- Welcome and Call to order (Tim Street)

- Roll Call, Quorum (Amy Rosier)

- Appoint Parliamentarian and Recording Secretary (Tim)

- Approval of Meeting Minutes (July 23 & September 15) (Tim)

- Agenda Review & Approval (Tim)

Touchstone Energy® Cooperatives

Executive Director Update

Jana Adams

Executive Director Update

- 2025 Dashboard

- 2026 Draft Strategic Priorities

- Litigation update

Touchstone Energy® 2025 Dashboard – September

Strategic Priorities
- Elevate Touchstone Energy as a source for research and benchmarking.
- Continue developing new and growing existing non-dues revenue sources.
- Focus on nonmember outreach to highlight evolution of Touchstone Energy.
- Expand program engagement among member co-ops.

Goals	KPI	Status	UPDATE
Retain and recruit members to achieve budget.	• Dues $8,989,000 • 30 proposals to non-member cooperatives	🔺 🟢	Paid: $8,317,984.50 Connecting with prospects at NRECA regional meetings
Increase non-dues revenue	• Generate $2M in total sales proposals • $1.2 million in budgeted non-dues revenue	🔺 🟢	Pipeline + Confirmed: $964,298 Total: $1,082,024
Continue outreach to lightly engaged members to schedule value enhancement meetings and highlight member value.	• 100 completed Member Value Meetings (co-op meetings to highlight TSE & arrays of programs)	🟢	108 co-ops
Expand member participation in ACSI and produce the new Cooperative Advantage report.	• 375 ACSI scores • 40 co-ops receive score through ACSI DIY • 50 co-ops for Co-op Advantage Report • 20 co-ops receive CA custom reports • $20,000 net revenue from CA	🟢 🟢 🟢 🟢 🔺	266 Scores 27 DIY; 20 in process 54 (some attrition but still exceeded goal) 10 - promotion will continue with national report roll out $9,000 confirmed to date
Expand use of SHiNE platform, web design services and web content support.	• Increase live websites by 25 (520 EOY) • Increase co-ops using SHiNE by 15 (435 EOY) • Generate $200,000 in revenue from Design & Build • Increase Content Support subscriptions to 20 • Generate $40,000 in revenue from Content Support	🟢 🟢 🟢 🟢 🟢	504 sites 433 Users $165,275 23 $84,450

Touchstone Energy® 2025 Dashboard – September

	KPI	Status	UPDATE
Promote usage of Co-op Connections with a focus on increased program usage.	• 260,000 user accounts (2024: 248,000) • Identify & Increase non-dues revenue ($18,000)	🟢 🔺	253,924 Users $7, 630
Fully promote revised Service Excellence training program and pilot SE 365 to create cohorts of participants that engage post training.	• Train 2,250 participants • Increase program fee net revenue to $50,000	🟢	971 Participants $42,800
Promote and expand usage of Touchstone Energy creative materials among the membership.	• Increase ad downloads to 6,300 • Ad tagging to 60 co-ops • Media spend 5 co-ops • Podcast 2,000 Annual Downloads	🔺 🟢 🟢 🔺	2775 downloads 23 co-ops 1 co-op 1119 downloads
Increase LinkedIn Learning program usage by co-op employees and number of co-ops using the program.	• 5,000 unique log-ins • Increase videos views to 275,000	🟢 🔺	3,614 unique log-ins 146,960 video views
Successfully implement the 2025 NEXT Conference to achieve financial and programmatic objectives.	• $385K registration revenue • Increase attendance to 450 (2024: 390) • $155K in sponsorship support	🟢 🟢 🟢	*$413,945* *459 registered attendees* *$150,055* ✔️
Expand use of Touchstone Energy SOCIAL to support members social media engagement.	• Member Benefit: 98 Co-ops (2024: 88) • Subscription Tier: 12 Subscribers (2024: 8)	🟢 🟢	97 Co-ops 11 Paid
Promote branded Pre-Paid Credit card program to increase use and non-dues revenue.	• $2M through the program (2024: $1.24M) • 145 Active Users (2024: 122)	🔺 🟢	$858,094.03 in orders 137 users - 200 co-ops onboarded

Touchstone Energy® Cooperatives

🟢 GREEN: on pace to achieve year-end goal.   🔺 YELLOW: Tracking behind; additional focus needed.   🔴 RED: At risk for not achieving goal.

Draft 2026 Strategic Priorities

- Expand program engagement to drive member value & retention.

  - Presentations to Statewide/RM meetings
  - Member engagement workshops
  - Marketing outreach
  - Monday.com tracking system

1

Draft 2026 Strategic Priorities

- Increase & diversify fee-for-service revenue streams.

  - SHiNE Design & Build
  - SHiNE Content Support
  - Research reports
  - Sponsorships

2

Draft 2026 Strategic Priorities

- Strengthen and expand research & benchmarking programs.

  - Awareness of TE investment and role in satisfaction surveys
  - CFI/ACSI relationship
  - Cooperative Advantage Report growth

3

Touchstone Energy® Cooperatives

Draft 2026 Strategic Priorities

- Focus on nonmember outreach to highlight evolution of Touchstone Energy.

  - NEW CEO calls
  - Speaking opportunities
  - Nonmember marketing

4

Touchstone Energy® Cooperatives

Cooperative Performance & Research Update

- Cooperative Advantage Report
- Qualitative Research Update
- National Benchmarking

Timeline of Promotion and Rollout

- Launch and recruitment of cooperatives began **early in 2025** and by using a range of outreach efforts, including

  - Webinars
  - Promotional emails
  - North Star News

- <u>May 2025:</u> At the Connect Conference, Kelly Stallard and SJ Lefebvre provided members with a deep-dive presentation, including explanation of survey topics, methodology, research objectives, and more

- <u>June:</u> Beginning of data collection

- <u>August:</u> Conclusion of data collection and start of data analysis

- <u>September:</u> Participating co-ops received their ACSI scorecards in September

- <u>October:</u> Cooperative Advantage Report finalized and released

Touchstone Energy® Cooperatives

The Cooperative Advantage Report

The new Cooperative Advantage Report has seen a successful rollout and very strong participation rate and provides Touchstone Energy members with invaluable insights into important trends, expectations, and preferences among residential member-owners. There are additional differences and benefits compared to the previously conducted National Survey on the Cooperative Difference:

|	
	Survey instrument tailored to the specific needs and considerations of electric cooperatives.
	All participating cooperatives received an American Customer Satisfaction Index (ACSI®) score at no cost.
	Increase of national ACSI score across all participating co-ops from 82 (2024) to **86** (2025).
	Increase of national result for customer retention from 78 percent to **89 percent**.
	Increase of residential member feedback by almost **23 percent**. In 2025, almost 11,500 member-owners participated in the new Report, compared to 9,350 member-owners in 2024.
	Increase of geographic representation by **85 percent**. In 2025, 26 U.S. states were included in the new Report, compared to 14 in 2024.
	Increase of number of participating cooperatives by over **38 percent**. In 2025, 54 cooperatives signed up to participate in the new Report, compared to 39 in 2024.

Touchstone Energy® Cooperatives

2025 Cooperative Advantage Report

The survey received responses from almost 11,500 residential members from 54 participating co-ops in 26 states.
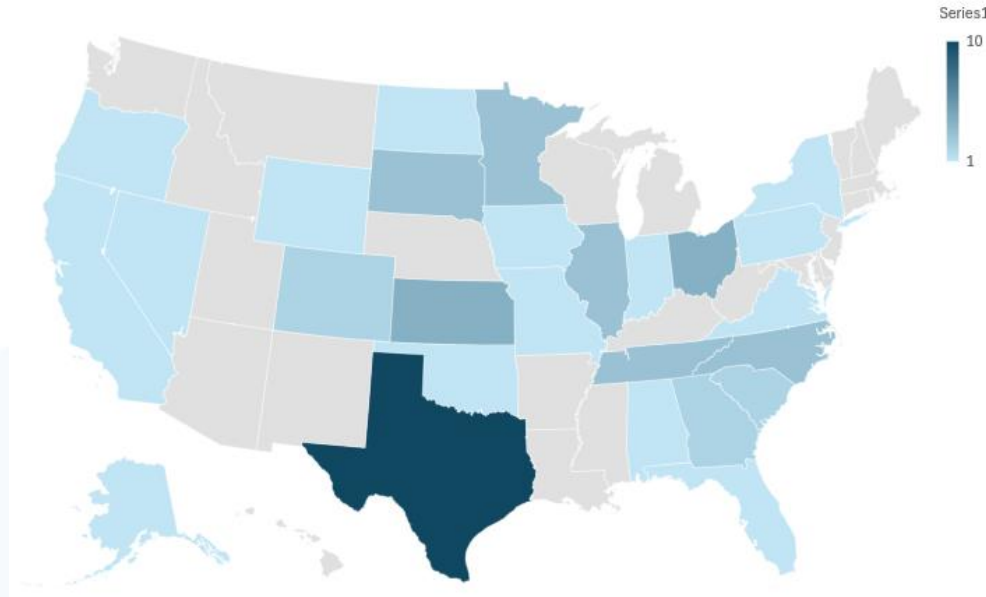
Survey Questions Focus On These Areas

Service reliability

Ease of making bill payments

Reasons for visiting website

Member services interactions

Co-op member communication

Familiarity with the cooperative principles

Member satisfaction

Report Options

Access for distribution cooperatives, statewide associations, and G&Ts to reports specific to their organization and members constitutes another important new benefit of The Cooperative Advantage Report and aligns with the goal to afford all members access to free research results and individualized results available for a fee.

