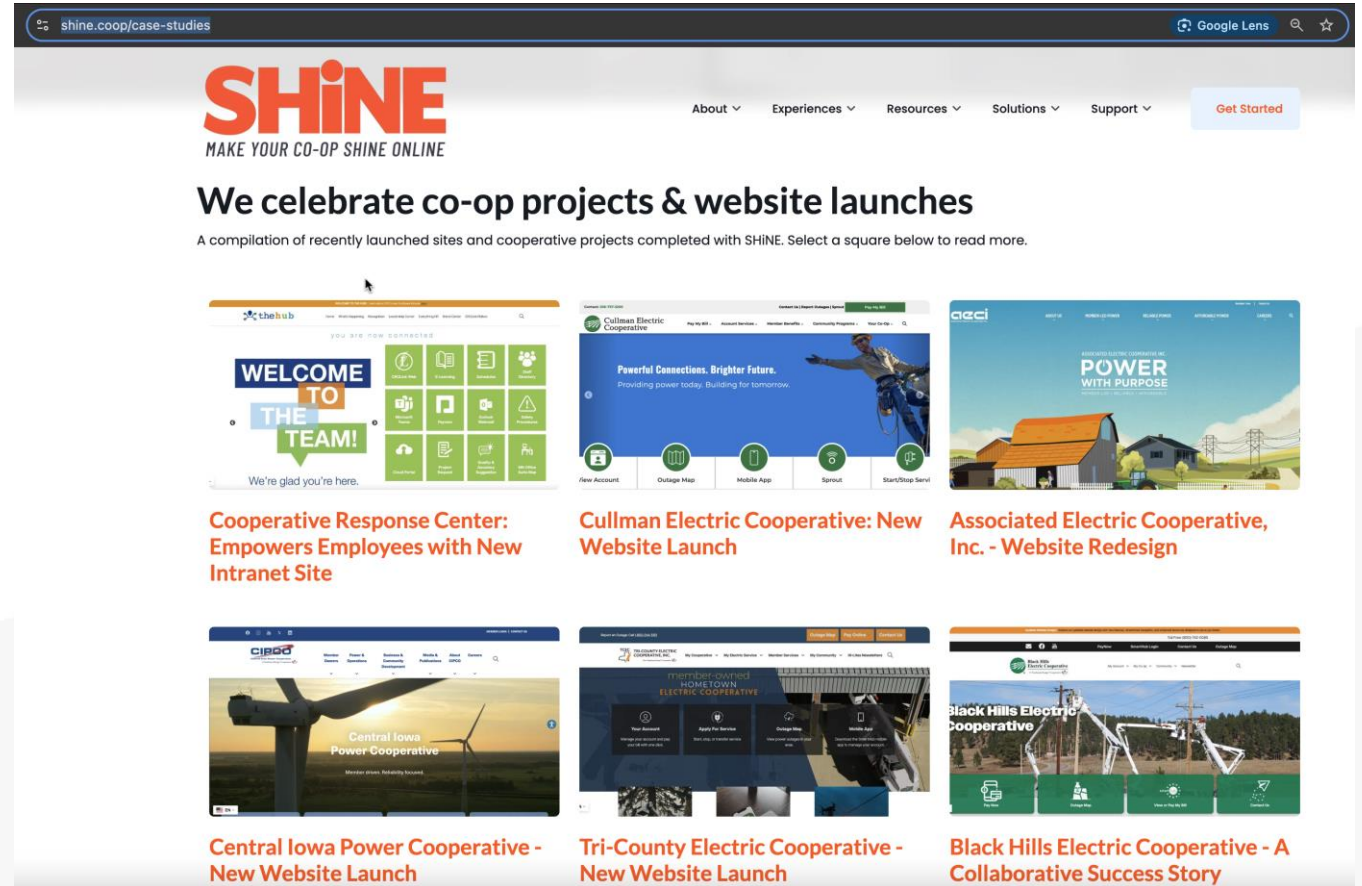
Storm Preparedness



SHiNE Case Studies

Celebrate recent projects and/or site launches by fellow Touchstone Energy cooperatives.

<https://www.shine.coop/case-studies>



The screenshot displays the SHiNE website interface. At the top, the SHiNE logo is prominently featured with the tagline "MAKE YOUR CO-OP SHINE ONLINE". Navigation links for "About", "Experiences", "Resources", "Solutions", and "Support" are visible, along with a "Get Started" button. The main heading reads "We celebrate co-op projects & website launches", followed by a subtext: "A compilation of recently launched sites and cooperative projects completed with SHiNE. Select a square below to read more." Below this, six case study thumbnails are arranged in a 2x3 grid, each with a title and a brief description:

- Cooperative Response Center: Empowers Employees with New Intranet Site**
- Cullman Electric Cooperative: New Website Launch**
- Associated Electric Cooperative, Inc. - Website Redesign**
- Central Iowa Power Cooperative - New Website Launch**
- Tri-County Electric Cooperative - New Website Launch**
- Black Hills Electric Cooperative - A Collaborative Success Story**

SHiNE Online Calculators

A range of calculators for your website, providing valuable tools for both you and your members.

Peak Demand Calculator: Educate members on how their energy usage during peak hours impacts their bills.

