

Member Engagement Committee Meeting

July 21, 2026



Touchstone Energy®
Cooperatives

Meeting Agenda

- Welcome and Call to Order
- Touchstone Energy Update
- Program Updates
- NEXT Conference & Connections Program (with B.D.)
- New Employee Outreach
- Co-op Champions Network
- Roundtable

Approval of February Minutes



Committee Terms

✓ Member Engagement Advisory Committee | Staff Liaison: Josh McGhee

☐	Client		Cooperative	Position	Start Date	End Date
☐	Laura London		Lake Region Electric Assn	Chairperson	Jul 26, 2022	Jul 31, 2028
☐	JuaNita Keener		Lake Region Electric Cooperative	Member	Nov 15, 2022	Nov 30, 2028
☐	Doug Hutton		South Kentucky RECC	Member	Nov 15, 2022	Nov 30, 2028
☐	Patrick Collins		Oregon Trail Electric Cooperative	Member	Nov 15, 2022	Nov 30, 2028
☐	Michele Furlong		Consolidated Cooperative	Member	Nov 7, 2023	Nov 7
☐	Cassie Cunningham		White River Valley	Member	Jun 6, 2025	Jun 6, 2028
☐	Kami Noel		Adams Electric Cooperative	Member	Jun 6, 2025	Jun 6, 2028
☐	Houston Bradbury		Yellowstone Valley Electric Cooperative	Member	Mar 9	Mar 9, 2029
☐	Joanna Prado		Nueces Power Cooperative	Member	Mar 9	Mar 9, 2029
☐	Jolene Fisher		Dunn Energy Cooperative	Member	Mar 9	Mar 9, 2029
☐	Kate Garner		Prairie Energy Cooperative	Member	Mar 9	Mar 9, 2029
☐	Kristina Neely		Benton REA	Member	Mar 9	Mar 9, 2029
☐	Taylor Smith		Jo-Carroll Energy, Inc.	Member	Mar 9	Mar 9, 2029
☐	Heather Baker		Guernsey-Muskingum Electric Coop.	Member	Mar 9	Mar 9, 2029

Incoming Members

15. Chris Rahn, Cherry-Todd Electric (SD)

16. Dustin Smith, Mountain View Electric (CO)



Touchstone Energy Update

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

Touchstone Energy® 2026 Dashboard – June

2026 Strategic Priorities

- Expand program engagement to drive member value & retention.
- Increase & diversify fee-for-service revenue streams.
- Strengthen and expand research & benchmarking programs.
- Focus on nonmember outreach to highlight evolution of Touchstone Energy.

Goals	KPI	Status	UPDATE
Retain and recruit members to achieve budget.	• Dues \$8,335,000 • 30 proposals to non-member cooperatives	▲ ●	\$7,971,156.05 (\$246,711.62 in receivables) 23
Increase non-dues revenue	• Maintain Leads in Process of \$150,000 • \$1.688 million in budgeted non-dues revenue	● ●	\$367,525 \$1,026,314
Continue outreach to lightly engaged members to schedule value enhancement meetings and highlight member value.	• 200 completed Member Value Meetings • 10 Member Engagement Workshops	● ●	108 4
Strengthen and expand research & benchmarking programs.	• 230 co-ops receive at least one ACSI score • 375 scores • 75 co-ops in Cooperative Advantage Report • \$257,500 Total revenue	● ● ● ▲	146 174 70 (77 sign ups; 7 did not receive enough responses) \$36,500 YTD (plus \$65K in CAR report and services)
Expand use of SHINE platform, web design services and web content support.	• Increase live websites by 20 (2025: 508) • Generate \$300,000 in revenue • Transition 50% of all sites to SHINE • Generate \$132,000 in Content Support revenue • Maintain a monthly baseline of 15 subscribers	● ● ● ● ●	516 (plus 22 first time sites in development) \$178,275 YTD 29.7% \$81,950 YTD 24 Active



Touchstone Energy® 2026 Dashboard – June

	KPI	Status	UPDATE
Map out the future of Co-op Connections to ensure value and appropriate costs.	- Develop program improvement plan - Lower net expense to \$55K	● ●	Lowered cost by \$4,385/mos starting in August YTD net expenses: \$30,000
Fully promote revised Service Excellence training program and pilot SE 365 to create cohorts of participants that engage post training.	- Host 75 training sessions - Generate program revenue of \$120,000	▲ ▲	26 Training Sessions (plus 13 sold and 45 leads) \$48,137.43
Promote and expand usage of Touchstone Energy creative materials among the membership.	- Conduct next phase of ad. value research. - Expand ad tagging to 50 co-ops total (2025: 27) - Expand leads/use of creative materials/services.	● ▲ ●	Preliminary results expected in July 13 (plus 20 leads) Added a second newsletter to our design work
Increase LinkedIn Learning program usage by co-op employees and number of co-ops using the program.	- Increase users to 3+ for 40 co-ops (Total 340) - Increase video views to 225,000	● ▲	317 Active Cooperatives 72,938 Video Views
Successfully implement the 2026 NEXT Conference to achieve financial and programmatic objectives.	- Increase western attendance (2024: 390) - Achieve budgeted Net Revenue of \$36K - Attendee survey results >= 4.5	● ● ●	437 <i>registered attendees</i> Current YE forecast > \$54K net 4.5 <i>rating</i>
Expand use of Touchstone Energy SOCIAL to support members social media engagement.	- Content Support: 110 Co-ops (2025: 102) - Management Platform: 18 Co-ops (2025: 12)	● ●	106 Co-ops (140 Profiles) 19 Co-ops
Promote branded Pre-Paid Credit card program to increase use and non-dues revenue.	\$1.8M through the program (2026: \$1.49M) 175 Active Users (2025: 152)	● ●	\$1,322,271.22 104



Program Engagement Leads ▾

New Leads - Team ...

New Sold - Team M...

New Complete - Te...

Main table ...

Invoices needed

Invoices to send

SHiNE Revenue

SOLD Items for team ...

+

New co-op ▾

Search

Person

Filter ▾

Sort

Hide

Group by ...

> Leads in Process - Non-Dues/Program Engagement 195 Co-ops	Program SHiNE +17	Engagement Le... SF +4	SME Lead +9	Enter Date May 13, '2...	Lead Source 	Status 	\$ Amount \$371,375.00 sum
> SOLD! 170 Co-ops	Program SHiNE +10	Engagement Le... +5	SME Lead JK +8	Enter Date May 2, '24 ...	Lead Source 	Status 	\$ Amount \$427,820.00 sum
> COMPLETED! 2026 250 Co-ops	Program SHiNE +16	Engagement Le... +7	SME Lead +11	Enter Date Apr 23, '24...	Lead Source 	Status 	\$ Amount \$342,384.02 sum
> COMPLETED! 2025 ARCHIVED 325 Co-ops	Program SHiNE +20	Engagement Le... SB +9	SME Lead +13	Enter Date Apr 3, '24 ...	Lead Source 	Status 	\$ Amount \$487,388.39 sum
> COMPLETED! 2024 ARCHIVED 68 Co-ops	Program SHiNE +11	Engagement Le... +5	SME Lead SB +10	Enter Date Apr 18, '24...	Lead Source 	Status 	\$ Amount \$107,464.55 sum

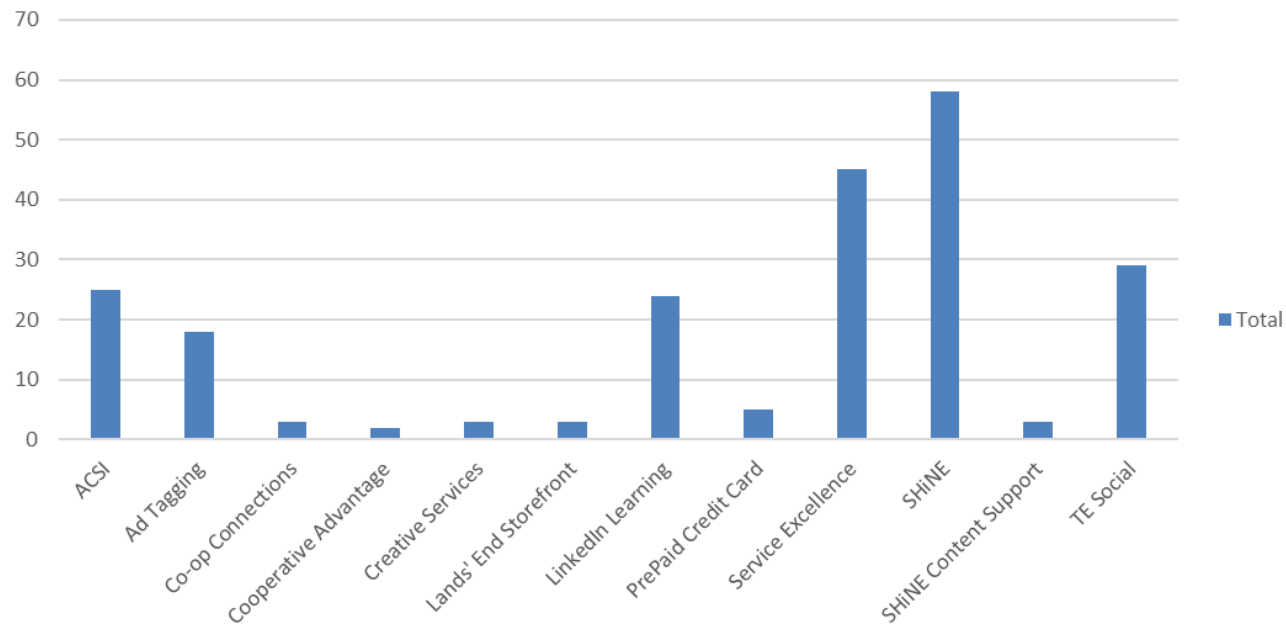
Leads in Process - Non-Dues/Program Engagement

