

Board Approvals

Committee Name: Brand Strategy

Name: John Davis

Job Title: Communications Director

Cooperative Name: United Cooperative Services (TX)

Short Bio:

A former journalist turned communications and marketing professional, He has led storytelling and brand initiatives for a Big 12 university and spent nearly a decade at United Cooperative Services. He is passionate about promoting the cooperative's mission, values, and community impact, bringing creativity and clarity to every project. He loves being part of the organization and is eager to contribute on a broader scale while continuing to grow and learn professionally.

Committee Name: Brand Strategy

Name: Amanda Richardson

Job Title: Director of Corporate Communications

Cooperative Name: SECO Energy (FL)

Short Bio:

Amanda is a Certified Cooperative Communicator with 22 years of experience serving her electric cooperative. Deeply passionate about cooperatives, their missions, and the not-for-profit business model, she is dedicated to delivering exceptional communications and strengthening brand reputation. She is grateful for the opportunity to serve and remains committed to advancing the cooperative's impact and values.

Committee Name: Brand Strategy

Name: Jennifer Sayler

Job Title: Director of Marketing

Cooperative Name: Yellowstone Valley Electric Cooperative, Inc. (MT)

Short Bio:

Jennifer leads the marketing efforts at her electric cooperative, where she has been a key contributor for seven years. With a professional background rooted in news and sales for broadcast media, she brings strong storytelling and strategic communication experience to her role. She manages digital media programming and cultivates community partnerships that strengthen the co-op's presence and impact. Jennifer is also eager to deepen her knowledge of Touchstone Energy and expand her contributions within the cooperative network.

Committee Name: Business Development

Name: Bryan Lightfoot

Job Title: CEO

Cooperative Name: Bartlett Electric Cooperative

Short Bio: I have 26 years of experience serving the cooperative community. I currently serve as a Director on the NRTC Board. I have served as Chairman of the Board for our statewide cooperative. I have overseen the launch of a Broadband subsidiary at our cooperative. And I have served as CEO for over 18 years while our cooperative has grown from 9,000 meters to almost 17,000 meters.

Committee Name: Cooperative Performance & Research

Name: Terri Bakken

Job Title: Chief Member Service Officer

Cooperative Name: Minnesota Valley Electric Cooperative (MN)

Short Bio:

I've served on the Best Practices Committee and recently finished the Cooperative Relations Committee in 2025. Our cooperative is a strong advocate of Touchstone Energy and we utilize a variety of different programs and services. I was honored to receive TSE Brand Champion award in 2016. I have been in the cooperative world for 25 years and love to learn and network with my fellow TSE ambassadors across the country. Unique qualifications or experiences that I can bring to the table are: best practices with the American Customer Satisfaction Index (ACSI) including key performance indicator development, strategy map connections that build internal team member champions to support business strategy and positively impact member satisfaction scores, developed our first DIY email survey for the 2025 ACSI and created Power BI dashboards so we can monitor survey feedback and show score and member comparisons year over year. On the energy solutions side I managed residential energy sales for 10+ years that increased load management Energy Wise programs for our cooperative from 40% to 56% participation. The TSE organization is a great team to network with.

Committee Name: Cooperative Performance & Research

Name: Seth Mitchell

Job Title: VP, Engineering

Cooperative Name: GreyStone Power (GA)

Short Bio:

As Vice President of Engineering at GreyStone Power Corporation, I lead cross-functional modernization initiatives that directly translate operational performance into member-facing outcomes—including reliability improvement programs, outage/operations analytics, and digital tools that improve transparency and engagement. I have hands-on experience building performance dashboards and reporting that connect system events to the member experience (e.g., understanding outage drivers, restoration performance, and where targeted investment will most improve satisfaction). This aligns with the committee's emphasis on consumer-based insight and performance-based programs.

I'm prepared to meet the standard committee expectations: acting as a liaison, consistently participating in meetings, sharing local/regional learnings, and supporting nominations/recognition efforts.

Committee Name: Cooperative Performance & Research

Name: Kimberly Sanchez

Job Title: Communications Coordinator

Cooperative Name: Karnes Electric Cooperative (TX)

Short Bio:

In my role I have partnered with Touchstone and ACSI to conduct our survey. After the survey was completed I reviewed the feedback from our members and identified key themes and implemented more intentional communication strategies. Moving forward our Cooperative focused on transparency, clarity and proactive member engagement. By using data to guide our messaging and outreach we were able to improve our ACSI score. This experience has strengthened my ability to translate research into action and measurable performance improvements. Additionally, I am deeply committed to the cooperative mission. I would bring a collaborative mindset, strong communication skills, and a desire to ask thoughtful questions that lead to measurable progress.

Committee Name: Cooperative Performance & Research

Name: Jason Lingle

Job Title: Director of Energy Solutions

Cooperative Name: Blue Ridge Energy (NC)

Short Bio:

Our cooperative has been very engaged in member satisfaction surveys for many years and we utilize Touchstone Energy for the ACSI score.

Committee Name: Cooperative Performance & Research

Name: Brealee Villareal

Job Title: Marketing & Community Relations Manager

Cooperative Name: United Cooperative Services (TX)

Short Bio:

I regularly use survey data, engagement metrics, and member feedback to guide strategy and improve satisfaction at United for both our electric members and internet subscribers. By translating research into actionable initiatives, I help strengthen engagement, retention, and overall performance. This experience would allow me to contribute meaningful, research-driven insight to the Cooperative Performance and Research Committee and support its focus on enhancing member satisfaction and reinforcing the cooperative difference.

