

*Business Development Advisory
Committee Meeting
February 13, 2026*



Touchstone Energy[®]
Cooperatives

Roll Call, Past Minutes and Committee Terms

Business Development Advisory Committee										
Updated February 2026										
	Last Name	First Name	Co-op & Type	1st Term	Start	End	2nd Term	Start	End	Region
1	Buchholz	Jay	Sioux Valley Energy (Dist.)	3 yrs	October 2025	October 2028				Region 6
2	Ebersole	Brad	Consolidated Cooperative (Dist.)	3 yrs	July 2024	July 2027				Region 4
3	Erbert	Annie	Sunflower Electric Power Corporation (G&T)	3 yrs	July 2023	July 2026				Region 7
4	Guthman	Brooke	Egyptian Electric Cooperative (Dist.)	3 yrs	October 2023	October 2026				Region 5
5	Hayes	Tanner	Poudre Valley RECA (Dist.)	3 yrs	February 2024	February 2027				Region 7
6	Hoover	Lea	Oregon Trail Electric Cooperative (Dist.)	3 yrs	July 2020	July 2023	3 yrs	July 2023	July 2026	Region 9
7	Jansen	Michael	Trico Electric Cooperative (Dist.)	3 yrs	July 2023	July 2026				Region 10
8	LaBree	Katie	Butler Country Rural Electric Cooperative (Dist.)	3 yrs	July 2023	July 2026				Region 5
9	Lambrecht	Tom	Great River Energy (G&T)	3 yrs	October 2025	October 2028				Region 6
10	Massa	Addie	Lee County Electric Cooperative (Dist.)	3 yrs	July 2025	July 2028				Region 2
11	Owens	Christine	Mohave Electric Cooperative (Dist.)	3 yrs	July 2025	July 2028				Region 10
12	Perkins	Christina	Owen Electric Cooperative (Dist.)	3 yrs	October 2025	October 2028				Region 3
13	Porth	Matt	Mid-Carolina Electric Cooperative (Dist.)	3 yrs	October 2022	October 2025	3 yrs	October 2025	October 2028	Region 2
14	Sonnenfelt	Devin	White River Valley Electric Cooperative (Dist.)	3 yrs	July 2023	July 2026				Region 8
15	Stooksbury	Brandon	Central Georgia EMC (Dist.)	3 yrs	February 2026	February 2029				Region 2
16	Verrett	Heather	DEMCO (Dist.)	3 yrs	November 2022	November 2025	3 yrs	November 2025	November 2028	Region 8
17	Walker	Chris	Trinity Valley Electric Cooperative (Dist.)	3 yrs	July 2025	July 2028				Region 10
18	Walters	Matt	Boone Power (Dist.)	3 yrs	July 2025	July 2028				Region 4
19	Woeste	Jeremy	Basin Electric Power Cooperative (G&T)	3 yrs	July 2020	July 2023	3 yrs	July 2023	July 2026	Region 6

Business Development Advisory Committee Mission

Develop and oversee initiatives that help cooperatives demonstrate the Cooperative Advantage by strengthening their relationships with members and businesses by:

- Cultivating and enhancing partnerships between cooperatives and national, regional and local businesses
- Identifying and sharing best business practices, such as service expectations and excellence, energy management and energy industry trends
- Helping to foster community and economic development

Touchstone Energy Update and 2026 Strategic Priorities

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

2026 Strategic Priorities

- Increase & diversify fee-for-service revenue streams.
 - SHiNE Design & Build
 - SHiNE Content Support
 - Research reports
 - Sponsorships

2

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

2026 Strategic Priorities

- Focus on nonmember outreach to highlight evolution of Touchstone Energy.
 - NEW CEO calls
 - Speaking opportunities
 - Nonmember marketing

4

Program Engagement Leads ▾

Main table ⋮ Gantt Table Jana's Table Table Renee's Table Invoices needed Invoices to send shine to sept SHiNE Revenue +