☐	Co-op		Program	Engagement Le...	SME Lead	Enter Date	Lead Source	Status
☐	South Central Power (OH) (copy)		Questi... Resear...	SF SB	A	Jun 5	New Comms/MS...	SME Phase 2
☐	Mountain Parks Electric, Inc. (CO)		SHINE	SF SB		Jun 2	Incoming email/call	SME Phase 2
☐	Itasca-Mantrap Electric Cooperative (MN)		Ad Tagging		RF	May 29	Incoming email/call	MR/ME Phase 1
☐	New-Mac Electric Cooperative (MO)		TE Social	SF SB	JK	May 27	New Comms/MS...	MR/ME Phase 1
☐	Berkeley Electric (SC)		ACSI +2	SF SB	JK +2	Jun 10	New Comms/MS...	MR/ME Phase 1
☐	Berkeley Electric (SC)		SHINE	SF SB		May 18	Incoming email/call	MR/ME Phase 1
☐	West Central Electric (SD)		SHINE	SF SB		May 14	Incoming email/call	SME Phase 2
☐	Jo-Carroll Energy (IL)		Ad Tagging		 RF	May 7	Marketing Email	MR/ME Phase 1
☐	Swisher Electric Cooperative (TX)		SHINE	SF		Apr 21	Incoming email/call	MR/ME Phase 1
☐	Coles-Moultrie Electric Co-op (IL)		ACSI +2	SF SB	 RF	Apr 16	New Comms/MS...	MR/ME Phase 3
☐	Canoochee EMC (GA)		Linked... Servic...	SF SB		Apr 16	New Comms/MS...	SME Phase 2
☐	Eau Claire Energy Cooperative (WI)		SHINE	SF SB		Apr 15	Incoming email/call	Follow Up in Later
☐	Consolidated Cooperative (OH) - Intranet		SHINE	SF SB		Apr 6	Incoming email/call	Follow Up in Later
☐	Cape Hatteras Electric Cooperative (NC)		Service Excellence			Apr 3	Incoming email/call	SME Phase 2
☐	Pennsylvania Rural Electric Assn. (PA)		Lands' End Storefr...	JK		Mar 30	Member Value Me...	MR/ME Phase 1
☐	Basin Electric Power (ND)		Service Excellence	SF SB		Mar 25	Member Value Me...	MR/ME Phase 1
☐	Crawford Electric (MO)		Service Excellence	SF SB		Mar 24	Member Value Me...	SME Phase 2
☐	Calhoun County ECA (copy)		ACSI	SB SF	A	Mar 24	Member Value Me...	Follow Up in Later
☐	Southwest Iowa Rural Electric Cooperative		SHINE	SF SB		Mar 19	Incoming email/call	SME Phase 2



Sum of Count

Monday Data - Program Engagement Lead

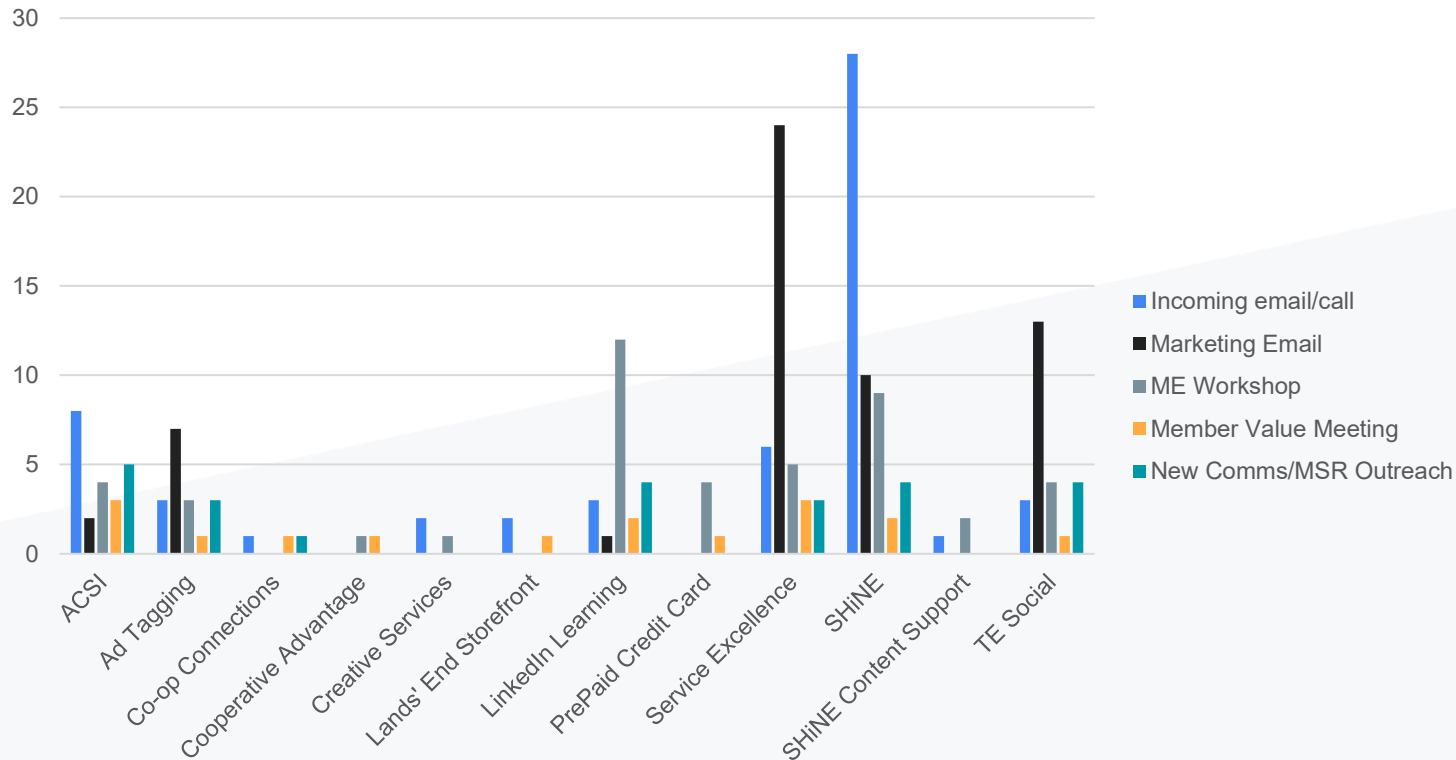


Program ▾



- **Our top lead sources:**

- Marketing Emails — 28% of total leads Incoming
- Emails/Calls — 27% of total leads



Outreach & Marketing Efforts tie back to specific KPIs

Current Priorities

☐	Item		Program	Marketing Channel	Due Date ⓘ
☐	Targeted Follow-up: Research Launch		KPI Research: \$257,500 in Research Rev...	Campaign Monit...	Jul 20
☐	SHINE 150		KPI SHINE: \$300,000 in SHINE Revenue	Social Media	Jul 20
☐	LI: Oneida-Madison SHINE		KPI SHINE: \$300,000 in SHINE Revenue	Social Media	Jul 22
☐	Do You Know Where Your Members Are At?		KPI Research: \$257,500 in Research Rev...	Campaign Monit...	Jul 23
☐	LI: ACSI - Southeastern (SD)		KPI Research: 375 ACSI Scores	Social Media	Jul 23
☐	Research Email to those Using Third-Party Firms		KPI Research: \$257,500 in Research Rev...	Campaign Monit...	Jul 29
☐	LI: ACSI Licking Valley		KPI Research: 375 ACSI Scores	Social Media	Jul 29

2026 Completes

☐	Item		Program	Marketing Channel	Due Date ⓘ
☐	Co-op Connections [AM]		Co-op Connections	Campaign Monit...	Jul-6
☐	LI: Pre-Paid Cards Post		KPI: PPCC 175 Active Co-op Users	Social Media	Jun-29
☐	SHINE Town Hall Email		KPI SHINE: \$300,000 in SHINE Revenue	Campaign Monit...	Jun-22
☐	Targeted Brochure Follow Up - Spanish Options		KPI: Expand use of creative materials/ser...	Campaign Monit...	Jun-17
☐	Brochure Marketing Email		KPI: Expand use of creative materials/ser...	Campaign Monit...	Jun-15
☐	Co-op Connections Program Updates		Co-op Connections	Program Operati...	Jun-11
☐	LI: SHINE SECO		KPI SHINE: Transition 50% of all sites to ...	Social Media	Jun-9
☐	SHINE Town Hall Reminder Email 2		KPI SHINE: Transition 50% of all sites to ...	Program Operati...	May-27
☐	PPCC Marketing Email		KPI: PPCC 1.8M through the program	Campaign Monit...	May-13
☐	LI: UCS ACSI		KPI Research: 230 co-ops receive at leas...	Social Media	May-12



Marketing Systems

- New e-marketing tool: ***Campaign Monitor***
- Touchstone Energy specific segmentation
- Drip Campaigns & Retargeting
- Custom HTML editors
- Agile and timely marketing



Campaign Monitor

Non-Member Recruitment (YTD 2026)

> Leads in Process (Dues/Membership) 67 Co-ops	Lead Source 	Status 	Onboarding Status 	ANNUAL DUES \$762,927 sum
> Completed Membership - 2026 18 Co-ops	Lead Source 	Status 	Onboarding Status 	ANNUAL DUES \$127,834.75 sum

New Distribution Cooperatives:

- Caney Valley Electric (KS)
- Southern Pine Electric (MS)
- Guadalupe Valley Electric (TX)
- Arkansas Electric Cooperatives, Inc. (AR)

Cooperative Service Provider:

- Oncourse Home Solutions

Trial Membership Terminated 3/31/2026

- Arkansas Valley Electric Cooperative (AR)
- Ashley-Chicot Electric Co-op, Inc. (AR)
- C & L Electric Co-op Corp. (AR)
- Carroll Electric Cooperative Corporation (AR)
- Clay County Electric Co-op Corp. (AR)
- Craighead Electric Co-op Corp. (AR)
- Farmers Electric Cooperative Corp. (AR)
- First Electric Cooperative Corporation (AR)
- Ouachita Electric Cooperative Corporation (AR)
- Ozarks Electric Cooperative (AR)
- Rich Mountain Electric Cooperative, Inc. (AR)
- South Central Arkansas Electric Cooperative (AR)
- Woodruff Electric Cooperative Corp. (AR)

Targeted Distribution Invitations

KPI: 30 Non-Member Proposals

25 Delivered YTD (July), 19 Distribution

- CEO Close Up (6)
- CEO Outreach Calls (2)
- Connect Conference (6)
- Engagement Workshops (5)
- Other (6)

Total: 25

Committee Value Reports

2026 Member Value Reports

- Reorganized content to align with member journey
- Updated information with new resources and materials
- Out to CEOs next week
- Forwarded to Co-op Champions and Regional Members in August

2026

MEMBER VALUE REPORT

Develop Strong & Engaging Member Experiences

Understand Member Needs & Interests

Build Relationships with Business Members

Commitment to Service Excellence

Leverage Professional Content & Services

Bartlett Electric Cooperative, Inc.