Touchstone Energy®
The Cooperative Advantage Report
2025 National Edition

Touchstone Energy members have **free access** to the full Cooperative Advantage Report, including aggregate results for all components of the Survey

Touchstone Energy®
The Cooperative Advantage Report
2025 Sample Cooperative Local Report

For a fee that is considerably lower than market rates for similar research reports, participating distribution co-ops and their statewide associations and G&T's can request **individualized reports with member-specific results**.

Touchstone Energy® Cooperatives

Local Report

Local reports for co-ops include an extensive PowerPoint deck (almost 40 slides) with members' ratings, 2 Excel files with data showing 1) ACSI scores per metrics measured in the survey (e.g., service reliability, website) and 2) ACSI scores based on age, member identity, and tenure, as well as a 2-4 page summary of verbatim responses.

Example Excel Data

Age	Percent	Frequency	ACSI
18 – 34	6%	12	55
35 – 44	10%	20	61
45 – 54	14%	28	68
55 – 64	25%	50	78
65 or older	43%	86	84
Prefer not to answer	2%	4	65
Number of Respondents		200	

National Cooperative Advantage Model Results

National Cooperative Advantage Model

Satisfaction Drivers

91	2.0	Service Reliability
85	1.9	Outreach
86	1.7	Call Center Satisfaction
89	1.4	Website Satisfaction
93	0.8	Billing & Payments
91	0.1	Call Center Representatives

ACSI®

86
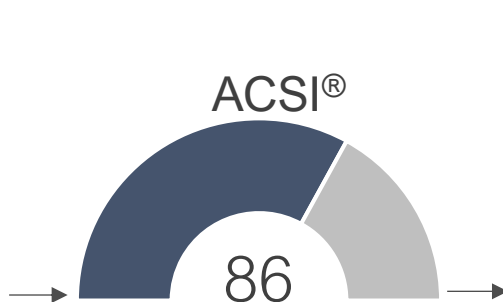
Overall Satisfaction: 89
Compared to Expectations: 84
Compared to Ideal: 85
n = 11,458

Future Behaviors

Likelihood to Recommend	4.9	88
Likelihood to Speaking Positively about Cooperative	4.8	89
Likelihood to Choose Again	4.6	87
Likelihood to Return to Website	1.8	92

Scores represent your performance as rated by customers.

Impacts show you which driver has the most/least leverage – where improvements matter most/least to your customers

Future behavior impacts show the expected change in respondent behavior for every five-point increase (or fraction thereof) in Satisfaction.

ACSI®

Touchstone Energy® Cooperatives
The power of human connections®

Satisfaction Priority Matrix

- Drivers in the Top Priority quadrant have a high impact on CSI and a relatively low score. These are the drivers where the organization can achieve significant improvements and see positive changes in customer satisfaction.

- Strengths are high impact drivers that also have high scores. There is less room for improvement with these drivers than the Top Priorities, however, these drivers have high impact on satisfaction.

- Maintain identifies high-scoring drivers that do not have high impact on customer satisfaction. Maintaining the already high scores for these drivers is important.

- Secondary Opportunities are drivers that have low impact on satisfaction and are relatively low scoring.
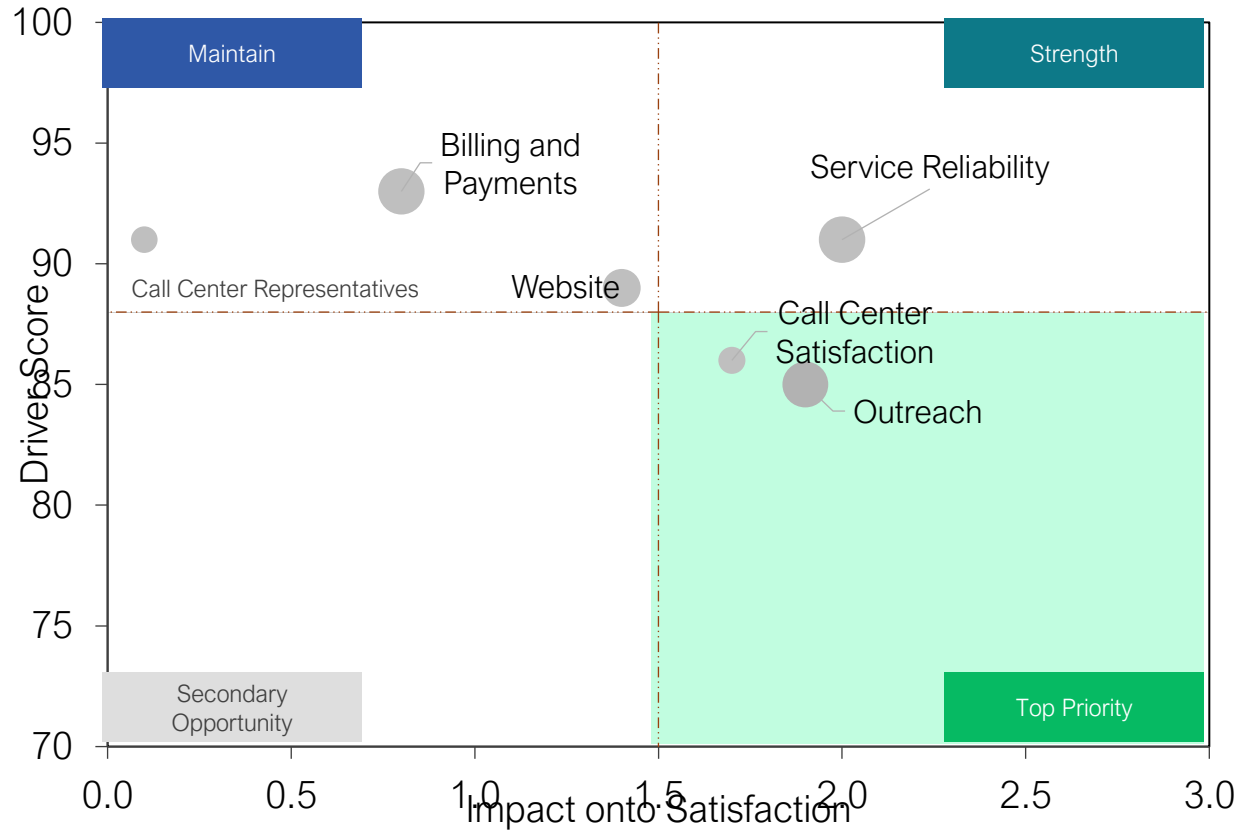
2026 Cooperative Advantage Report

❑ Touchstone Energy cooperatives are invited to sign up for the 2026 Cooperative Advantage Report.

❑ Participation in this survey is free to Touchstone Energy member cooperatives and each participating member co-op receives their individual American Customer Satisfaction Index (ACSI®) score and the national report at no cost.

❑ The deadline to register is earlier than it was in 2025. For 2026 it is <u>March 15, 2026</u>.

❑ To date, 7 co-ops have already signed up. 6 of these co-ops have participated in the 2025 Report, 1 co-op is a new participant.

❑ In May 2026, ACSI will present again at the Connect Conference

https://www.cooperativeadvantage.coop/cooperative-advantage-report

Touchstone Energy® Cooperatives

Benchmarking Report

Touchstone Energy members that have received at least one ACSI® score for their energy utility services can request a benchmarking report for a fee.