New co-op ▾ 🔍 Search 👤 Person 🔼 Filter ▾ ↕ Sort 👁 Hide 📁 Group by ⋮

	Program	Engageme...	SME Lead	Enter Date	Lead Source	Status	\$ Amount
Leads in Process - Non-Dues/Program Engagement 146 Co-ops	SHiNE +16	SB +5	+11	May 13, '2...			\$157,430 sum
SOLD! 156 Co-ops	SHiNE +7	+7	SB +7	Apr 23, '24...			\$324,370 sum
COMPLETED! 2026 49 Co-ops	SHiNE +8	+3	MF +5	May 13, '2...			\$102,116.68 sum
COMPLETED! 2025 ARCHIVED 318 Co-ops	SHiNE +20	+10	+13	Apr 3, '24 ...			\$487,388.39 sum
COMPLETED! 2024 ARCHIVED 68 Co-ops	SHiNE +11	SB +6	+10	Mar 1, '24 -...			\$107,464.55 sum
COLD / No Sign Up - 2025 239 Co-ops	SHiNE +18	SB +7	SB +11	May 13, '2...			\$116,595 sum
COLD / No Sign Up - 2024 131 Co-ops	SHiNE +15	+8	+12	Apr 17, '24...			\$108,619 sum

NEXT 2026 Survey Results & Feedback Session

How would you rate the quality of your overall experience at the 2026 NEXT Conference?

Answered: 102 Skipped: 0



Share the number one value or takeaway you received at the 2026 NEXT Conference.

Answered: 99 Skipped: 3



What is one suggestion you would make to increase value at future NEXT Conferences?

Answered: 80 Skipped: 22



better liquor selection ;)

2/6/2026 03:40 PM

[View full response](#)

[Add tags](#) ▼



Keep doing what you are doing.

2/6/2026 03:39 PM

[View full response](#)

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I would like to see more engagement between the audience with the panels(ists) asking their specific questions on how the topic can provide solutions for them.

2/6/2026 02:29 PM

[View full response](#)

[Add tags](#) ▼



I can't think of any

2/6/2026 02:21 PM

[View full response](#)

[Add tags](#) ▼

What is one suggestion you would make to increase value at future NEXT Conferences?

Answered: 80 Skipped: 22



I believe a venue that is more conducive to our group size would increase value. This resort had difficulties accommodating us for lunches and dinners, outside of the scheduled events. There also wasn't much space in the lobby to have productive meetings in between sessions.

2/6/2026 02:15 PM

[View full response](#)

[Add tags](#) ▼



Not sure of the need or value of having separate pre-conference meetings when they could be added as another breakout session of the three-day program.

2/6/2026 02:07 PM

[View full response](#)

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Find a way to help connect the Cooperatives offering Broadband with the appropriate persons at these large companies like you do with the energy managers. It's a very hard market to crack. .

2/6/2026 02:05 PM

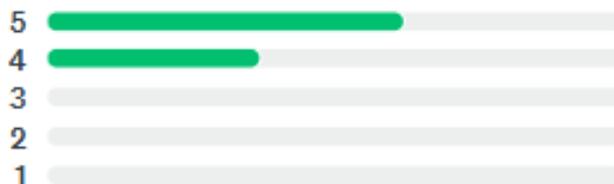
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How would you rate the overall experience & content of Pre-Conference: Key Accounts University?

Answered: 16 Skipped: 86

★ **4.6**/5
Average Rating



How would you rate the overall experience & content of Pre-Conference: The Mega World of Large Tech Loads?

Answered: 27 Skipped: 75

★ **4.3**/5
Average Rating



How would you rate the overall experience & content of Pre-Conference: The Cooperative Advantage for Business Members?

Answered: 25 Skipped: 77



Q12: Please rate the 2026 General Sessions.

Answered: 96 Skipped: 6

	VERY DISAPPOINTED	POOR	NEUTRAL	GOOD	EXCELLENT	TOTAL	WEIGHTED AVERAGE
Opening General Session - Monday afternoon	1.04% 1	1.04% 1	4.17% 4	30.21% 29	62.50% 60	96	4.53
Second General Session - Tuesday morning	0.00% 0	1.05% 1	5.26% 5	44.21% 42	47.37% 45	95	4.41
Closing General Session - Wednesday morning	0.00% 0	1.04% 1	2.08% 2	15.62% 15	60.42% 58	96	4.71

Q13: Please rate the Breakout Sessions you attended.