State: TX
Co-op Champion: Sarah Hilda-Druessow
Regional Member: Texas Electric Cooperatives

Understanding Member Needs and Interests

ACSI Issues Provided Through Your Membership: 2022, 2023, 2024, 2025
Cooperative Advantage Report Participation: 2023

- The Cooperative Advantage Report grew to more than 17,000 member-owner responses from 32 states in year two and provides a no-cost opportunity for co-ops to gauge member satisfaction. The report identifies and prioritizes methods to meet and exceed member expectations.
- New Expanded Member Satisfaction Measurement & Benchmarking Service provides cooperatives an edge in elevating member satisfaction, engagement, and loyalty while lowering costs.
- Released Member Perspective reports on:
 - Coming Soon Community Engagement (2026)
 - Engaging with Generation Z (2026)
 - Broadband (2026)
 - Senior and New Media (2025)
 - Home Energy Efficiency (2025)
 - Outage Communications (2025)
 - Electricity Demand (2025)
 - EV/Charging Stations (2024)
 - Rates and Member Communications (2024)
 - Young Families (2024)

Leverage Professional Content & Services

42 Creative Animations that can be branded to your co-op

- Coming soon: Right of Way
- Cooperative Difference & Core Values - 7 animations
- Broadband - Tips to help your broadband customers improve their web experience
 - Clear Cable
 - Parental Controls
 - Streaming Quality
 - Ethernet
 - Update Router
- Energy Solutions
 - Understanding the Charges & Components of Your Electric Bill
 - Understanding Demand Charge
 - Home Generator Buying & Safety Tips - 3 animations
 - Wildfire Risk & Mitigation Best Practices
 - Summer & Winter Storm Safety Tips - 7 animations
 - How Co-ops Restore Power When the Lights Go Out
 - Electrical Safety Tips - 6 animations

- Read Safety: Downed Power Lines
- Flood Safety
- Things for Members to Consider Before Switching to Solar
- Solar Power: Fact or Fiction - 3 animations
- 5 Ways Herten Can Save
- Save with LEDs
- Power Restoration [Juncos]

12 Complete Campaigns that you can customize with your branding and name in the voice over

- Coming soon: People First (2024)
- The Cooperative Advantage (2025)
- Connected, Reliable energy that powers the community (2024)
- Community - Where We Live: Co-ops live in the communities they serve (2023)
- Safety Runs Through Everything: Safety is a priority (2023)
- We've Got You: Focuses on reliability and trust (2023)
- Smarter: Beneficial Electrification message (2022)
- Powering On: Focuses on Commitment to Community (2021)
- Serving You: The cooperative provides value beyond energy (2021)
- We Never Stop: Co-ops are always there for members (2020)
- Powerful: Cooperative Difference messaging (2018)
- What Lies Ahead: Co-ops are positioned for the future (2018)

Continuous influx of Member-Owner Informational Resources

- New Quarterly articles, infographics, and videos (added to our database of more than 200 content items) addressing seasonally relevant topics and stories involving around efficiency, technology, and safety. Content is updated monthly and available for linking and sharing on your website or social media.
- Two recently updated member-owner printable fact sheets on "Residential Generators" and "Commercial Generators" available in English and Spanish.

Connect Through Creative Outreach

Your SHINE Site(s): <https://bartlettcoop.com/>, <http://www.becommunications.com/>

- The SHINE web platform launched in July 2020 with user friendly interface, enhanced layouts and graphic options, and expanded design and site build support. We have launched more than 150 SHINE sites to date.
- NISC Certified Partner to Support system integration, communications, and brand consistency.
- Optional Web Content Support services to maintain and optimize your website.
- MultiStep Google Analytics to track website performance.
- New Employee or Stakeholder Directory module.
- Custom rate education and program specific page templates available for all SHINE co-ops.

Meet your members where they are. Touchstone Energy offers an array of unique and valuable member engagement resources from meetings and hot air balloons to pre-paid credit cards and Social Media support that helps co-ops engage and build loyalty among their member-owners.

Advance Commitment to Service Excellence

Total Lineback Learning Licenses Available to Your Co-op: 40
Licenses In Use: 13
Learning Video Views in the last 12 Months: 4

- Total of 4,011 active Touchstone Energy Lineback Learning licenses across the network, yielding 360,789 videos viewed since 2023.
- 4,336 Co-op employees have completed a Service Excellence program session since 2025.
- Energy Services-focused webinars hosted with Quarterly Digital:
 - Energy Savings Opportunities for Schools
 - Using AI in Predictive Maintenance
 - Energy Management Systems for Small Business
 - Utility Fee Account Manager Training: Success Strategies
 - Smart Data: How to Better Manage Your Facility
 - Energy Efficiency for Commercial Customers
 - Best Practices in Energy Management

Leadership

Your Co-op's Leadership Participation: Business Development Committee

Touchstone Energy Cooperative is a member led. We have over 100 cooperative employees engaged on our Board, Regional Member Committee and Four Advisory Committees. Everything we do is directed by the needs and interests of our membership.

Maximizing Your Touchstone Energy Member Value

Take these simple steps to ensure strong value from your Touchstone Energy membership:

- Get an updated ACSI score to gain insight on member-owner satisfaction and loyalty. With our new ACSI DFI, you can get a score at no cost.
- Unlock the full potential of your website with SHINE Content Support for great content and powerful analytics to help you make informed, data driven decisions.
- Add your social media profiles to Touchstone Energy Portal. TE Social supports your internal communications efforts by adding positive and educational social media content for no additional cost.
- Take advantage of the Branded Pre-Paid credit card program to get your logo on cards for member incentives, employee bonuses, and even capital credits. And get 1-3% of your total disbursed payments back in an annual rebate.
- Customize our professional ads and social media content with your co-op's branding and name to save on production costs and leverage proven messaging and graphics.
- Take advantage of your free access to the Association of National Advertisers, providing free training, access to marketing and communications experts, and a library of sample marketing resources.
- Take advantage of our Land's End partnership. They offer several discounts to Touchstone Energy members and easy to use store front for promotional products and apparel needs.

For more information or to begin expanding your Touchstone Energy Value, contact:
Sandy Flores at 703-907-5686 or sandy.flores@tnc.com

Program Updates & Debut

Member Journey



Member Satisfaction Research Packages



Member Benefit *Included with Dues*



Premium Reporting & Benchmarking Service

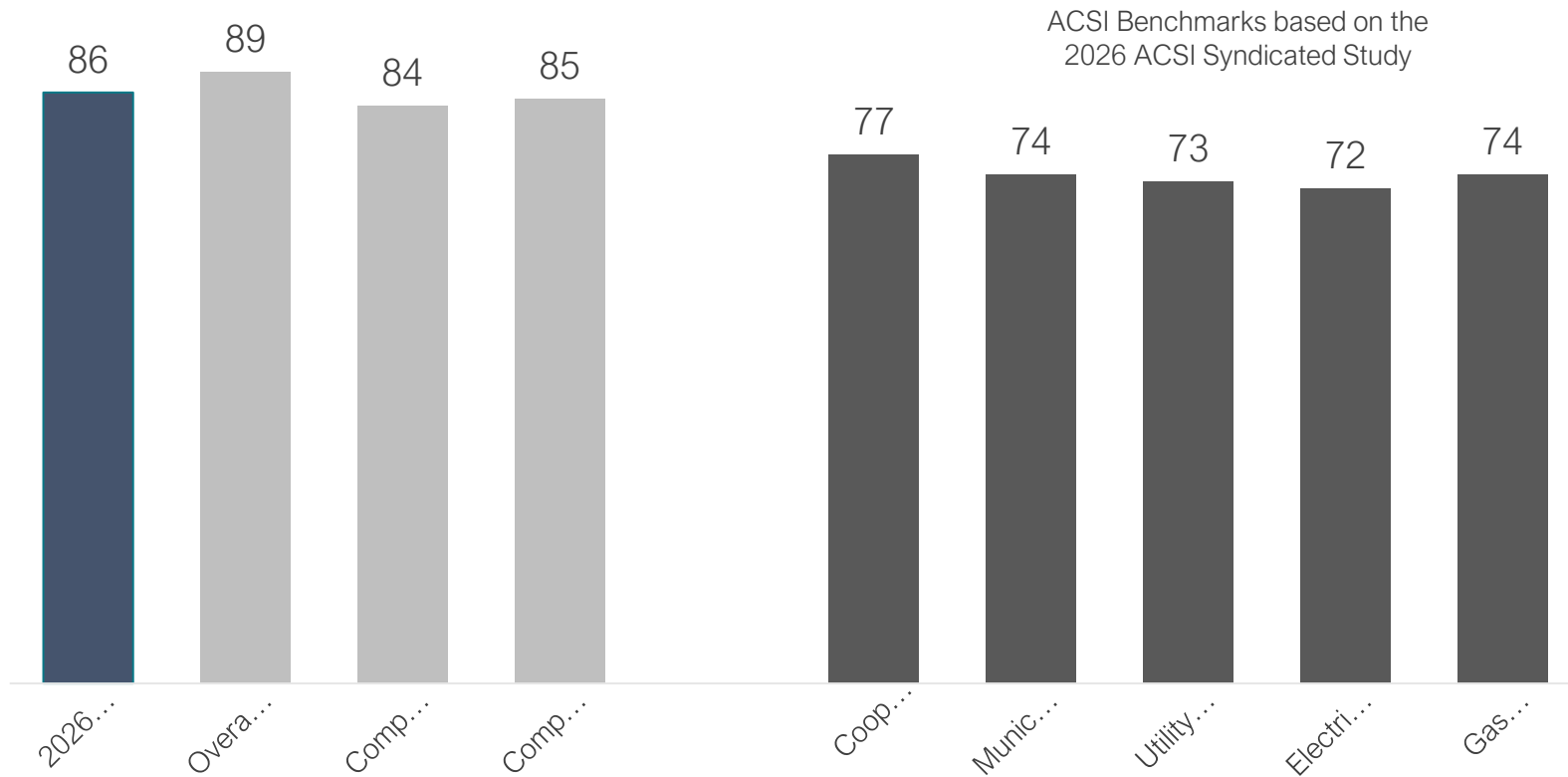
SERVICES	📅 ANNUAL	📅 SEMI-ANNUAL	📅 QUARTERLY	📅 ANNUAL	📅 SEMI-ANNUAL	📅 QUARTERLY
 ACSI Score/s Per Year	①	②	④	①	②	④
 ACSI Level 2 Report	—	✓	✓	—	✓	✓
 National Cooperative Advantage Report	✓	✓	✓	✓	✓	✓
 Local Cooperative Advantage Report	—	—	—	✓	✓	✓
 Custom Questions (up to 5)	—	—	—	—	—	✓
 Annual Benchmarking Report	—	—	—	—	✓	✓
 Quarterly Benchmarking Report	—	—	—	✓	✓	✓
 Turn-key Survey Distribution	—	—	—	✓	✓	✓
Total Fees	FREE	FREE	FREE	\$5,000	\$6,500	\$9,500