This benchmarking report compares the individual co-op's ACSI score against ACSI scores in the same quarter and provides additional benchmarking sources.

Benchmarking Report
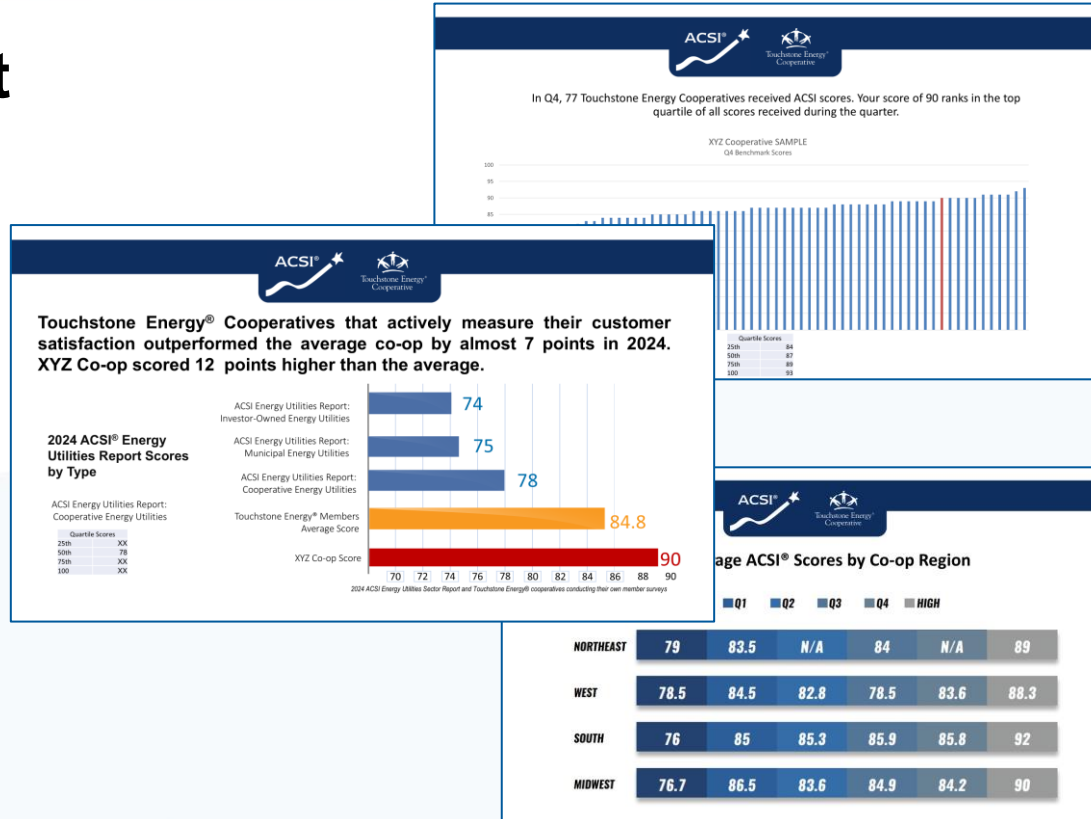
Complementing The Cooperative Advantage

For 2026, Touchstone Energy plans to update of the administration, execution, and reporting of the Online Focus Group research. This change would entail several benefits:

❑ Expand the relationship with CFI/ACSI

❑ Rebrand the program to differentiate from the past service.

❑ Increase of participation by raising the number of co-ops from 3 to 4 and by increasing the sample size from 75 to 200 member-owners, that is, by almost 167%

❑ Similar to Cooperative Advantage Report, availability of free national report and, upon request, fee-based report with results specific to participating co-ops' members' results

❑ Use of branded pre-paid credit card program for residential members' incentives

Cooperative Performance & Research Update

- Cooperative Advantage Report
- Qualitative Research Update
- National Benchmarking

Touchstone Energy® Cooperatives

National Advertising

Mary Ann Cristiano

National Advertising

- Advantage Research Initiative
- Reserve Funding Request

The Touchstone Energy advertising advantage

- National advertising in co-op zip codes delivering annually
- Produce high-quality creative materials with customization options
- Professional design services for brand and logo redesign
- Access to the Association of National Advertisers (ANA)

12 ad campaigns | 44 animations | Hundreds of images

POWERING LIFE'S BEST MOMENTS

It's good to know your Touchstone Energy® cooperative is always there so you can keep doing all the things that are important to you. Our commitment is to give you the energy you need to enjoy life's moments.

YOUR SOURCE FOR POWER. AND INFORMATION.
Visit us at: WWW.TOUCHSTONEENERGY.COM

Touchstone Energy® Cooperatives
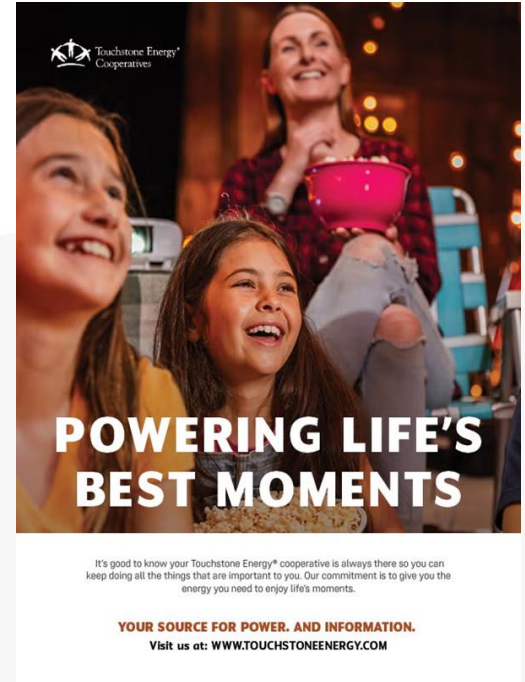
Benefits to using Touchstone Energy creative

Co-ops are encouraged to advertise locally and leverage Touchstone Energy high-quality ads to promote the cooperative advantage with their members. There is no ad dollar match required.

Co-op Benefits:
1. No cost for production and many options to locally brand high- quality creative.
2. Messages resonate with members and aids in increasing satisfaction scores.
3. A large portfolio of creative that is continually refreshed.
4. Image library to create your own communication materials.

View Current Creative
Touchstone Energy Advertising
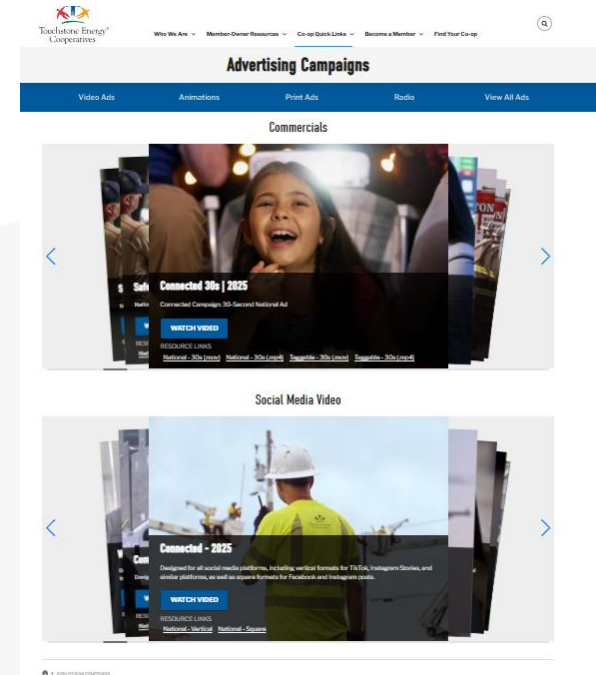
Touchstone Energy national media placement

- Placement includes digital, addressable and connected TV advertising in our member zip codes.
- These ads promote the Cooperative Difference and are associated with higher member satisfaction rates.
- The creative schedule is on Cooperative.com for co-ops to echo national messages locally.
- Co-ops have access to Touchstone Energy's national agency for greater media opportunities and efficiencies.

2025 Strategy: Increase visibility among target groups

- Goal to broaden reach by targeting <u>both</u> member-owners and co-op employees.
- Expanded current retargeting strategy by placing additional CTV retargeting pixels on co-op quick link and member-owner resource pages on TouchstoneEnergy.com.
- Received $250,000 in reserves for a CTV retargeting campaign.