Answered: 88 Skipped: 14

	VERY DISAPPOINTED	POOR	NEUTRAL	GOOD	EXCELLENT	TOTAL	WEIGHTED AVERAGE
Breakout 1: What's NEXT: Futurism & Tech	0.00% 0	1.35% 1	6.76% 5	21.62% 16	27.03% 20	74	4.31
Breakout 2: Safety in Your Community	0.00% 0	0.00% 0	2.94% 2	4.41% 3	8.82% 6	68	4.36
Breakout 3: Key Accounts 101: Real World Approaches from Three Cooperatives	1.27% 1	0.00% 0	3.80% 3	25.32% 20	26.58% 21	79	4.31
Breakout 4: National Energy and Regulatory Perspective	0.00% 0	0.00% 0	2.74% 2	12.33% 9	27.40% 20	73	4.58
Breakout 5: Local Utility & Key Account Spotlight	1.39% 1	0.00% 0	5.56% 4	16.67% 12	11.11% 8	72	4
Breakout 6: Data Center Insights:	0.00% 0	2.63% 2	5.26% 4	25.00% 19	15.79% 12	76	4.11

Q13: Please rate the Breakout Sessions you attended.

Answered: 88 Skipped: 14

	VERY DISAPPOINTED	POOR	NEUTRAL	GOOD	EXCELLENT	TOTAL	WEIGHTED AVERAGE
Breakout 7: Large Tech and Vital Community Loads	0.00% 0	2.86% 2	1.43% 1	20.00% 14	14.29% 10	70	4.19
Breakout 8: Artificial Intelligence: Utility & Business Application	0.00% 0	0.00% 0	1.33% 1	13.33% 10	33.33% 25	75	4.67
Breakout 9: What is Your NEXT Big Project?	0.00% 0	0.00% 0	8.96% 6	7.46% 5	7.46% 5	67	3.94
Breakout 10: Load Flexibility for Utilities & DERMS	0.00% 0	0.00% 0	8.97% 7	17.95% 14	30.77% 24	78	4.38
Breakout 11: Smart Grids in Action: Building Resiliency and Reliability for Tomorrow	0.00% 0	2.86% 2	2.86% 2	21.43% 15	11.43% 8	70	4.07
Breakout 12: Project Management Roundtable Conversations	1.47% 1	0.00% 0	0.00% 0	8.82% 6	19.12% 13	68	4.45

Committee Member Feedback

- 1) *What was your #1 takeaway*
- 2) *Improvements to the program/content/experience*



★ 4.5/5
Average Rating



NEXT
CONFERENCE

Engaging Business Members

What are some things we can do to interact with our national energy manager community?

Brainstorm session

What are some things we can do to interact with our national energy manager community?

- Weaving Energy Manager interviews into our Seven on 7 podcast lineup
Committee Ask: What information would be valuable to hear about?

How can we get more regional accounts to NEXT as speakers or guests?

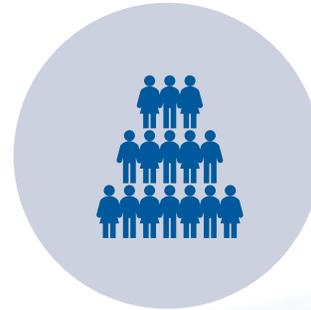
Brainstorm session

Cooperative Advantage Research 2025 Wrap Up and 2026 Invitation

Goals of the Cooperative Advantage Report



Provide participating cooperatives with an individual American Customer Satisfaction Index (ACSI®) score. Local reports include ACSI scores based on age, member identity, and additional metrics.



Provide an aggregate ACSI score across all participating cooperatives, including breakdown of score based on age, member identity, and other metrics.



Inform cooperatives about important trends, expectations, and preferences among residential members.



Based on survey findings, provide cooperatives with actionable suggestions they can realize at their cooperative to maintain and increase member satisfaction, foster engagement, and meet members' needs.