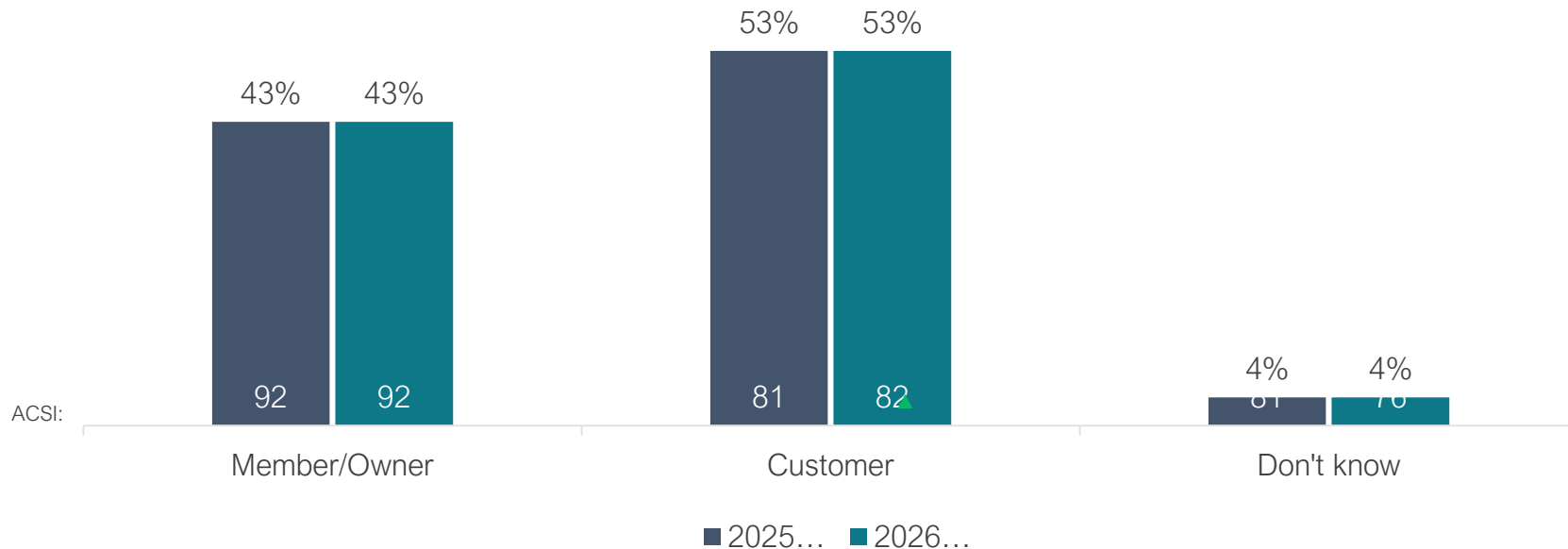
National Cooperative
Advantage ACSI Score

2026 National Cooperative Advantage ACSI Score



ACSI Scores by Member Identity

Our findings suggest that members who identify themselves as members rather than customers report higher satisfaction levels. Why do you think that is?



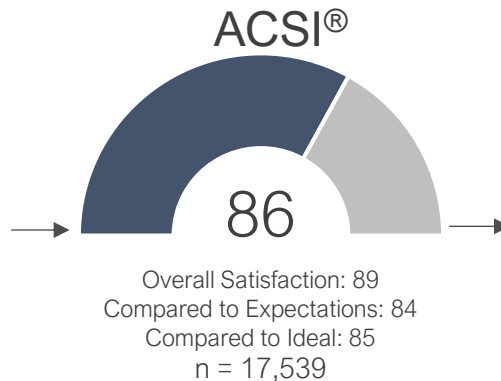


National Cooperative Advantage Model Results

(Cooperative) Model Scores, Industry Impacts

Satisfaction Drivers

85	1.8	Outreach
86	1.8	Call Center Satisfaction
91	1.6	Service Reliability
89	1.5	Website Satisfaction
93	0.9	Billing and Payment
90	0.0	Call Center Representatives



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 the Website	1.9	92



Scores represent your performance as rated by customers.



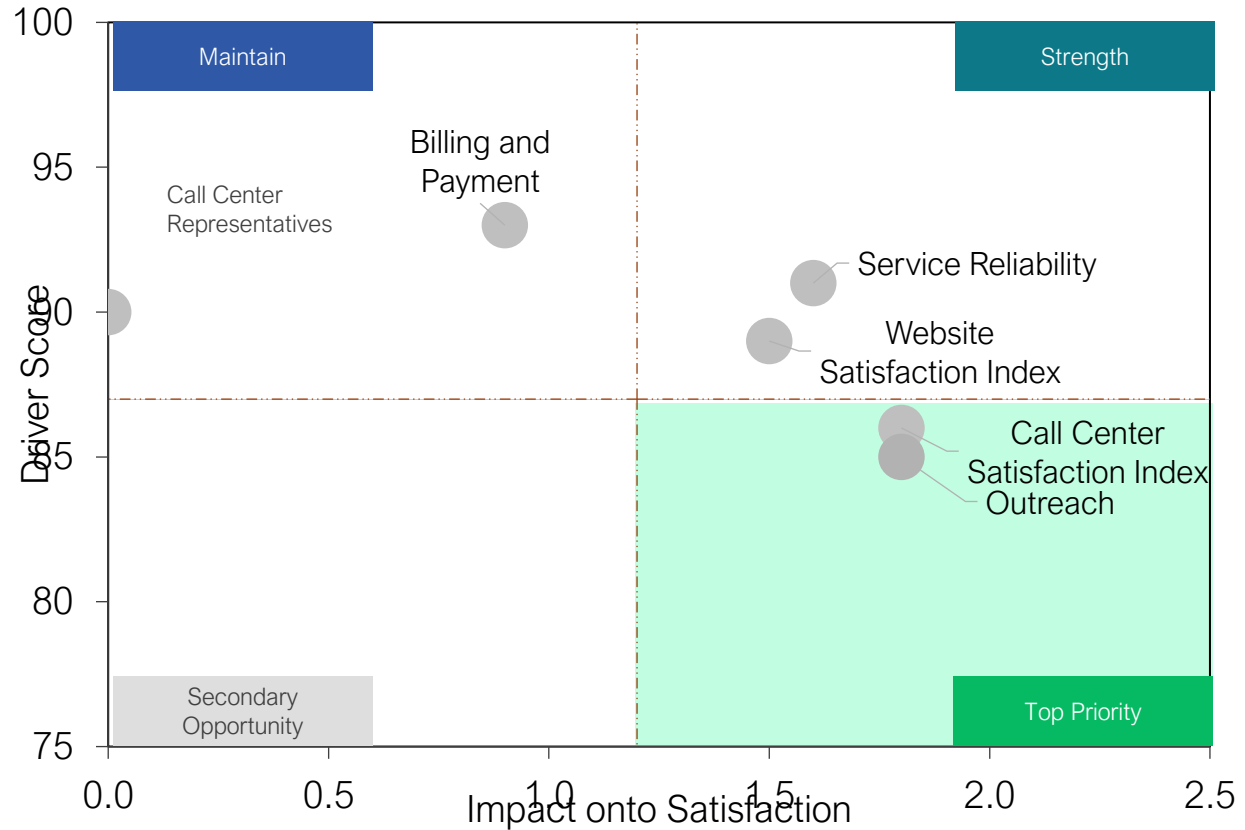
Impacts show you which driver has the most/least leverage – where improvements matter most/least to your customers



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

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.



COMING SOON

Learning & Leadership Center



LinkedIn Learning

ANA

Playbooks: Community Service, Community & Economic Development

CAR, SECC, Member Perspectives, ACSI

Admire and Acquire

SHiNE Blog, Help Center, and User Manual

Educational Webinars and Program Demos

Service Excellence

SHiNE Townhalls

Speaker Bureau

NEXT Conference

Connect, PowerXchange, Community Service Project

Commitment to Community Course

Member Engagement & SHiNE Workshops



On Demand

- LinkedIn Learning
- ANA
- Playbooks
- CAR, SECC, Member Perspectives, ACSI
- Admire and Acquire
- SHiNE Blog, Help Center, and User Manual
- Archived Webinars
- How to: Program Demos

Virtual

- Service Excellence
- SHiNE Townhall
- Educational Webinars

In-Person

- Service Excellence
- Speaker Bureau
- NEXT Conference
- Connect, PowerXchange, and Community Service Project
- Commitment to Community Course
- Member Engagement & SHiNE Workshops





[Who We Are](#) ▾

[Member-Owner Resources](#) ▾

[Co-op Quick Links](#) ▾

[Become a Member](#) ▾



Find Your Co-op



Learning and Leadership Center



On-Demand



Virtual



In-Person



Welcome to the Learning and Leadership Center

Touchstone Energy's Learning and Leadership Center empowers every cooperative employee with on-demand, virtual and in-person opportunities to grow skills, build confidence and excel on their own schedule.

Upcoming Events and Featured Resources

**SHiNE Town Hall: Thursday,
July 23 at 2 PM ET (Webinar)**



**LinkedIn Learning: Building
Emotional Intelligence Skills
in the Age of AI**



**Touchstone Energy 101
Webinar (Available through
LinkedIn Learning)**



**Save the Date for NEXT
2027: February 1 - 3 (Amelia
Island, Florida)**



On-Demand



Association of National Advertisers

Access exclusive ANA resources, training, webinars, research, and industry best practices to strengthen your marketing expertise and stay ahead of emerging trends.

RESOURCE LINKS

[Association of National Advertisers](#)



Playbooks and Energy Articles

Access a curated library of playbooks, guides, and energy industry articles to support informed decision-making and inspire new ideas.

RESOURCE LINKS

[Playbooks and Energy Articles](#)



New: Member Satisfaction & Benchmarking Services

Leverage member satisfaction insights and industry benchmarking data to better understand member needs, measure performance, and identify opportunities to enhance engagement.

RESOURCE LINKS

[Member Satisfaction & Benchmarking Services](#)



Admire and Acquire

Discover and adapt proven ideas from across the cooperative network by exploring successful campaigns, creative assets, and best practices that can be customized for your organization.