Results:

- Added 1,000,000 impressions among a new, qualified audience of co-op employees and members.
- Video completion rate higher by +20%
- 5.3x the conversion rate
- 7% lower cost per action YTD, with this number continuing to improve as the year has progressed

Touchstone Energy® Cooperatives

National Advertising Drives Up Satisfaction Levels

Member-owners aware of the Touchstone Energy ads gave their co-op an almost **8.7% higher** satisfaction score in surveys over a four-year period.

ACSI® Scores Comparison (2021-2024)

90.2

83

Unaware of Either Ad

Aware of Either Ad
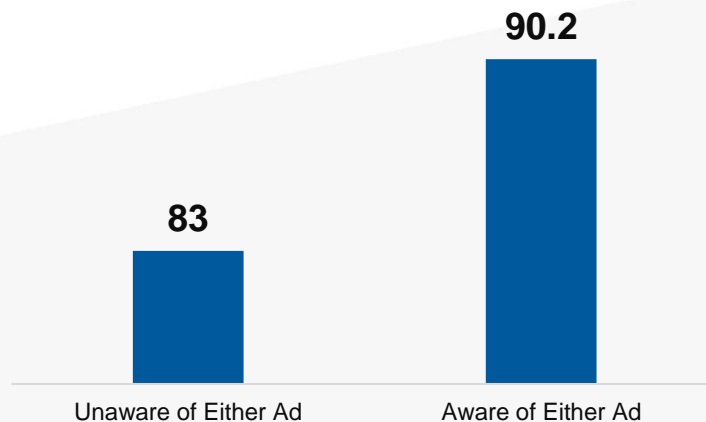
QUALITY MATTERS

High-quality creative work significantly boosts advertising effectiveness, improving brand perception, recall, and trust. Ads that are visually polished, emotionally engaging, and well-targeted create a "halo effect," where the perceived professionalism of the ad elevates the perceived quality of the brand itself.

(Source: Harvard Business Review)

Offer customization of national ads to make them local

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

LEARN MORE

Creative can be used in a variety of ways

- ○ Brand national ads with your logo
- ○ Place ads in your media buys and on your co-op's website
- ○ Include key messages from campaigns for member messages
- ○ Use radio spots for on-hold messaging
- ○ Place print and static social ads in newsletters & magazines

2026 Research Initiative

Targeted campaign to further reach of cooperative difference principles

What: Targeted ad campaign in zip codes of co-op participants in 2026 Cooperative Advantage Report.

Why: Conducted four years of ad awareness testing of various ad messages around the cooperative advantage that correlated to an almost 8.7% increase in member satisfaction scores (2025 research is in the field now).

How: In 2026, tie Cooperative Advantage ad campaign to the research survey to gauge awareness of the message and increases in satisfaction among those aware of the ads.

When: 6 weeks prior to data collection period (approximately April 1- May 30, 2026)
Co-op participants are encouraged to echo the national ad by customizing the same ad with their co-op branding.

Follow-up in Q4 2026
Coordinate an ad awareness test with those that do an ACSI® DIY in Q4 after addressable buy and compare results with our earlier testing in Q2.

Break

SHiNE: Make Your Co-op SHiNE Online

SHiNE is the only platform built *by* co-ops, *for* co-ops, ensuring every feature is relevant and valuable to your team and members.

As a **Touchstone Energy® member**, you gain **exclusive access** to the entire ecosystem: the advanced platform, plus dedicated design, development, and expert content support.

Forget complicated editors. SHiNE offers a **modern, intuitive drag & drop experience**, complete with beautiful, pre-designed unique layouts and a **revolutionary new page layout creator** that makes building stunning pages fast and easy.
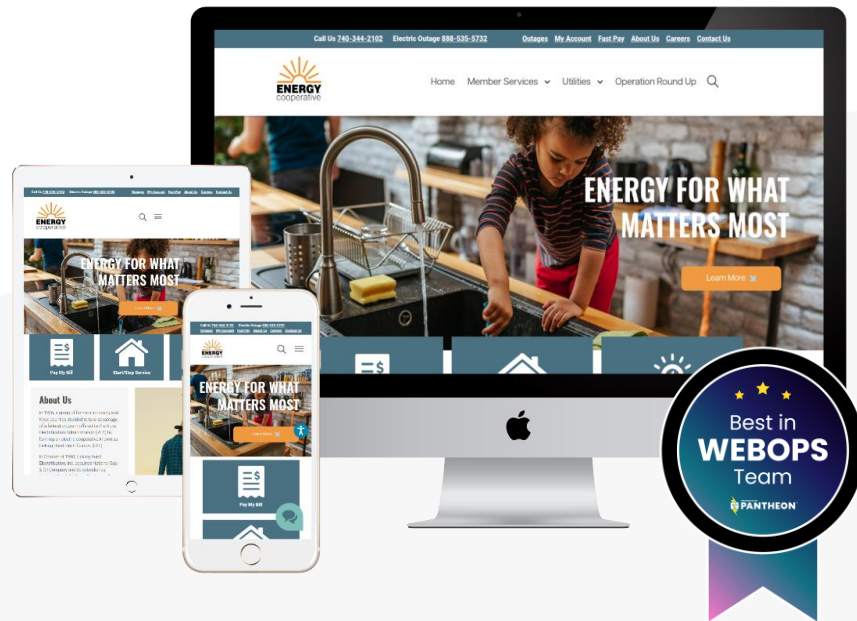
SHiNE: Accessibility and Security Solutions

Every website built with SHiNE is fully accessible and secure.
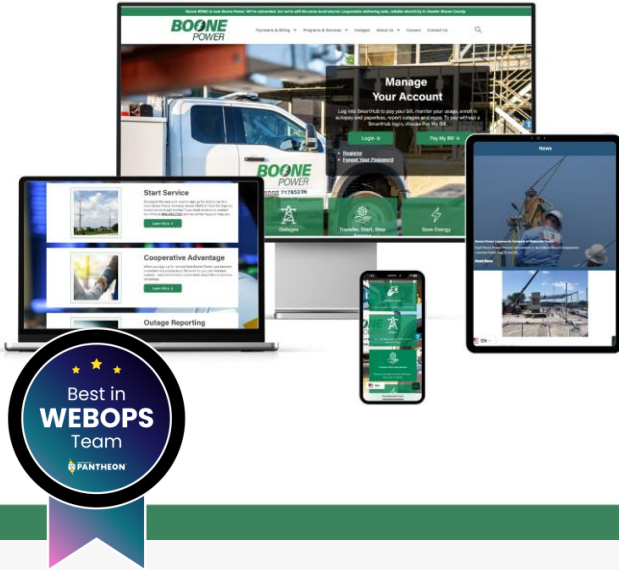
SHiNE includes a leading, **AI-powered web accessibility solution** to ensure compliance with **WCAG, ADA, and other accessibility legislation**, complete with an official **accessibility statement** that proves your WCAG AA+ 2.1 compliance level.

The SHiNE platform protects all sites with enterprise-grade security, featuring **real-time malware, ransomware, and vulnerability monitoring** and threat scanning.

Best in
WEBOPS
Team
PANTHEON

BOONE
POWER

SHiNE: Our Partners

Our platform is run by Touchstone Energy staff and supported by many successful connections.

Pantheon hosting offers 99.99% uptime SLA, enjoy performance enterprises packages and support.

Our custom WAF protects your website from attacks, abuse, and malicious actors 24/7/365. Includes automated SSL certificates, geo-blocking, and many other security features.

The SHiNE team consistently manages and mitigates vulnerabilities and scanning.

With continuous altering and logging, our team will be notified of any potential security incidents immediately.

Ensures that all SHiNE CMS websites are AI-powered for accessibility and meet all WCAG requirements of co-ops.

SHiNE: Experience Levels

Select up to three experiences offered with SHiNE tailored to your project needs.

SHiNE CMS

Foundation & Performance

Direct access to the powerful **SHiNE Content Management System (CMS)**, including all design templates, enterprise-level **security, accessibility assurance, dedicated hosting**, and comprehensive platform **support** services.

Design & Build

Bespoke Development

Leverage **next-level development capabilities** to create completely custom designs, bespoke themes, or invent original functionality that seamlessly expands upon the core SHiNE CMS architecture.

Content Support

Engagement & Optimization

Hands-on, expert assistance with **copywriting, content creation, information architecture/navigation organization**, and **post-launch analysis** to ensure your content remains fresh, relevant, and engaging.