Survey Questions Focus On These Areas

Service Reliability

Power Outage
Communications

Outreach

Call Center
Satisfaction and
Call Center
Representatives

Website
Satisfaction

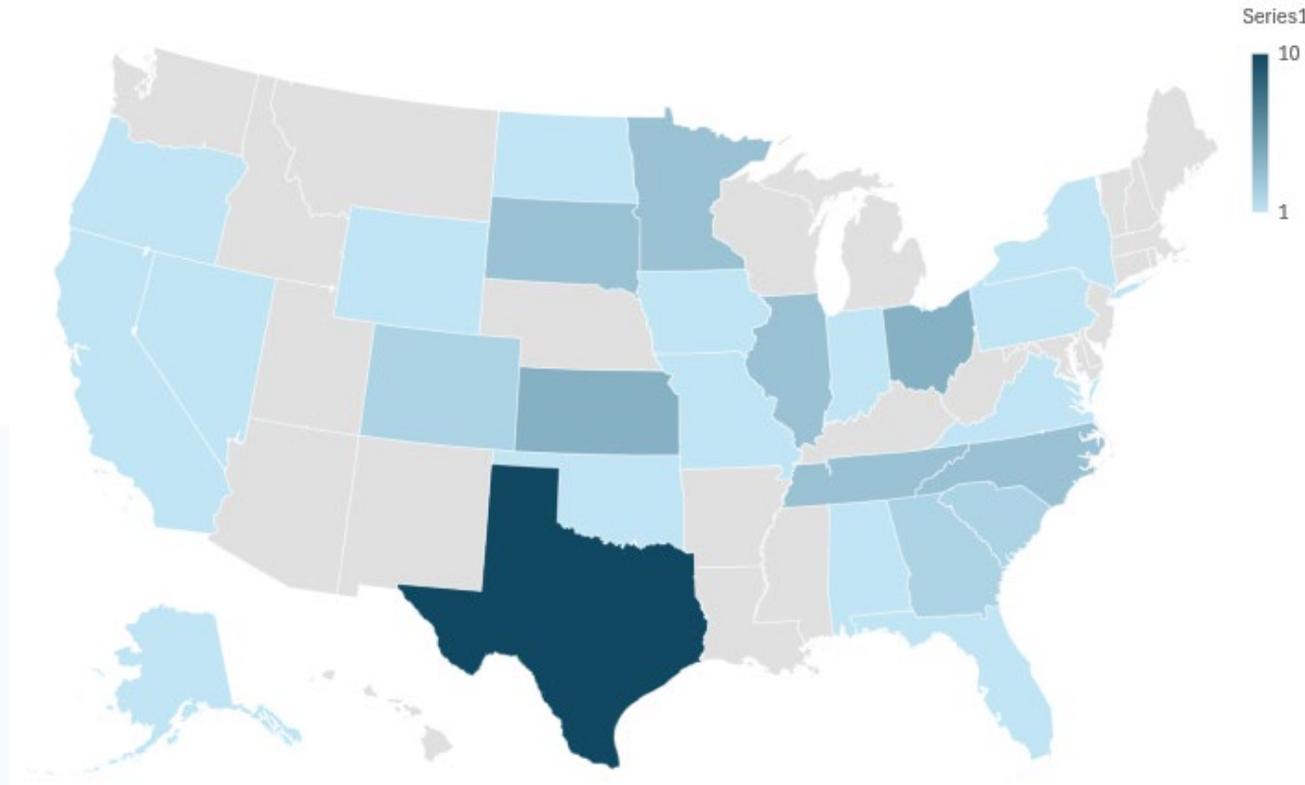
Billing and
Payments

Co-op's Operation
Based on Seven
Cooperative
Principles

Member
Satisfaction

The Cooperative Advantage Report

The 2025 survey received responses from almost 11,500 residential members from 54 participating co-ops in 26 states.

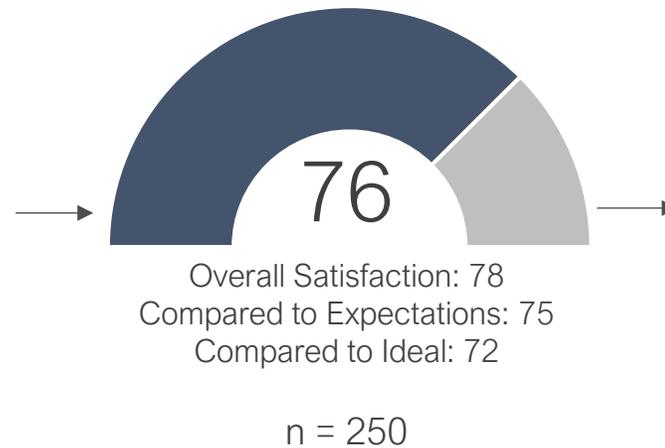


Member Satisfaction Model

Satisfaction Drivers

78	1.9	Service Reliability
74	1.7	Communication
77	1.0	Energy Efficiency
82	0.9	Billing
80	0.9	Call center