Energy Efficiency Calculator: Estimate potential energy savings from upgrades like LED lighting, insulation, and high-efficiency appliances.

Rate Comparison Calculator: Allow members to compare different rate plans and choose the one that best suits their needs.

Energy Demand Calculator: Estimate the amount of energy a building or system will consume, enabling informed decisions on energy efficiency measures, cost savings, and sustainable design.

The screenshot shows the 'ENERGY DEMAND CALCULATOR' interface. At the top, there are four tabs: 'TOU CALCULATOR', 'ENERGY DEMAND CALCULATOR' (which is highlighted in green), 'RATE INCREASE CALCULATOR', and 'SEASONAL RATE CALCULATOR'. The main content area is titled 'ENERGY DEMAND CALCULATOR' and features three columns of appliances, each with a toggle switch and a power rating in kW. The appliances listed are: Air Conditioner (4.0 kW), Clothes Dryer (5.60 kW), Coffee Maker (1.025 kW), Dishwasher (1.20 kW), Electric Oven (3.40 kW), Electric Range (1.50 kW), EV Charger (Level 1) (2.30 kW), Electric Water Heater (4.50 kW), Hair Dryer (1.50 kW), Heat Pump (3.507 kW), Iron (1.300 kW), Microwave (1.50 kW), Pool Pump (1.763 kW), Refrigerator (700 kW), Space Heater (1.50 kW), Stock Tank Heater (1.50 kW), Television (0.33 kW), Toaster Oven (1.50 kW), Vacuum (297 kW), Washing Machine (0.21 kW), and Welder (2.30 kW). Below the appliance lists, there is a 'Select Rate' dropdown menu set to 'Residential Single-Phase' and a 'Total Demand' field showing '0 kW'. There is also a 'kWh for Month' input field and a 'Customer Charge' field showing '\$ 23.50'. At the bottom, there is a table titled 'Account Activity' with columns for 'Account Activity' and 'Amount'. The table shows: 'Electric Service kWh x \$0.08537:' with an amount of '\$0.00', '+ Customer Charge:' with an amount of '\$23.50', '+ Demand Charge (0 x \$0.50):' with an amount of '\$0.00', and 'Total Charges:' with an amount of '\$23.50'.

Account Activity	Amount
Electric Service kWh x \$0.08537:	\$0.00
+ Customer Charge:	\$23.50
+ Demand Charge (0 x \$0.50):	\$0.00
Total Charges:	\$23.50

[Demo](#)

PLANS FEATURES	ANALYTICS LEVEL \$250/month	LEVEL ONE: CONTENT HELPING HAND \$250/month	LEVEL TWO: CONTENT COLLABORATOR \$500/month	LEVEL THREE: CONTENT DRIVER \$1,200/month
CONTENT MAINTENANCE AND UPDATES		✓	✓	✓
CONTENT CREATION		✓	✓	✓
MANAGED ANALYTICS REPORTS & INSIGHTS	MONTHLY		QUARTERLY	MONTHLY
ONGOING SUPPORT & GUIDANCE	✓	✓	✓	✓
LINK/BUTTON TRACKING & PERFORMANCE	MONTHLY		QUARTERLY	MONTHLY
MANAGED WEBSITE PROJECTS & UPDATES		✓	✓	✓
ACCESSIBILITY COMPLIANCE			QUARTERLY	MONTHLY
TOP 5 IDENTIFICATION & MONITORING			QUARTERLY	MONTHLY
BROKEN LINK & ERROR DETECTION & REPAIR			QUARTERLY	MONTHLY
BENCHMARKING			QUARTERLY	MONTHLY
SEO AUDITS & UPDATES				BIANNUAL
WEBSITE ACSI® TOOL				✓
How much support do I get? These levels include up to [Number] hours of monthly support for the specified areas.		3 hours	6 hours	12 hours

Coming Next

New AI Chatbot plugin, powered by Gemini, add-cost optional package.

New Template 4 with our staff's best practices preconfigured.

More case studies for shine.coop to showcase the diversity of sites.

Additional pre-built child pages created and loaded onto the templates.

Develop module packages to instantly install pre-built templates on existing sites.

Texas Co-op Power Magazine plugin for statewide association.

Start development and kick-off meetings for 35 New Sites.

Complete development and site launch process for 74 Projects In Progress.

Looking to 2026

2026 Goals

Creative Focus

Animation Series

Right of Way and the importance of preventative maintenance

Ad Campaign

Focus on co-op value, transparency, commitment to communities, stewardship and awareness of rising costs.

SHiNE

Goals

50%+ of portfolio SHiNE CMS
300k Design & Build revenue
550 Live SHiNE sites

Additions

AI Chatbot
CWB Codebases Updated
Page Layout Creator Improvements
PCI Compliance for SHiNE CMS
Templates for Fiber, Intranet, Magazine

Budget 2026

Co-op Round Table

New Business

Meetings

Brand Strategy Committee Meetings

Winter Meeting
w/o February 9 (virtual)

JAM
July w/o July 22
Location TBD

NEXT
Feb 3-5
Tucson, AZ

Power XChange
March 10-12
Nashville, TN

Connect
May 13-15
San Diego