SHiNE: Secondary Sites. Limitless Possibilities.

Create a variety of additional site types boasting features targeted for very specific audiences.
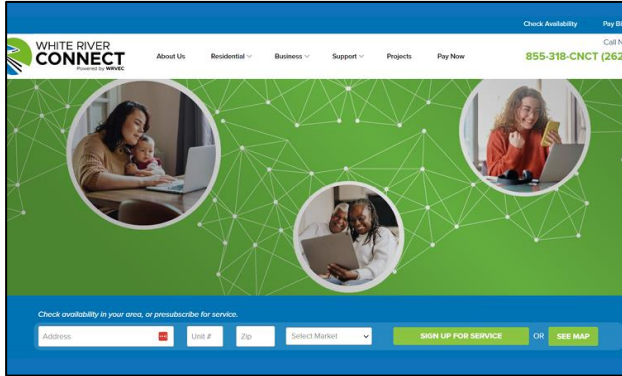
Fiber

Intranet
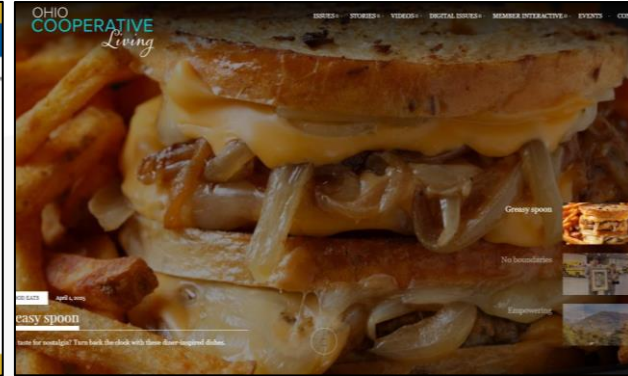
Magazine

shine.coop/blog/expand-your-co-ops-reach-with-additional-websites

SHiNE: Case Studies

Celebrate a sample of the 100 SHiNE websites launched over the past year.
View project details, requirements, timelines and browse new co-op websites.

shine.coop/case-studies
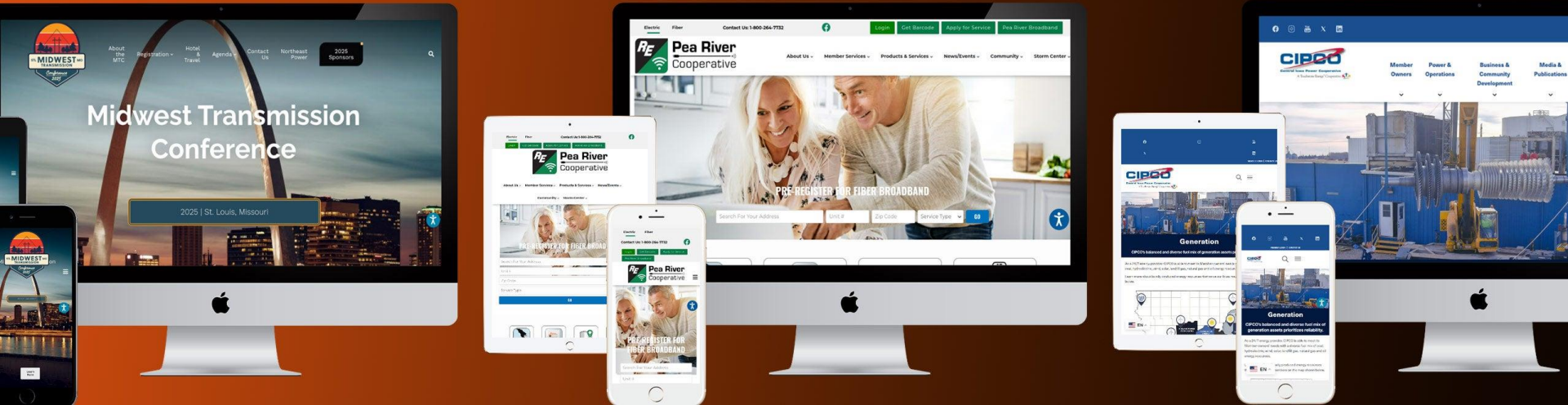
Touchstone Energy® Cooperatives

SHiNE: Page Templates

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

View

SHiNE Content Support

A monthly service designed to help you with website:

Maintenance

Preparation

Creation

Content Support Maintenance

Designed to help you keep your website fresh,
up-to-date, and your traffic soaring.

- **Content & Updates:** Includes features like Content Maintenance and Updates and Content Creation.

- **Insights:** Provides Managed Analytics Reports & Insights and Link/Button Tracking & Performance.

- **Proactive Care:** Offers Broken Link & Error Detection & Repair and Accessibility Compliance

Content Support Preparation

We help you analyze and prepare for an upcoming website redesign.

- **Engagement Analysis:** We analyze your current website data to understand member behavior and identify areas for improvement.

- **Strategic Content:** We help you organize existing content and develop a strategic plan for new content to align with your redesign.

- **User Focus:** We map out typical member interactions to ensure the new website is intuitive and user-friendly.
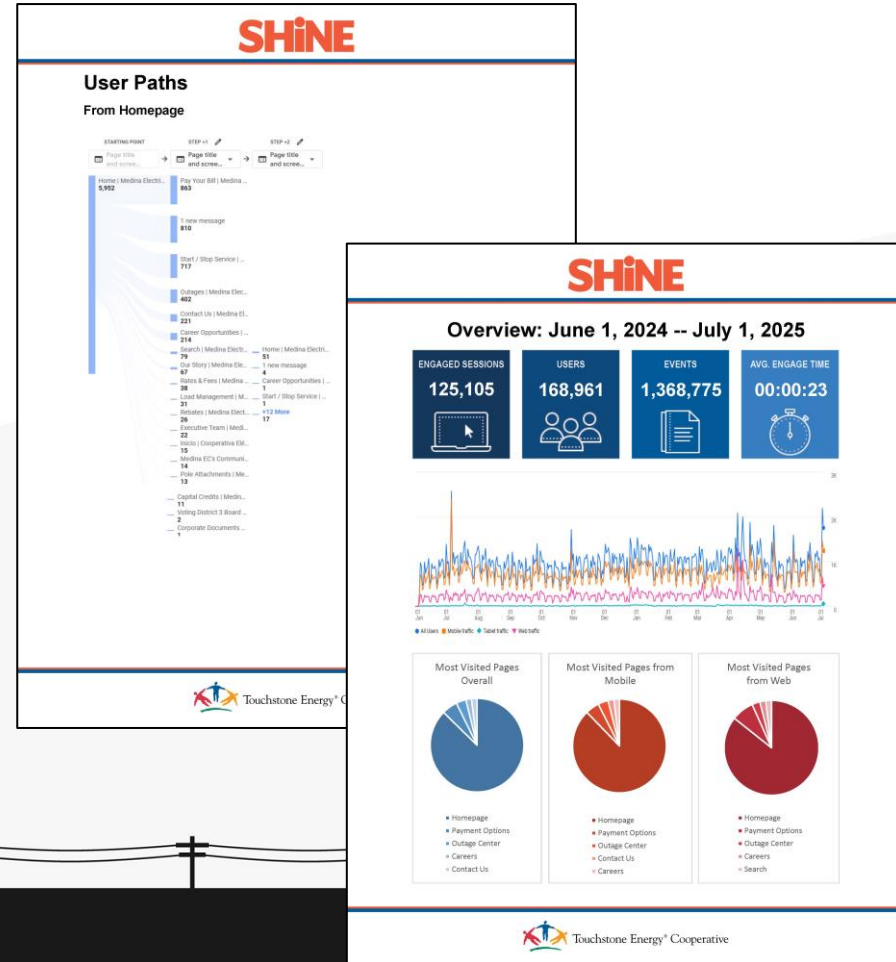
Content Support Creation

We help you build, enhance, and create content for your website redesign.

- **Content Audit:** We begin with a comprehensive audit of your existing content, aligning it with industry best practices for clarity and relevance.

- **New Strategy:** We develop a new content strategy informed by your member engagement data and the latest best practices in web content design.