Member Satisfaction ACSI



Future Behaviors

Recommend	4.9	78
TBD		
TBD		
TBD		

Note: Model details to be based on specific lines of questioning included on the Cooperative Advantage Survey – TBD based on Touchstone Energy Guidance



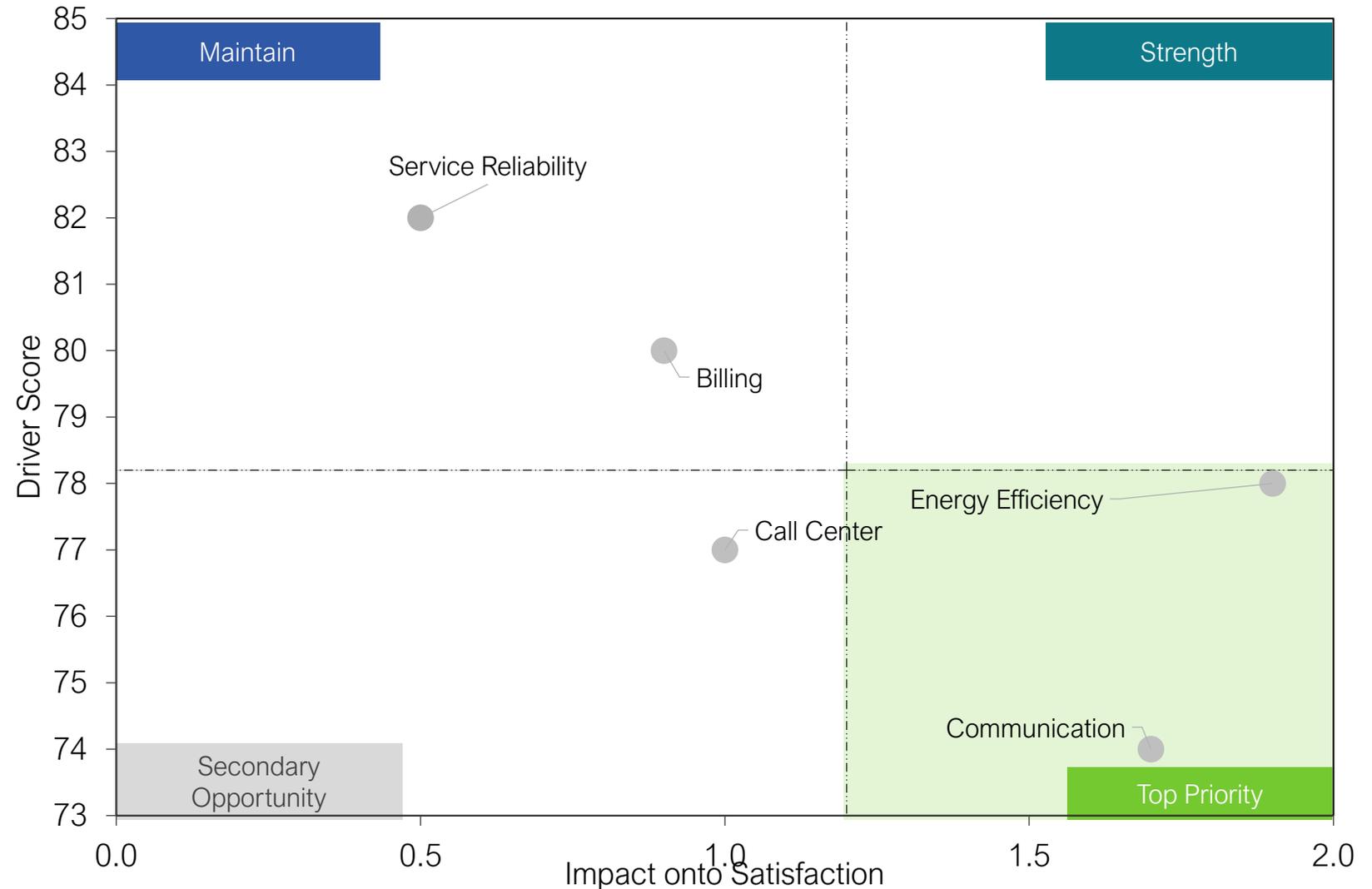
Scores represent your performance as rated by customers.