RESOURCE LINKS

[Admire and Acquire](#)

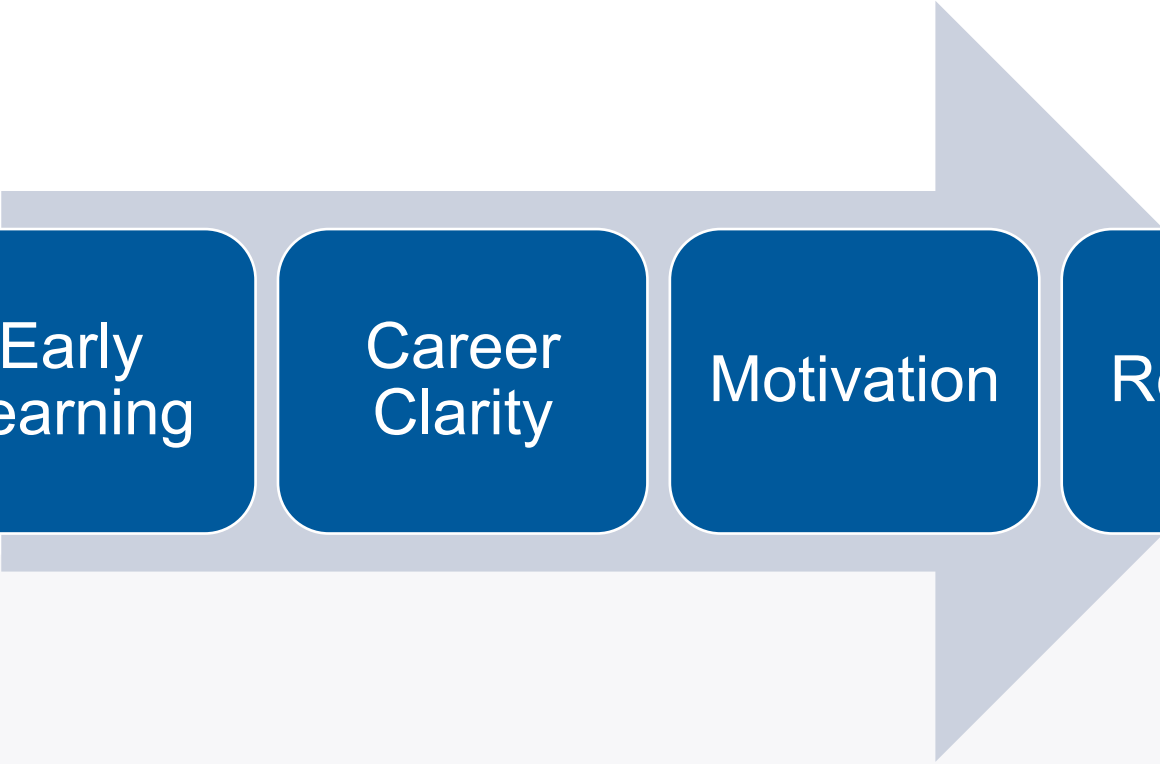
LinkedIn's 2025 Workplace Learning Report

“Career progress is people’s No. 1 motivation to learn.”

“Employees are more motivated when learning is tied to growth and advancement.”

“Learners with career goals engage 4x more than those without.”





Early
Learning

Career
Clarity

Motivation

Retention



LinkedIn Learning



Touchstone Energy®
Cooperatives

Your Cooperative Allotment

- Every Cooperative receives between 5 and 250 licenses
- \$360 per license savings
- Additional licenses available at a rate of \$55 per employee per year.

License Structure

Distribution Co-op Size by Meters	LinkedIn Learning User Licenses	G&T Co-op net mWH sales	LinkedIn Learning User Licenses	Other Member Types	LinkedIn Learning User Licenses
0 - 10000	30	0 - 1500000	25	Statewides	5
10001 - 20000	40	1500001 - 3000000	50	Affiliates	5
20001 - 30000	50	3000001 - 4500000	75	G&T Service Providers	10
30001 - 40000	60	4500001 - 6000000	100	Co-op Service Providers	10
40001 - 50000	70	6000001 - 7500000	125	Natl. Co-op Service Providers	30
50001 - 60000	80	7500001 - 9000000	150		
60001 - 70000	90	9000001 - 10500000	175		
70001 - 80000	100	10500001 - 12000000	200		
80001 - 90000	110	12000001 - 13500000	225		
90001 - 100000	120	13500001 - 100000000	250		
100001 - 300000	130				

Without your Touchstone Energy membership, each license would cost \$360, which results in a value savings of at least **\$7,200**.



Technology Topics

Artificial Intelligence (AI)

Artificial Intelligence Foundations
Generative AI
Machine Learning
Natural Language Processing (NLP)
Neural Networks and Deep Learning

[Show All](#)

Cloud Computing

Cloud Platforms
Cloud Services
Cloud Administration
Tech Career Skills
Cloud Development

[Show All](#)

Cybersecurity

Tech Career Skills
Incident Response
Network Security
Governance, Risk, and Compliance
Vulnerability Management

[Show All](#)

Data Science

Data Analysis
Data Visualization
Business Intelligence
Tech Career Skills
Data Engineering

[Show All](#)

Database Management

Database Development
Database Administration
Data Resource Management
Data Centers

[Show All](#)

DevOps

DevOps Tools
DevOps Foundations
Agile Software Development

[Show All](#)

Hardware

Internet of Things
Microcontrollers
PLC Industrial Controls and Programm...
Electronics

[Show All](#)

IT Help Desk

Client Operating Systems
Help Desk Skills
Software Support
Upgrade and Maintenance
Operating System Distribution

[Show All](#)

Mobile Development

Cross-Platform Development
iOS Development
Android Development
Mobile Game Development

[Show All](#)

Network and System Administrat...

Network Administration
Server Administration
IT Service Management
Virtualization
IT Automation

Software Development

Programming Languages
Database Development
Software Development Tools
Tech Career Skills
Programming Foundations

Web Development

Front-End Web Development
Web Standards
UX Design
Content Management Systems (CMS)
Web Development Tools

Creative Topics

AEC

Rendering
3D Modeling
2D Drafting and Drawing
Real-Time
BIM

[Show All](#)

Animation and Illustration

Rendering
3D Modeling
3D Animation
Artificial Intelligence for Design
Illustration

[Show All](#)

Audio and Music

Digital Audio Workstations
Music Production
Audio Engineering
Music Business
Music Lessons

[Show All](#)

Graphic Design

Asset Management
Artificial Intelligence for Design
Drawing
Digital Publishing
Typography

[Show All](#)

Motion Graphics and VFX

Rendering
Motion Graphics
Typography
Compositing
Visual Effects

[Show All](#)

Photography

Image Editing
Asset Management
Artificial Intelligence for Design
Real-Time
Portrait Photography

[Show All](#)

Product and Manufacturing

Rendering
3D Modeling
2D Drafting and Drawing
Real-Time
Product and Industrial Design

[Show All](#)

User Experience

UX Design
Design Thinking
Content Strategy
Interaction Design
Accessibility

[Show All](#)

Business Topics

Artificial Intelligence for Business

AI Productivity Tools
AI for Business Foundations
AI for Business Analysis
AI for Project Management
AI for HR

[Show All](#)

Business Analysis and Strategy

Data Analysis
Business Strategy
Data Visualization
Business Intelligence
Operations Management

[Show All](#)

Business Software and Tools

Data Analysis
AI Productivity Tools
Data Visualization
Spreadsheets
Personal Productivity Software

[Show All](#)

Career Development

Career Management
Job Searching
Personal Branding

[Show All](#)

Customer Service

CRM Software
Customer Service Skills
Customer Service Management
Service Metrics
Contact Centers

[Show All](#)

Diversity, Equity, and Inclusion (...)

Inclusive Leadership
Workplace Equity
Allyship
Accessibility
Recruiting Diverse Talent

[Show All](#)

Finance and Accounting

Corporate Finance
Accounting Skills
Cryptocurrency
Small Business Finance
Accounting Software

[Show All](#)

Human Resources

Talent Management
Learning and Developr
HR Strategy
HR Administration
Hiring and Interviewing

[Show All](#)

Leadership and Management

Communication
Business Strategy
Leadership Skills
Talent Management
Teams and Collaboration

[Show All](#)

Marketing

Social Media Marketing
Advertising and Promotion
Personal Branding
Web Marketing Analytics
Content Marketing

[Show All](#)

Professional Development

Well-Being and Self-Care
Communication
Personal Development
Teams and Collaboration
Decision-Making

[Show All](#)

Project Management

Operations Manager
Project Management Sk
Business Analysis
Project Management Sc
Agile Project Managem

[Show All](#)

Sales

CRM Software
Sales Skills
Social Selling
Sales Management
Sales Metrics

Small Business and Entrepreneur...

Small Business Marketing
Design Business
Entrepreneurship
Small Business Finance
Web Design Business

Training and Education

E-Learning Software
Educational Technology
Instructional Design
Corporate Training
Teaching

Contents

Introduction

Serving upset customers with ease
1m 18s video

Exploring your upset customers learning plan
1m 34s video

Helping the customer be right
4m 21s video

1. Preventing Customer Anger

Creating personal connections with rapport
3m 5s video

Avoiding unpleasant surprises
3m 19s video

Using preemptive acknowledgment
3m 9s video

Chapter Quiz
3 questions

2. Serving Angry Customers

Recognizing your natural instincts
3m 51s video

Listening with empathy
4m 50s video

Apologizing effectively
3m 20s video

Avoiding arguments
4m 20s video

Working with Upset Customers
Serving upset customers with ease

2,265 51,397 + ↗

1,040 active

Overview

Q&A

Notebook

Transcript

Instructors

 Madecraft and Jeff Toister
2 instructors

Show all instructors

Related to this course

Exercise Files · Show all

Certificates · Show all

Live office hours with experts

Show all

Getting Executive Buy-in for Training

Q&A with Joe Palomero

Apr 11, 1:00 PM

Event

Getting Executive Buy-in for Training

By: Jeff Toister

Course details

...

Video

Serving upset customers with ease

Key takeaways for this course

Is this course a good fit for me?

Ask a question

This is powered by AI and may make mistakes. [Learn more](#)



Hands-on-



Up next
Recognizing your natural
3m 51s

Question 1 of 3

Customers are more likely to forgive and

- ☐ they haven't spent a large sum of money.
- ☐ your manager is standing nearby.
- ☒ they're dealing with someone they like.
Correct
- ☐ you've never helped them before.



Developing Your Emotional Intelligence (2017)

Course completed by Adriene Montalto
Oct 25, 2022 at 03:19PM UTC

Top skills covered

Emotional Intelligence

David Roberts

Head of Content Strategy, Learning

Certificate ID: 9d1e065d172b86381e0e3154f3b9d5171ddb49f5064ed8bdea40a72c8840d4



g

Worksheet

customers' expectations for lead times,
to use clear language and set realistic

help set customer expectations.

	Say:
to you.	I'll get back to you by [specific time].

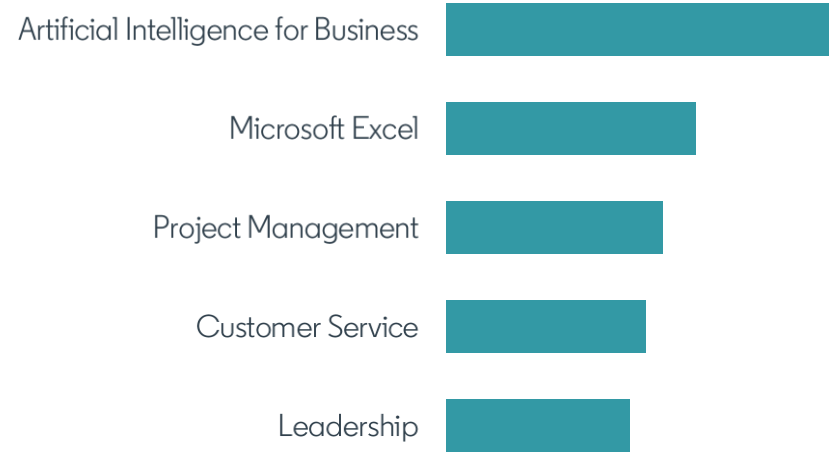


What are Cooperatives viewing?