- **High-Quality Content:** We create new, high-quality content following best practices for SEO, readability, and mobile responsiveness.
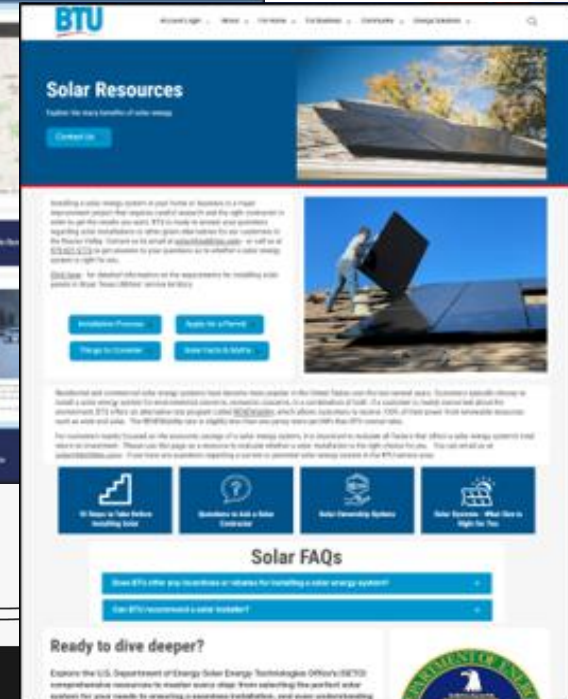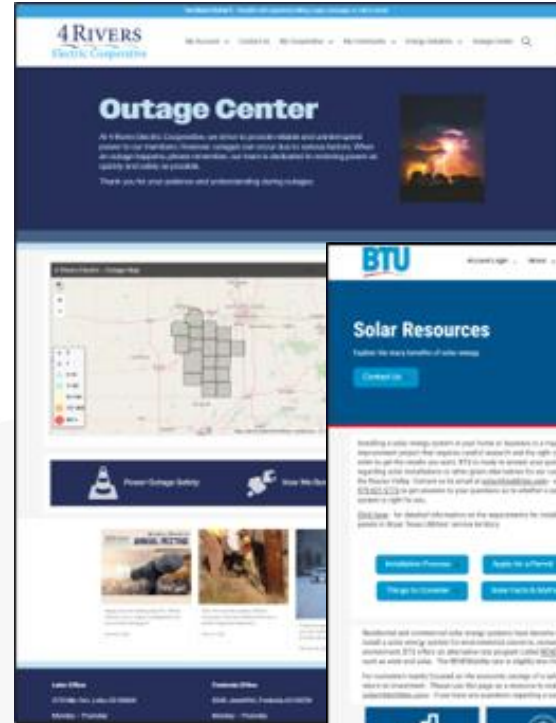
PLANS / FEATURES	ANALYTICS LEVEL $250/month	LEVEL ONE: CONTENT HELPING HAND $250/month	LEVEL TWO: CONTENT COLLABORATOR $500/month	LEVEL THREE: CONTENT DRIVER $1,200/month
CONTENT MAINTENANCE AND UPDATES		✓	✓	✓
CONTENT CREATION		✓	✓	✓
MANAGED ANALYTICS REPORTS & INSIGHTS	MONTHLY		QUARTERLY	MONTHLY
ONGOING 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

SHiNE: Accomplishments (YTD)

- ✓ Launched 92 co-op websites on SHiNE with 8 launches scheduled.
- ✓ Acquired 35 content support subscriptions.
- ✓ Attained Design & Build revenue of $176,925.
- ✓ Developed a total of 114 new co-op sites.
- ✓ Created new online SHiNE Starter Kit form.
- ✓ New page templates for Cooperative Principles, Capital Credits, Dolly Parton, and Energy Explorers' Club (youth content).
- ✓ Created Leadership portal with SHiNE to replace DirectorPoint.
- ✓ Additional contractor added to SHiNE team, Brad Kurazawa (site builder).

SHiNE: Looking to the Future (2026)

COMING SOON

- New AI Chatbot plugin, powered by Gemini, add-cost optional package.
- New Template 4 of staff's best practices preconfigured.
- More case studies for shine.coop to showcase 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.
- Magazine plugin for statewide association.

Business Member Summit Debrief

Scott Bialick

Co-ops and Businesses Converge to Tackle Our Shared Energy Future

- October 15-16 in Atlanta
- 41 total attendees
- 15 presenters and 13 business guests
- Reliability, datacenters, large loads, economic development impacts, proactive key accounts management, business case studies, sustainability goals, and more.
- Collaboration with Georgia EMC for energy manager and CKAE guests and presenters.
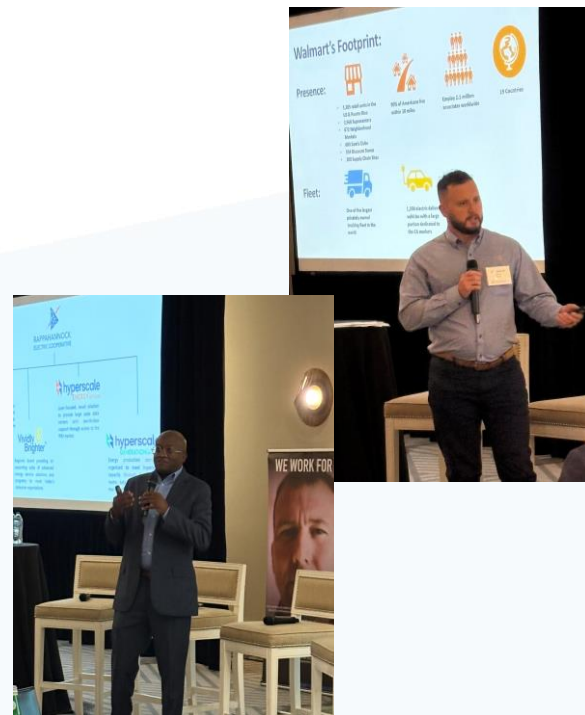
Business Member Summit Sessions

- Tackling Opportunities & Challenges of Large Loads
- Power of Local Key Account Programming & Community Focus
- (2) Roundtable Discussion Sessions
- National Energy Manager Perspective
- Brighter Tomorrow and What's NEXT?
- Overcoming Energy Challenges with Technology, Trend Analysis & Teamwork

2026 NEXT CONFERENCE

February 2-4, 2026 | Hilton El Conquistador Tucson, AZ

NEXT 2026

- February 2-4, Tucson, AZ
- 450+ attendees expected, 40+ business guests
- 3 days of content and networking
- 3 general sessions, 12 breakout sessions, 3 pre-cons, 2 receptions, 3 offsite activities
- Accounts for all CKAE CEUs for the year
- Early bird deadline is *November 14* for $300 discount

2026 NEXT Conference
February 2 - 4, 2026
Tucson, Arizona

Member Engagement & Recruitment Update

Josh McGhee

Member Engagement & Recruitment Update

- Summer Invitations

- Regional Meetings

- Engagement Reporting

Non-Member Invitation Project

300 Distribution Invitations (July – Aug)
- E-mail invitation
- Printed invitation
- E-mail follow up

(5) NRECA Regional Meeting (Sept – Oct)

TouchstoneEnergy.com/Become-Member

Touchstone Energy® Cooperatives

AN INVITATION TO MEMBERSHIP

We welcome and encourage you to join the national brand for electric cooperatives and receive the professional resources and benefits of a leading member engagement resource portfolio.

Touchstone Energy® members who engage in our member satisfaction and benchmarking programs consistently score above industry standards. The turnkey marketing, communications, creative and advertising solutions drive member satisfaction, identify, engagement and mission awareness. And the Touchstone Energy network unlocks connections with other cooperative leaders, communicators and member-owners from across the country, including national businesses and key account relationships.

Through these resources, your cooperative builds:

- *Connection* with all members through professional research, marketing, design, branding and web services
- *Community* through relationships with business members, key accounts and support of local development efforts
- *Commitment* to providing the highest levels of Service Excellence through training and professional development

MEMBER LED ORGANIZATION:	
650	Members
13	Elected Directors
22	Regional Members
80	Advisory Seats
17	National Staff
46	States

"Touchstone Energy® Cooperative helps you strengthen your relationship with your member-owners."