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

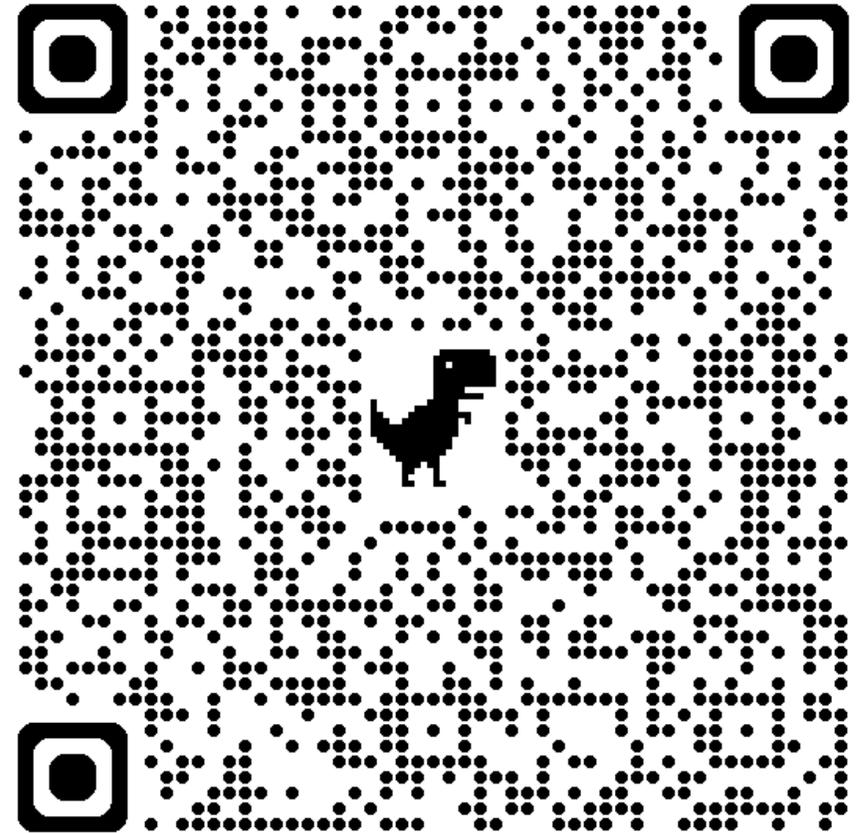
Priority Matrix

- 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.



The Cooperative Advantage Report 2025

Read full report at [The Cooperative Advantage Report!](#)



Why Participate in The 2026 Cooperative Advantage Report?

2026 Cooperative Advantage Report

- **Free Participation for All Touchstone Energy® Members**

- **Free ACSI® Score**

Receive your co-op's individual ACSI score—on top of the credits included in your Touchstone Energy membership.

- **Stronger Benchmarking**

Compare your results to national peers and regional/national satisfaction trends to identify strengths and opportunities.

- **Increased Visibility During the Survey**

Participating co-ops receive **additional ad impressions** from our national ad buy—boosting brand recognition while members are actively evaluating their satisfaction.

- **Optional Local Insights Package** (*fee-based*)

- PowerPoint report with all survey responses
- Two Excel files with demographic & performance-based ACSI breakdowns
- Summary of verbatim member comments

- **Part of a Major National Study**

The 2025 survey was **one of the largest cooperative-exclusive satisfaction studies in the country**—your co-op can be part of this impactful research.

Research Opportunities

Option 1:

Participate in national research and receive national results and an individual ACSI® score

Included in membership

Option 2:

All of the above, plus results for your cooperative

Fee-based

G&Ts and Statewides

Aggregate reports and scores

Fee-based

THE COOPERATIVE ADVANTAGE

Top performing co-ops always have at least one thing in common. They pay attention to what matters to their members. Touchstone Energy's robust Cooperative Performance and Research portfolio provides cooperatives a distinct competitive advantage.



Latest Research Findings

77 percent of members prefer to receive updates on power outages via text message.

[2025 Cooperative Advantage Report](#)

45 percent of members visit their co-op's website to pay a bill.

[2025 Cooperative Advantage Report](#)

88 percent of members would expect or prefer their co-op to have a social media account on Facebook.