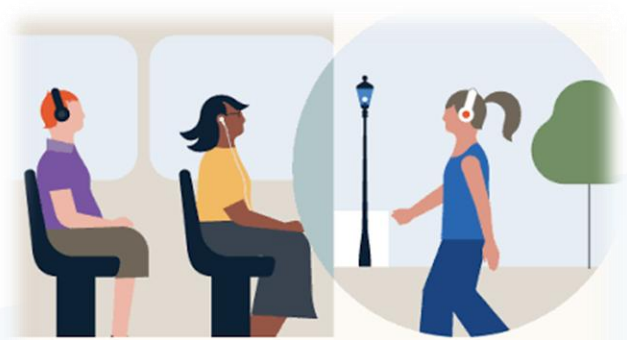
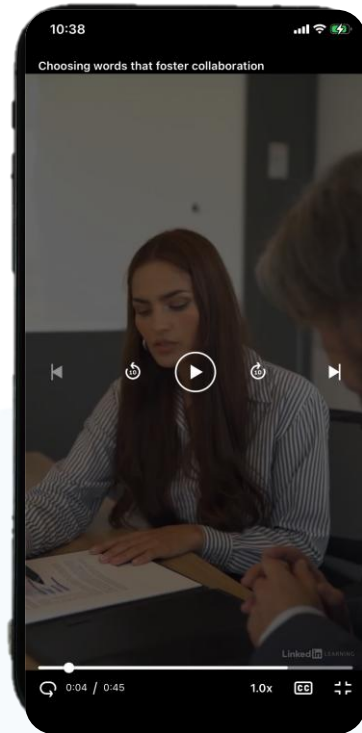
Top 5 viewed courses



Top 5 skills developed



Live Webinar



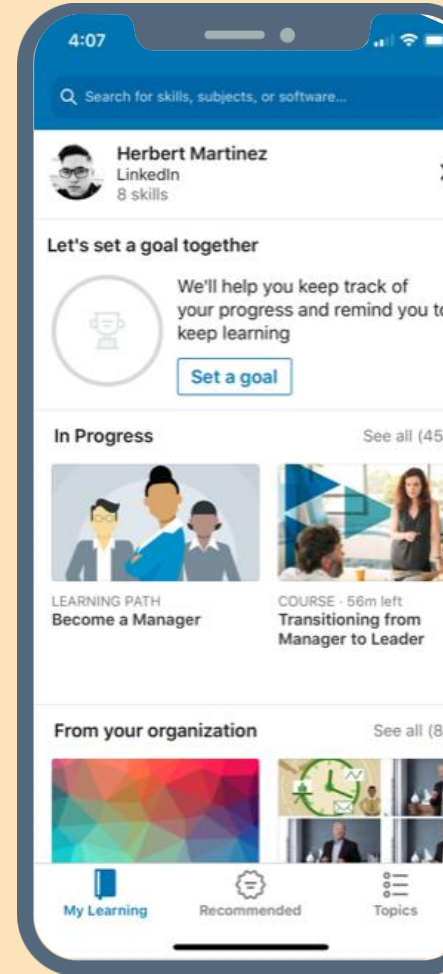
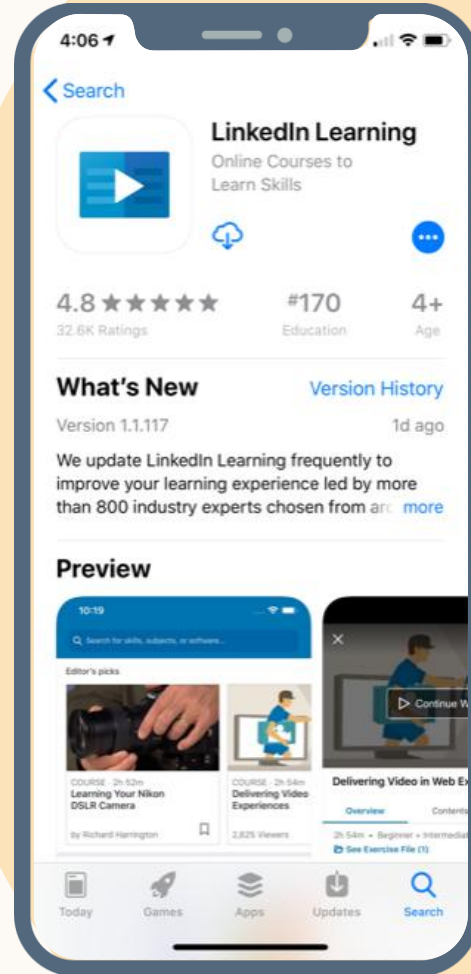
Listen to a course on audio only.

LinkedIn Learning

Learning knows no limits

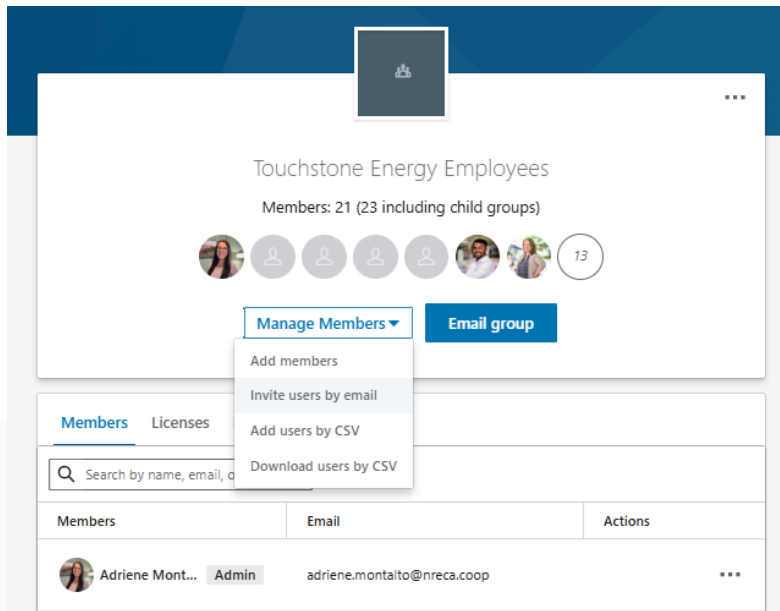
Learn the most in-demand business, tech and creative skills with personalized recommendations and courses taught by industry experts on the go.

Download the mobile app now!
Access LinkedIn Learning anytime, anywhere



Two Ways for Employees to Gain Access

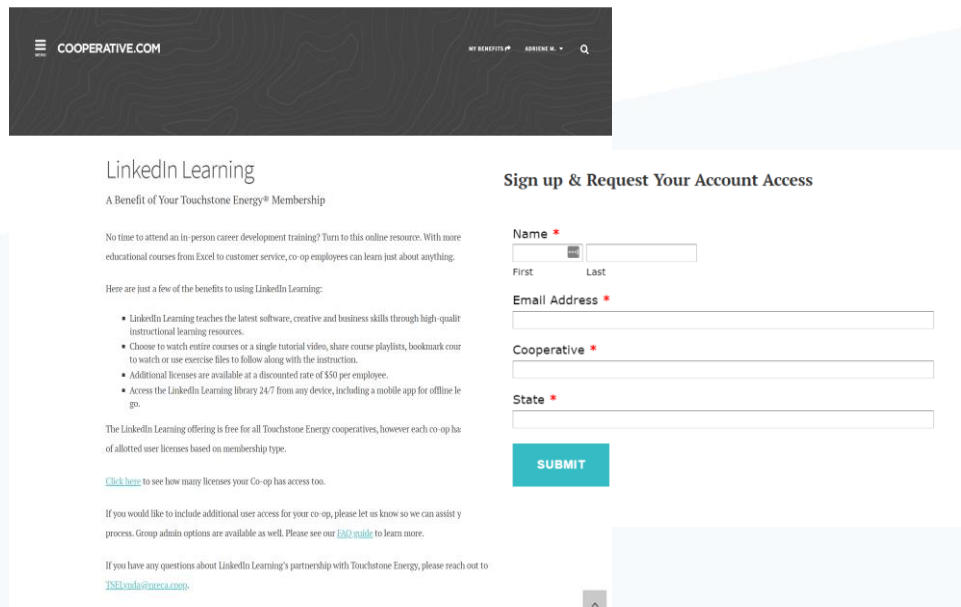
- Your Cooperative admin



The screenshot shows the 'Touchstone Energy Employees' portal. At the top, it says 'Members: 21 (23 including child groups)'. Below this is a row of 13 member avatars. A 'Manage Members' dropdown menu is open, showing options: 'Add members', 'Invite users by email', 'Add users by CSV', and 'Download users by CSV'. To the right of the menu is a blue 'Email group' button. Below the menu is a search bar with the text 'Search by name, email, o'. At the bottom, there is a table with columns 'Members', 'Email', and 'Actions'. The first row shows a member named 'Adriene Mont...' with the email 'adriene.montalto@nreca.coop' and an 'Admin' role.

Members	Email	Actions
Adriene Mont... Admin	adriene.montalto@nreca.coop	...

- Cooperative.com, soon to be TSE.com



The screenshot shows the 'COOPERATIVE.COM' website. The main heading is 'LinkedIn Learning', with a subheading 'A Benefit of Your Touchstone Energy® Membership'. The text states: 'No time to attend an in-person career development training? Turn to this online resource. With more educational courses from Excel to customer service, co-op employees can learn just about anything.' Below this, it says 'Here are just a few of the benefits to using LinkedIn Learning:'. A list of benefits follows: 'LinkedIn Learning teaches the latest software, creative and business skills through high-quality instructional learning resources.', 'Choose to watch entire courses or a single tutorial video, share course playlists, bookmark courses to watch or use exercise files to follow along with the instruction.', 'Additional licenses are available at a discounted rate of \$50 per employee.', and 'Access the LinkedIn Learning library 24/7 from any device, including a mobile app for offline learning.' Below the list, it says 'The LinkedIn Learning offering is free for all Touchstone Energy cooperatives, however each co-op has an allotted user licenses based on membership type.' A link 'Click here to see how many licenses your Co-op has access too.' is provided. Further down, it says 'If you would like to include additional user access for your co-op, please let us know so we can assist your process. Group admin options are available as well. Please see our [FAQ page](#) to learn more.' At the bottom, it says 'If you have any questions about LinkedIn Learning's partnership with Touchstone Energy, please reach out to TSE1vonda@nreca.coop.' On the right side, there is a 'Sign up & Request Your Account Access' form with fields for 'Name *', 'Email Address *', and 'State *'. A 'SUBMIT' button is at the bottom right.