CHECK OUT THE LATEST INSIGHTS & TACTICS TO BUILD MEMBER ENGAGEMENT

Touchstone Energy® Cooperatives

Non-Member Recruitment (2025)

	Member Type	Member Type	Recruitme...	Enter Date	Lead Source	Status	2025 DUES
Leads in Process (Dues/Membership) 44 Co-ops			+6	Apr 1, '...			$402,703 sum
SOLD – Membership No Co-ops				-			$0 sum
Completed! Membership – 2025 8 Co-ops			+3	Jun 17,...			$96,238 sum

New Distribution Cooperatives:
- Eastern Iowa REC, Iowa
- Oconto Electric Cooperative, Wisconsin
- Kodiak Electric, Alaska
- CoServ, Texas
- Gascosage Electric, Missouri
- Moon Lake, Utah

New Regional Member:
- Seminole Electric, Florida
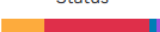
New Cooperative Service Provider/Affiliate:
- RWE
- Federated Broadband
- Oncourse Home Solutions (2026)

2025: $61k | 2026: $101k

Member Engagement Leads

	Program	Engagem...	SME Lead	Enter Date	Lead Source	Status	$ Amount
Leads in Process - Non-Dues/Program Engagement 174 Co-ops	SHiNE +19	SB +8	+10	May 12, '2...			$143,970 sum
Final Outreach 37 Co-ops	SHiNE +7	+2	MR +6	May 13, '2...			$11,500 sum
SOLD! 228 Co-ops	SHiNE +16	+9	SB +10	Apr 9, '24 ...			$394,985 sum
COMPLETED! 2025 191 Co-ops	SHiNE +15	+8	+11	Apr 2, '24 ...			$330,403.01 sum
COLD / No Sign Up - 2025 142 Co-ops	SHiNE +16	SB +5	+11	May 12, '2...			$90,730 sum

CEO Outreach & Engagement

- **New CEO Outreach**
  - Welcome E-mail
  - Engagement Call with Jana
- **CEO Council**
  - CEO Perspective for Board & Staff
  - Incubator for Engagement & Governance

Lunch

Financial Report

Jana Adams

Financial Report

- 2025 Financial Performance

- 2026 Proposed Budget – Approval Needed

- Member Equity and Reserve Spending Overview

- 2026 Reserve Spending Request – Approval Needed

Touchstone Energy® Cooperatives

		September 30, 2025	December 31, 2024
ASSETS			
Receivable Due from NRECA	(A)	$ 8,893,687	$ 10,685,851
Accounts Receivable		334,490	715,997
Other Receivables		-	18,541
Deferred Expenses		155,976	338,352
Furniture & Equipment		58,628	113,852
Total Assets		**$ 9,442,781**	**$ 11,872,594**
LIABILITIES			
Accrued Expenses		$ 58,052	$ 73,462
Accounts Payable		11,924	12,640
Accrued Annual Leave		68,571	68,571
Deferred Revenue - NEXT Conference		65,210	409,205
Deferred Revenue	(B)	2,128,922	4,563,106
Total Liabilities		**2,332,679**	**5,126,984**
MEMBERS' EQUITY			
Beginning of Period		6,745,610	7,300,563
Current Period Net Income		364,492	(554,953)
End of Period		**7,110,102**	**6,745,610**
Total Liabilities and Members' Equity		**$ 9,442,781**	**$ 11,872,594**

Statement of Financial Position as of September 30, 2025

Touchstone Energy® Cooperatives

	Budget	YTD Budget	YTD Actual	Budget Variance Fav/(Unfav)
Revenue				
Membership Dues	$ 8,989,000	$ 6,741,750	$ 6,387,195	$ (354,555)
Education & Meetings	555,000	551,250	585,981	34,731
Other Income	663,100	507,325	514,881	7,556
Investment Income	230,000	172,500	321,939	149,439
Total Revenue	10,437,100	7,972,825	7,809,996	(162,829)
Personnel costs	3,426,530	2,501,995	2,296,131	205,864
Travel	240,330	197,161	178,589	18,572
Communication	21,500	16,875	9,681	7,194
Supplies & Materials	13,500	12,000	10,946	1,054
Professional Fees	792,915	634,686	602,438	32,248
Meetings	572,500	527,125	473,421	53,704
Printing & Artwork	35,000	27,750	18,370	9,380
Computer & Electronic Services	1,624,515	1,232,067	1,226,549	5,518
Dues & Contributions	25,700	11,700	19,409	(7,709)
Software & Equipment	14,000	14,000	47,886	(33,886)
Utilities & Building Related	-	-	103	(103)
Insurance, Interest & Taxes	52,052	44,427	40,783	3,644
Depreciation & Amortization	85,731	64,821	65,221	(400)
Other Direct	2,183,692	1,604,294	1,454,537	149,757
Total Direct Expenses	9,087,965	6,888,901	6,444,064	444,838
Net Margin(Expense) before Transfers and Allocations	1,349,135	1,083,924	1,365,932	282,008

Statement of Activities as of September 30, 2025

Net Margin(Expense) before Transfers and Allocations	1,349,135	1,083,924	1,365,932	282,008
Allocations & Transfers				
Headquarters Rent	195,817	146,863	146,863	-
General & Administrative Support	918,188	663,443	578,270	85,173
IT Support	424,742	322,946	236,494	86,452
Other Allocations	58,109	44,554	39,813	4,741
Website	-	-	-	-
Sponsorships	-	-	-	-
Total Allocations & Transfers	1,596,856	1,177,806	1,001,440	176,366
Total Expenses	10,684,821	8,066,707	7,445,504	621,204
Net Margin (Expense)	$ (247,721)	$ (93,882)	$ 364,492	$ 458,374

Statement of Activities as of September 30, 2025

	2026 Proposed Budget	2025 Final Budget	YTD Actual as of SEPT 30
Revenue			
Membership Dues	8,335,000	8,989,000 $	6,387,195
Education & Meetings	585,000	555,000	585,981.10
Other Income	1,164,000	663,000	514,880.88
Investment Income	300,000	230,000	321,939.40
Total Revenue	10,384,000	10,437,000	7,809,997
Direct Expenses			
Personnel costs	3,377,000	3,427,000	2,296,131
Travel	230,000	240,000	178,589
Communication	18,000	22,000	9,681
Supplies & Materials	9,000	14,000	10,946
Professional Fees	895,000	793,000	602,438
Meetings	560,000	573,000	473,421
Printing & Artwork	27,000	35,000	18,370
Computer & Electronic Services	1,747,000	1,625,000	1,226,549
Dues & Contributions	43,000	26,000	19,409
Software & Equipment	47,000	14,000	47,886
Insurance, Interest & Taxes	50,000	52,000	40,783
Depreciation & Amortization	23,000	86,000	65,221
Other Direct (includes advertising)	1,804,000	2,184,000	1,454,537
Total Direct Expenses	8,830,000	9,088,000	6,444,063
Net Income Before Transfers and Allocations	1,554,000	1,349,000	1,365,934
Transfers and Allocations			
General & Administrative Support	887,000	918,000	578,270
Headquarters Rent	197,000	196,000	146,863
IT Support	397,000	425,000	236,494
Other Allocations	74,000	58,000	39,813
Website			
Total Transfers and Allocations	1,555,000	1,597,000	1,001,441
Net Margin (Expense)	0,000	-248,000	364,493

- Impact of NC member attrition built into dues budget.
- Continued growth in non-dues revenue
  - Research income with partially offsetting expenses.
  - SHiNE & Content Support
- 2025 personnel forecast is $3.27 million (less than budget due to staffing adjustments and open positions in early 2025) so 2026 budget accounts for growth.

2026 Proposed Budget

Draft Budget Approval Resolution

Resolved, the Touchstone Energy Cooperative, Inc. Board of Directors approves the proposed 2026 budget as presented on November 4, 2025.

MEMBERS' EQUITY

Beginning of Period	6,745,610	7,300,563
Current Period Net Income	364,492	(554,953)
End of Period	**7,110,102**	**6,745,610**

Reserve threshold per policy (45% of annual expenses): $4.7 million
Approximate Excess Reserves: $2.4 million

Available Reserve Spending as of September 30, 2025

Project	2022	2023	2024	2025	Total
Targeted CTV ads				$ 250,000	$ 250,000
Ad impact research	$ 500,000	$ 400,000			$ 900,000
CWB / SHiNE Enhancements	$ 150,000		$ 150,000		$ 300,000
SHiNE Content Support			$ 100,000		$ 100,000
25th Anniversary		$ 175,000			$ 175,000
Regional Member Marketing hub		$ 350,000	$ 100,000		$ 450,000
Total Approved Reserve Spend	$ 650,000	$ 925,000	$ 350,000	$ 250,000	$ 2,175,000
Actual/Forecast Reserve Spend	$ 41,385	$ 720,617	$ 555,000	$ 230,000	$ 1,547,002
Variance	$ 608,615	$ 204,383	$ (205,000)	$ 20,000	$ 607,998

Summary of Reserve Spending to Date

Touchstone Energy® Cooperatives

Reserve Funding Request

Maximum of $500,000 for ad buy in co-op participant zip codes with the ad "Cooperative Advantage".