[2025 Online Focus Group Social and New Media](#)



Research Findings & Reports



Research Opportunities

Data Collection & Report Release

ACSI® will create URL links and QR codes to collect data that goes directly to their database. This ensures accuracy of data collection and is seamless for the cooperative.

Two options for outreach to members:

1. Cooperative distributes the URL links/QR codes to their members. Member outreach templates will be provided. No charge.
2. Provide member list with email addresses to ACSI to distribute links to cooperative members (fee-based).

Recommendations for optimum sampling will be provided

THE COOPERATIVE ADVANTAGE



National Report Timeline

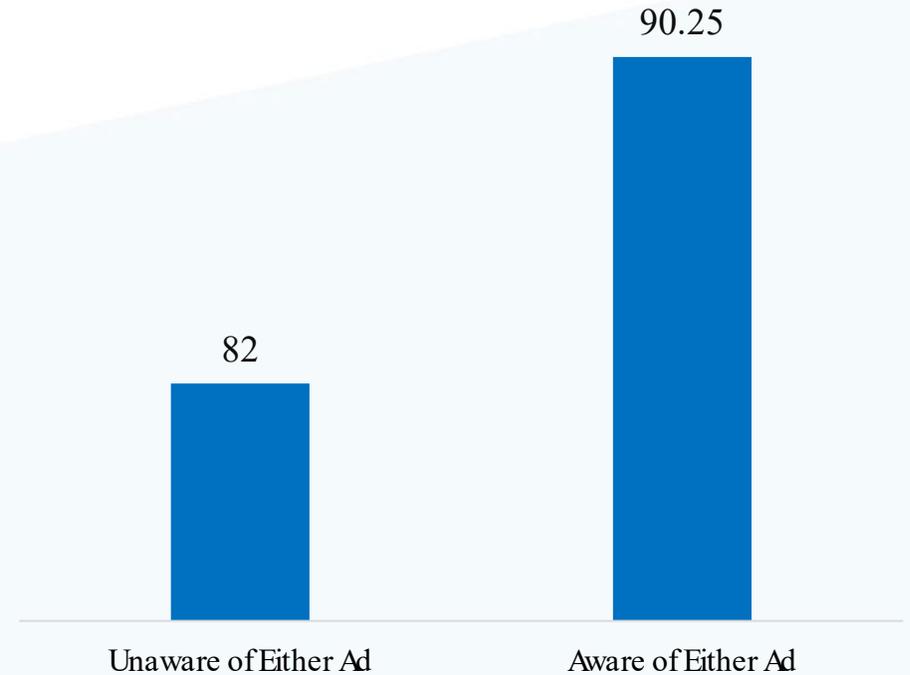
- Co-ops sign-up has started
- Final deadline to participate March 15, 2026
- Sampling begins in Q2
- Final Report delivered Q4

Contact Angelika Hoelger for more information
Angelika.Hoelger@nreca.coop

Awareness of Ads Correlates to Higher Satisfaction

Member-owners that are aware of the ads gave their co-op **10.0 percent higher** satisfaction scores.

ACSI® Scores Comparison Q4-2025



Key Accounts and C&ED Initiatives

Ideas for Serving Key Accounts and the C&ED Community

- Continue promoting Questline webinars. More technical and energy services based around C&I topics.
- Continue collaboration with NRECA Education & Training, Charu Gupta
- One Key Accounts and one C&ED webinar in 2026.
- Ongoing NREDA Support
- New Ideas?

Co-op Connections Update & Future

Member Value Reports and Program Engagement Roundtable

Member Value Report Review and Program Engagement

- See what programs your co-op is using and suggestions for unlocking more value from your Touchstone Energy membership.
- Be an ambassador for other co-ops in your region, TE or non, about some of the programs or resources your co-op finds valuable.
- What are some obstacles to launching or taking advantage of certain programs?
- Set up a Resource Review if you or your team would like to learn more.

Utilizing the Cooperative Advantage Campaign



Future Meetings

Future Meetings

JAM 2026

Chicago, IL at the Inter-Continental Hotel

Date: All day July 21 & morning of July 22

October 2026 Virtual Meeting over Teams

2026 planning, proposed budget, NEXT preview and committee involvement

Let's find a date mid to late October

Old/New Business

Adjourn
Thank You for All You Do!



Touchstone Energy[®]
Cooperatives