Managing Users

Manage People

[Users](#)

[Groups](#)

All Users		Admins				
Search by name or email		Keywords ▼		Clear all filters		0 in user queue ×
☐	User details	Permission	License types	License status	Groups	Action
☒	 Adriene Montalto Admin	Full admin	LinkedIn Learning Hub E	Activated 2/21/2020	LinkedIn Learning ... +4	
☒	 angelika.hoelger@nreca.coop	Basic user	LinkedIn Learning Hub E	Activated 9/23/2021	Touchstone Energ...	
☒	 Beau Townsend Sub admin	Sub admin: Recommend	LinkedIn Learning Hub E	Invited  1/20/2023	CWB +5	

Actions on selected

[Manage licenses](#)

[Manage groups](#)

[Resend invite](#)

[Email](#)



Learn more about the different [video and document file types supported](#) for content upload.

Add/Recommend Content



Professional Development
Program - Staff

Collection



HR Learning for Supervisors |
June 2025

Learning Path



Cybersecurity Intern

Learning Path



MEC New Employee -
Engineering

Learning Path

Drag and drop a file

Content will remain private to you until it's published

Select file

Recommend or assign course



COURSE
Excel Quick Tips (2023)
By: Garrick Chow • 43m 35s

Choose action

- ☐ Recommend course
- ☒ Assign course due on Jul 20, 2025

7/20/2025

mm/dd/yyyy

Choose assigner

- ☒  Adriene Montalto
- ☐  Touchstone Energy Cooperatives, Inc.

Choose learners and groups

The course will be featured in their experience and in an email. You'll be able to track progress.

Search for learners or groups

☐ Select all learners

Add a note

Tell learners why you're recommending this course

 How does this work?

Cancel

Assign

More Admin Capabilities

- Reporting

Engagement highlights (in the past 30 days) ⓘ

100

Hours viewed

32

People logged in

24

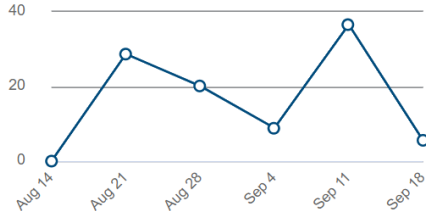
People viewed content

4h 9m

Avg. hours per viewer

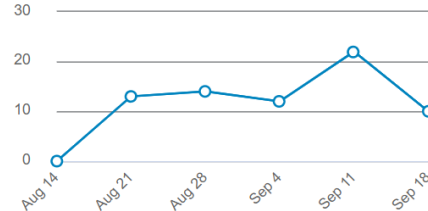
Hours viewed ⓘ

Day · **Week** · Month



People logged in ⓘ

Day · **Week** · Month



LinkedIn Learning content highlights (in the past 30 days) ⓘ

198

LinkedIn Learning course views

56

LinkedIn Learning course completions

1,759

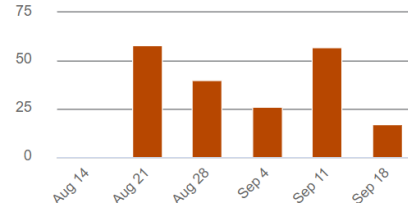
LinkedIn Learning videos viewed

1,412

LinkedIn Learning video completions

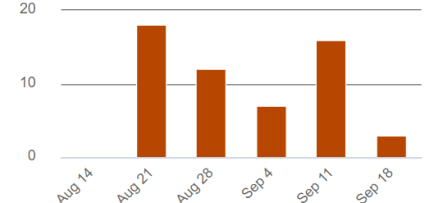
Course views ⓘ

Day · **Week** · Month



Course completions ⓘ

Day · **Week** · Month



Name	Description	
Organization Summary	Analyze aggregated activity across your organization, with critical metrics like Hours Viewed and Course Completions. Learn more	 Schedule
Learner Summary	Analyze aggregated activity across learners on things like total hours viewed, total completions, and total days logged in. Learn more	 Schedule
Learner Detail	Analyze detailed activity per learner with metrics for every piece of content they interact with. Learn more	 Schedule
CEU Detail	Analyze Continuing Education Units earned by your learners. Learn more	 Schedule
Learner Management	Track learner license status, details, and engagement with metrics like last logged in, activation date, and invitation date. Learn more	 Schedule
Group Summary	Track your groups and their engagement. Learn more	 Schedule
Recommendation Summary	Track aggregated learner progress for your recommendations. Learn more	 Schedule
Recommendation Detail	Track detailed learner progress for your recommendations. Learn more	 Schedule
Content Summary	Discover which content is most popular among your learners. Learn more	 Schedule

Filter to specific learners or groups

Include results for selected learners or groups

Learners ▼

Enter learner names

Schedule Learner Detail

Analyze detailed activity per learner with metrics for every piece of content they interact with.

Report name

Report name is required

Select when to receive your report

Weekly ▼

Monthly

Weekly



New AI Features

Home

My Career Journey

Learn

My Library

Content

AI Coaching

Apply

AI Role Play

Coding Practice

Certifications

Trending topics

Leadership and Management

Artificial Intelligence

Cybersecurity

Help

Hello Adriene,
what would you like to learn today?



Personal brand strategies

Research Skills

Leveraging constructive feedback

Search or ask anything...



In progress (58)



Course

Nano Tips to Lead with a Futurist Mindset with Lisa Bodell

14m 12m 33s left

Course

Operations Oversights That Increase Efficiency

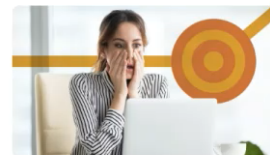


Betsy Wise and Madecraft
2 Instructors

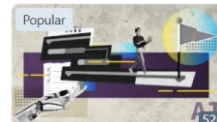
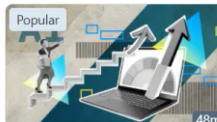
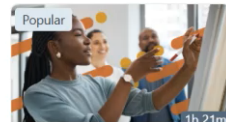


Customize banner

Only available to admins



Grow and advance as a Program Manager



- Home
- My Career Journey

Learn

My Library

Content

AI Coaching

Apply

AI Role Play

Coding Practice

Certifications

Trending topics

Leadership and Management

Artificial Intelligence

Cybersecurity

Help

AI-Powered Coaching

Hi Adriene, ask me about specific challenges you're facing at work and I'll gather advice from LinkedIn Learning to guide you. Your conversations will not be shared with your company or other LinkedIn members.

My responses will be personalized to your profile:



Current role:

Program Manager, TSE Member Experience & Organizational Effectiveness at Touchstone Energy Cooperatives, Inc.



Career goal: Grow and advance as a Program Manager



Skills following: Research Skills and Event Planning



Strategies for overcoming imposter syndrome?

How do I ask for constructive feedback?

Find me a course on Research Skills

Ask a question



This is powered by AI and may make mistakes. [Learn more](#)

AI Role Play



Touchstone Energy®
Cooperatives

Handling an Upset Member Call



Touchstone Energy Cooperatives, Inc.

What this conversation is about

A member calls the Touchstone Energy Cooperative support line upset about a recent issue with their account and service experience. De-escalate the situation, understand the problem, and work toward a fair resolution while maintaining professionalism and empathy.

What makes it successful

1. Calm the conversation and build trust.
2. Demonstrate active listening and empathy.
3. Clarify the issue and gather key details.
4. Offer realistic solutions and set expectations.
5. Close the call with mutual understanding.

Who the conversation is between



Adriene Montalto Me
Touchstone Energy Support Representative



LinkedIn AI
Member



The member is frustrated and feels their concerns have been ignored. They speak quickly, may interrupt, and focus on the impact of the issue. Once they feel heard and see effort toward a solution, they become more cooperative and open to options.

Handling an Upset Member Call ⓘ

00:03



You
Touchstone Energy Support Repr...



LinkedIn AI
Member

I'm calling because I'm honestly pretty upset about what's been



Strengths

- **Empathy and acknowledgment:** Nice work expressing empathy early and validating the member's frustration about calling multiple times without answers. That helped show understanding of their experience and started building trust despite the tense tone.
- **Issue clarification and transparency:** Good insight in checking the account and sharing what was visible, including usage patterns, peak hours, and the disconnect notice error. This showed an effort to clarify the situation and be transparent about what was happening.
- **Offering realistic resolution options:** Great job proposing a concrete payment plan with 6- or 12-month options and suggesting behavioral changes like shifting appliance use to off-peak hours, which are realistic, actionable steps toward easing the financial impact.
- **Maintaining professionalism under pressure:** Nice work staying polite and composed even when the member pushed for clearer answers. Continuing to respond calmly and trying to explain the bill details helped keep the conversation from escalating further.

Areas of improvement

- **Clarity and structure of explanations:** Strengthen clarity by organizing bill explanations step-by-step and avoiding contradictory or hesitant phrasing. Summarize in plain language: what changed, why the bill increased, and explicitly confirm the disconnect notice is canceled.
- **Setting expectations and closure:** Improve by clearly outlining next steps and confirming key points the member requested: no disconnection risk, how the payment plan affects upcoming bills, and a brief recap before ending the call to ensure mutual understanding and reassurance.

It looks like your energy usage did go up slightly more because of the hot summer months, but also I do see that a lot of your usages during peak hours, that could be you're running your dishwasher, you're running your, uh, washing machine. In the day, you could help save some money by using those appliances at night.

Conversation insight

The explanation starts to address usage but doesn't connect clearly to the \$150 jump or acknowledge the caller's constraints, which risks sounding dismissive. Aim to first explain the bill change in simple terms, then offer tailored suggestions that respect their situation.

Example

"Looking at your account, I see your usage did increase during the hotter summer days, and more of that usage happened during peak-rate hours. That helps explain part of the higher bill, and I know changing routines with work and kids is hard—so let's look at options that can ease this jump rather than just shifting everything to nights."

Content recommendations based on your results



Course
Customer
Experience: 6...



Course
Nano Tips for
Managing...



Course
Customer Service
Skills:...



Course
Customer Service:
Call Control...



Questions?

LinkedIn Learning Mailbox

linkedinlearning@nreca.coop



Touchstone Energy®
Cooperatives

Adriene Montalto

Program Manager

C: 571-289-0498

Adriene.Montalto@nreca.coop

Service Excellence

Member Services & Staff Engagement Training



Touchstone Energy®
Cooperatives

Why Host Service Excellence Training...

Foster a culture that produces motivated and equipped employees to increase member engagement and satisfaction.

Teaches development skills to help anticipate member-owner needs and learn how to lead with proactive attitudes.

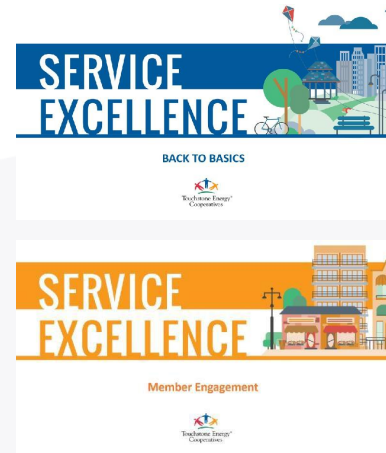
Leverage the Cooperative Advantage and bring it to life at your staff level.