Ad channels to be decided by most efficient reach for those participating.

Reserve Funding Approval Resolution

Resolved, the Touchstone Energy Cooperative, Inc. Board of Directors approves reserve funding up to a maximum of $500,000 for "Cooperative Advantage" Advertising Awareness Placement and Research.

Touchstone Energy® Cooperatives

Upcoming Events

Josh McGhee

Upcoming Events

- CEO Close Up & Directors Conference
- NEXT & Regional Member Meeting
- PowerXchange & Community Service Project

Upcoming Events

CEO Close-Up (Jan 11-13)

General Session Remarks (Jana)

Member engagement and recruitment (Josh)

Director's Conference (Jan 25-28)

Cooperative Excellence/Advantage (Jana)

Leadership Excellence/Service (Josh)

Touchstone Energy® Cooperatives

Upcoming Events

2026 NEXT Conference (Feb 2-4)

2027 NEXT Conference (Feb 1-3)

Regional Member Meeting at NEXT (Feb 2)

     Half day meeting before conference

     Private lunch with National Business Group

Touchstone Energy Keynote Speaker @ PowerXchange

Barry "Butch" Wilmore

8,000 Fighter Pilot Hours

ISS Pilot for 178 Days

464 Days in Space

270 Unplanned/Stuck

Community Service Project @ PowerXchange

Sunday, March 8th

Time: 1- 4 p.m. Central/Local Time

One Generation Away (OneGenAway)

Mobile Food Pantry

Franklin, TN (TBD)
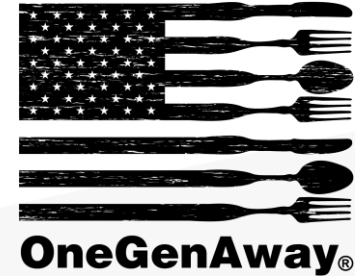
2025 Business & Election Meeting

Josh McGhee

2025 Business & Election Meeting

Date: Wednesday, November 19, 2025
Time: 2 p.m. Eastern
Location: Virtual

- (4) Board seats are available with up to (3) possible incumbents.

- Nomination Period Closed.

2025 Election Ballot (Incumbents)

Amy Rosier
VP, Member & Government Relations
Poudre Valley REA
Colorado

Mike Wilson
VP, Member & Community Relations
Eastern Illini Electric Cooperative
Illinois

Van O'Cain
Director, Public & Member Relations
ECSC
South Carolina

2025 Election Ballot (Cont.)

Neil J. Hesse
CEO
PenTex Energy
Texas

Brian Jacobi
CEO
Central Missouri Electric Cooperative, Inc.
Missouri

Break

Board Member Roundtable

Governance & Administration Update

Adriene Montalto

Governance & Administration Update

- Board Term Review & Committee Approvals
- Future Meetings
- Form 990 Questionnaire

Touchstone Energy® Cooperatives

Name	Start 1st Term	End 1st Term	Start 2nd Term	End 2nd Term	RM Affiliation

March 2026

Name	Start 1st Term	End 1st Term	Start 2nd Term	End 2nd Term	RM Affiliation
Amy Rosier	March 2023	March 2026			Tri-State G&T
Doug Tracy	March 2020	March 2023	March 2023	March 2026	Associated
*Van O'Cain	March 2023	March 2026			South Carolina
Mike Wilson	March 2023	March 2026			Assn. of Illinois

March 2027

Name	Start 1st Term	End 1st Term	Start 2nd Term	End 2nd Term	RM Affiliation
Bill Conley	March 2021	March 2024	March 2024	March 2027	Unaffiliated
Jack Bragg	March 2021	March 2024	March 2024	March 2027	East Kentucky
Tim Street	March 2024	March 2027			Ohio's Electric
Brian Mills	March 2024	March 2027			Basin Electric

March 2028

Name	Start 1st Term	End 1st Term	Start 2nd Term	End 2nd Term	RM Affiliation
Marty Lasure	March 2022	March 2025	March 2024	March 2028	Unaffiliated
Jeremy Richert	March 2022	March 2025	March 2024	March 2028	CIPCO
Chris Parr	March 2025	March 2028			Kansas
Chad Kinsley	March 2025	March 2028			East River
*Ryan Craig	March 2025	March 2028			Corn Belt

Committee Name: Brand Strategy

Name: **Anne Gardiner**
Job Title: Communications Supervisor
Cooperative Name: Butler County REC

Short Bio:
In her role she ensures consistent branding for Butler County REC and Touchstone Energy across all member-facing items, print, and digital materials to enhance recognition and loyalty. She manages advertising approvals with local newspapers and radio stations and lead the planning of 3–4 annual member appreciation events, serving approximately 1,400 members and families. This includes coordinating gifts and creating informational materials like "Butler County REC by the Numbers."

Additional responsibilities include producing our cooperative newsletter (writing, layout, and integrating TSE creative), managing our Web Builder site with plans to transition to SHiNE, scheduling social media posts, and editing e-newsletter content.

Committee Name: Business Development

Name: **Jay Bucholz**
Job Title: Manager of Public Relations
Cooperative Name: Sioux Valley Energy

Short Bio:
As Sioux Valley Energy's Key Accounts Executive, I attained my CKAE certification several years ago. Complementing our key accounts, I've served on local and regional economic development organizations, represented the cooperative utility perspective, and assisted/advanced economic development projects for our communities.

Committee Name: Business Development

Name: **Tom Lambrecht**
Job Title: Manager, Economic Development Services
Cooperative Name: Great River Energy

Short Bio:
I have worked for GRE since 1999 in the Economic Development department. I have served on numerous economic development organizations including the Board of Directors for NREDA. I have participated and have attended numerous TSE NET and NEXT conferences. I also have participated in a number of meetings of the NRRCA Community and Economic Developmemt Standing Committee.

Committee Name: Business Development

Name: **Christina Perkins**
Job Title: Manager of Business and Government Relations
Cooperative Name: Owen Electric Cooperative

Short Bio: Certified Key Accounts Executive – NRECA, Certified- Kentucky Institute for Economic Development, Leadership Kentucky Graduate, Local Chamber Board of Directors, Integrated with Regional Economic Development Organizations and Policy Council for Energy and Environment- Representative

Committee Name: Business Development

Name: **Brandon Stooksbury**
Job Title: Key Account Executive
Cooperative Name: Central Georgia EMC

Short Bio:
Brandon has a well-rounded blend of utility expertise, key account management, and community engagement that aligns with the committee's mission. As a Key Accounts Executive, he supports major C&I members with strategic energy planning, balancing technical insight and relationship-building. This includes energy efficiency, renewables, and technology adoption initiatives. His role requires the ability to ensure reliable service while fostering economic development. He will contribute meaningfully to the committee's discussions and represent the interests of Central Georgia EMC and its members effectively.

Committee Name: Cooperative Performance & Research

Name: **Brett Kinlaw**
Job Title: Director of Data Services
Cooperative Name: Lumbee River EMC

Short Bio:

- Served 2 terms on NRECA's Business and Technology Strategies Department's (BTS) Analytics, Resiliency and Reliability Member Advisory Group
- Served on NRECA's Industry Advisory Board to provide input and guidance for the MoHCA project.
- Project Manager for Lumbee River EMC's transition to become its own ISP, RIVR Tech-Project Manager for Lumbee River EMC's AMI upgrade to a Mesh IP metering infrastructure.
- Speaker at NRECA's TechAdvantage Conference (2020 & 2023), NCEMC's Technology Conference (2024), North Carolina GIS Conference (2023)
- Completed NRECA's Supervisor and Manager Development Program (SMDP) certification

Future Meetings

Future Meetings

PowerXchange	JAM	Fall Board Meeting
March 8 or 9	July 21-22	November 2026
Hotel: Omni	Hotel: Inter-Continental Chicago	Hotel: TBD
Nashville, TN	**Chicago, IL**	**Location: TBD**

Touchstone Energy® Cooperatives

Open Discussion / Executive Session

Touchstone Energy® Cooperatives

Adjourn

Dinner @ 5:30

Ada's on the River
3 Pioneer Mill Way
Alexandria, VA