Committee Name: Cooperative Performance & Research

Name: Andrew Haggard

Job Title: VP Energy Resources

Cooperative Name: Mountain View Electric Association (CO)

Short Bio:

I currently lead strategy and execution across rates, key accounts, distributed energy resources, demand response, and emerging energy programs at my cooperative. My role requires constant engagement with commercial and industrial members, community leaders, and economic development partners to ensure we are not just delivering power, but delivering value. I am particularly focused on helping cooperatives clearly articulate and demonstrate the Cooperative Advantage as a measurable value proposition grounded in reliability, local decision-making, and long-term partnership.

Committee Name: Cooperative Performance & Research

Name: Lynn Hutchison

Job Title: Director of Member Services

Cooperative Name: Tri-County Electric Cooperative (IL)

Short Bio:

I can see how it would be beneficial to have cooperatives of all sizes on a committee. Many larger cooperatives are represented because they have a dedicated marketing/member services employee. I could provide a mid-size cooperative (16,000 meters) perspective. I do enjoy data analytics and member engagement. My interest in both would fuel either committee. I am a CCC, CKAE, and have been BPI certified to complete energy audits for our cooperative members.

Committee Name: Cooperative Performance & Research

Name: Mark Owen

Job Title: Director, Marketing & Communications

Cooperative Name: South Central Power Company (OH)

Short Bio:

I have a masters in communications from Purdue University, where one of my interests was market research. At work, I oversee our member research programs including ACSI, and have participated in several other TSE research efforts as well.

Committee Name: Member Engagement

Name: Houston Bradbury

Job Title: Member Service Representative

Cooperative Name: Yellowstone Valley Electric Cooperative, Inc. (MT)

Short Bio:

Houston is a part of Yellowstone Valley's Member Service and Marketing team. Through everyday interactions with members and a team member of the member engagement team, Houston sees member expectations and needs up close. Houston will be able to give feedback on community programs, member engagement efforts and more.

Committee Name: Member Engagement

Name: Joanna Prado

Job Title: HR & Communications Manager

Cooperative Name: Nueces Electric Cooperative (TX)

Short Bio:

Serving as HR & Communications Manager has provided me with a unique blend of experience in organizational culture, member engagement, and communications. I've helped lead efforts to enhance our cooperative's visibility, improve member outreach, and foster stronger employee engagement. This combination of operational insight and cooperative-focused communications experience makes me well-aligned to support the goals and work of either committee if selected.

Committee Name: Member Engagement

Name: Jolene Fisher

Job Title: Director of Engagement

Cooperative Name: Dunn Energy Cooperative (WI)

Short Bio:

As a 20-year cooperative employee, my career has been rooted in member communications, outreach, and engagement. I am passionate about strengthening connections between cooperatives and the communities they serve, and I value the role Touchstone Energy plays in supporting that mission. Serving on the Member Engagement Committee would allow me to deepen my understanding of the full range of Touchstone resources while also helping elevate awareness among stakeholders about the value and opportunities Touchstone provides. If you'd like any other information, please feel free to reach out.

Committee Name: Member Engagement

Name: Kate Garner

Job Title: Manager of Business & Community Development

Cooperative Name: Prairie Energy Cooperative (IA)

Short Bio:

I actively engage and serve within my territory in advisory roles that promote and develop business relationships. I would like to learn more about the Touchstone by actively engaging in a committee. Designations and affiliations: Certified Key Account Executive, NRECA Class of 2025 Insurance Producer License, Iowa 2023 Clarion Development Alliance, Board of Directors Belmond Growth Alliance, Board of Directors Iowa Specialty Hospital – Clarion, Board of Directors, Secretary 2 year term Wright County Economic Development Commission, Board Member Hancock County Economic Development Corporation, Board of Directors Professional Developers of Iowa – Member NREDA – Member, Rural Issues Committee Member

Committee Name: Member Engagement

Name: Kristina Neely

Job Title: Communications Specialist

Cooperative Name: Benton REA (WA)

Short Bio:

Kristina will provide a communicator's point of view to the Member Engagement committee, including how to package and deliver value of membership propositions. She will also be able to share best practices in marketing community and engagement programs within the local membership. Benton REA also offers a pacific northwest membership perspective.

Committee Name: Member Engagement

Name: Sarah Pinkerton

Job Title: VP, Member Engagement

Cooperative Name: Mountain View Electric Association (CO)

Short Bio:

I believe the Touchstone Energy brand is one of our most powerful tools for demonstrating what makes electric cooperatives different . . . and better. My history of championing its value, especially during challenging financial periods, demonstrates both my compatibility with and readiness to serve on the Member Engagement Committee. My experience reflects:

- Long-term, consistent brand advocacy
- Strategic communication of brand value and ROI
- Engagement of employees, members, and leadership
- Data-informed decision-making to support investment
- A commitment to strengthening the cooperative advantage

Committee Name: Member Engagement

Name: Taylor Smith

Job Title: Member and Youth Engagement Coordinator

Cooperative Name: Mountain View Electric Association (CO)

Short Bio:

I currently sit as a board member for the Savanna Chamber of Commerce working closely with the community to bring economic development to our area. The Member Engagement committee can benefit from the perspective of engaging local community boards and economic groups. Seeing everyday youth engagement in the local community will be a unique add to this group.

Committee Name: Member Engagement

Name: Heather Baker

Job Title: Communications Specialists/Event Coordinator

Cooperative Name: Guernsey-Muskingum Electric Cooperative (OH)

Short Bio:

I have been with GMEC for 20 years and have led, supported, or partnered with every department at our cooperative from planning annual meetings and member engagement initiatives, launching the SmartHub member app, coordinating employee events and communications, visiting key accounts, resolving member concerns, developing member programs, and managing communications during outages.