What is Service Excellence Training...

Four fun, high-energy and interactive sessions for employees and one for directors:

- Back To Basics
- Cooperative Culture
- Member Engagement
- What's NEXT?
- Leadership Excellence (Directors)



Service Excellence Trainers

Josh McGhee



Chellie Phillips



Steve Goodson



Chelsea Hicks



Kami Mohn – **Associated** | Sha Phillips - **EKPC** | Dana Bolwerk - **Dairyland** | Alex Dal Santo - **Texas** | Jeremy Woeste - **Basin**

Service Excellence: Back To Basics...

Focuses on the “why” of cooperative service. Co-ops were formed to provide a service to communities that no one else would: safe, affordable, reliable energy. Providing this service is our entry-point to make life better in our communities. What is our role in providing service?

Learning modules include:

- Cooperative Principles & Purpose
- Behavioral & Learning Styles
- Problem Solving & Customer Service



Service Excellence: Cooperative Culture...

Focuses on the “how” of service, which is culture. Culture is also a big way to maximize member resources by welcoming innovation, operating with trust, and creating a positive environment for service.

Learning modules include:

- Building Trustworthy Relationships
- Conflict Resolution & Collaboration
- Building Leaders at All Levels
- Effectively Leading Meetings



Service Excellence: Member Engagement...

Focuses on the most important function of the cooperative: meeting and exceeding the needs of the membership. Market research and understanding generational influences and technology preferences are just a few ways to increase member engagement.

Learning modules include:

- Member vs. Customer Identity
- Communicating Value of Membership
- Ways to Tell Your Co-op Story



Service Excellence: What's NEXT?...

Focuses on the cooperative and member of the future. Technology and innovation are driving the operations within the walls of the co-op. Learn how to make your cooperative future proof and continually anticipate consumer-member needs.

Learning modules include:

- Building an Effective Business Plan
- Innovation vs. Invention
- The Future of the Industry



Leadership Excellence (Directors)

Engages Board Directors to charter and envision high levels of standard to increase member satisfaction and engagement and a positive workforce culture.

Learning modules include:

- The Cooperative Advantage
- Building Trust and Member Engagement
- Leaders At All Levels
- 10 Steps of Innovation



How to host Service Excellence Training

In-person training (recommended):

- 1 session/day: \$3,500 + travel
- *2 sessions/day: \$4,500 + travel
- 2 hour sessions

**2 recommended; up to 3 sessions/day if needed (\$4,500)*

Virtual training (with live instructor):

- \$1,500 per session.
- Up to (3) trainings per day.
- 90-minute sessions.

Contact:

Program Manager, Member Experience & Organizational Effectiveness

Adriene.Montalto@nreca.coop, 571.289.0498

Next Steps

Easy steps to get started:

- Hop on a call to discuss goals & strategy.
- Pick sessions and scheduling format.
- Lock-in training dates.
- Connect with master trainer.

[Get Started Here](#)

Contact:

Program Manager, Member Experience & Organizational Effectiveness

Adriene.Montalto@nreca.coop, 571.289.0498

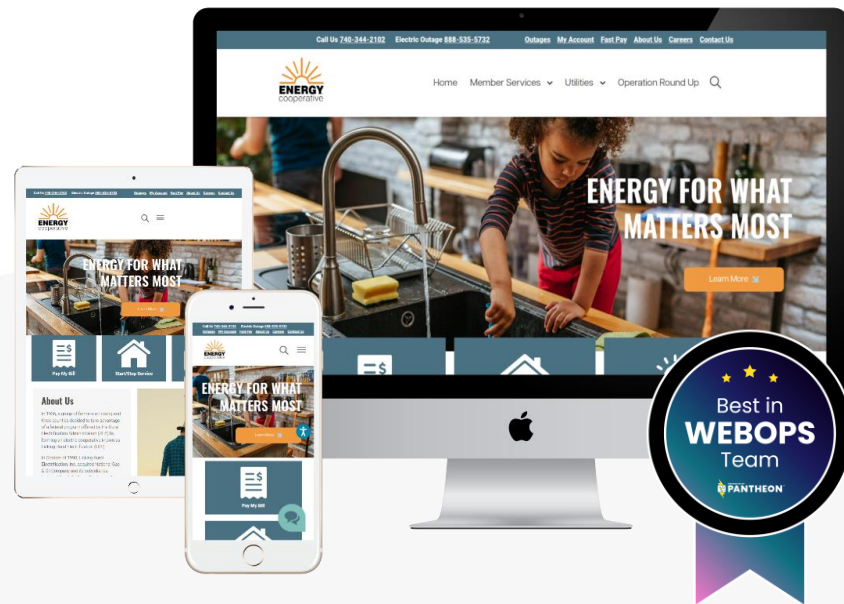


Program Reviews

SHiNE: Make Your Co-op SHiNE Online

520+ Websites

159 SHiNE (New) Live Sites



shine.coop

Broadband Labels

SHINE
MAKE YOUR CO-OP SHINE ONLINE™



Plugin to generate FCC compliant broadband labels.

Input your data package information

- Add any legal URLs
- Link your FCC Registration #
- Create unlimited number of packages in minutes

Tip: Our labels are made with HTML/CSS. Using an image of your information is not compliant. Make sure to include a downloadable .csv file as well.

Link: <https://secom.net/residential-wireless>

Platinum	Intense	Ultimate	Extreme
Starting at	Starting at	Starting at	Starting at
\$59.95	\$74.95	\$99.95	\$109.95
• 25 Mbps/10 Mbps Service • Unlimited Data • Good for 3-4 users simultaneously • Great for streaming, email, and social media • Entry-level plan for light internet usage	• 50 Mbps/10 Mbps Service • Unlimited Data • Good for 4-5 users simultaneously • Excellent for school and remote work • Great choice for moderate internet use	• 100 Mbps/10 Mbps Service • Unlimited Data • Good for 5-10 users simultaneously • Excellent for school and remote work • Perfect for families with kids	• 300 Mbps/10 Mbps Service • Unlimited Data • Good for 10+ users simultaneously • Ideal for school and remote work • Perfect for large file downloads and backups
Broadband Label	Broadband Label	Broadband Label	Broadband Label
Broadband Facts	Broadband Facts	Broadband Facts	Broadband Facts
SECOM WIRELESS RESIDENTIAL 25/10 - PLATINUM Fixed Broadband Consumer Disclosure	SECOM WIRELESS RESIDENTIAL 50/10 - INTENSE Fixed Broadband Consumer Disclosure	SECOM WIRELESS RESIDENTIAL 100/10 - ULTIMATE Fixed Broadband Consumer Disclosure	SECOM WIRELESS RESIDENTIAL 300/10 - EXTREME Fixed Broadband Consumer Disclosure
Monthly Price \$59.95	Monthly Price \$74.95	Monthly Price \$99.95	Monthly Price \$109.95

shine.coop

Image Maps

SHiNE
MAKE YOUR CO-OP SHINE ONLINE™

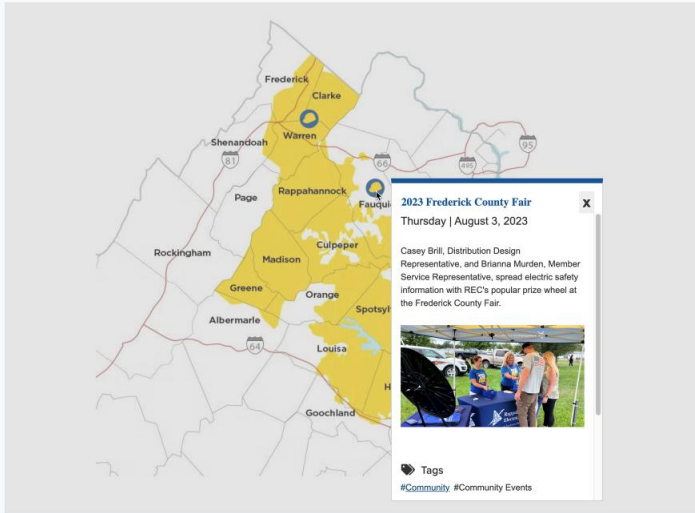


A plugin to generate responsive image maps from any source.

- Works with .jpg, .png, and .svg formats.
- Place markers that can be clicked to open content in a pop-up modal.
- Each marker can have a different icon and size.

Create interactive maps for **Generation Sources**, **Director Districts**, **Member Service Territory** or even **Community Events**.

Link: <https://cipco.net/generation>

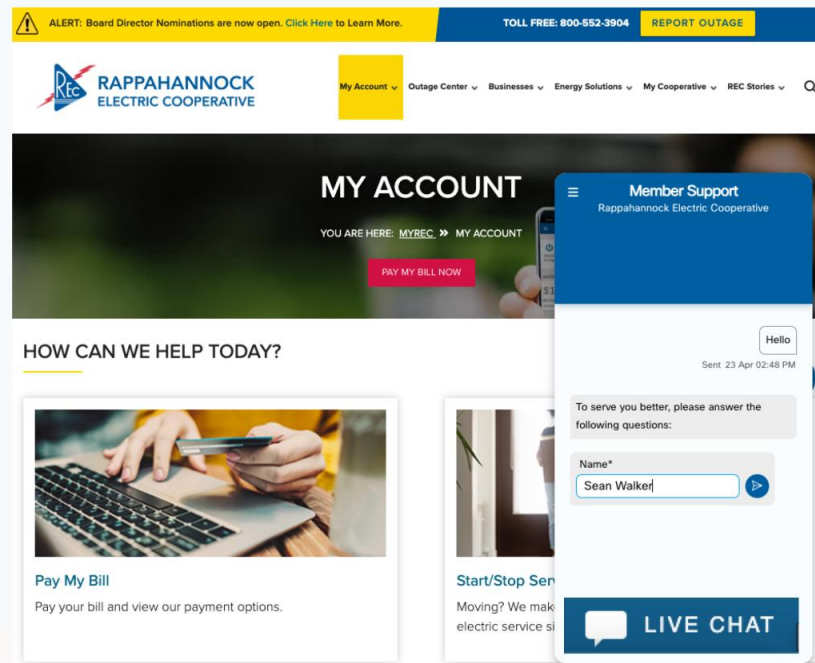


shine.coop

Live Chat Integration

SHiNE CMS works with all providers.

- Tawk.to is FREE and works natively.
- Supports any 3rd party solution with ease.
- Mitel chat and common internal systems.
- Facebook Business chat integration.



shine.coop

AI Chatbot



SHiNE
MAKE YOUR CO-OP SHINE ONLINE™



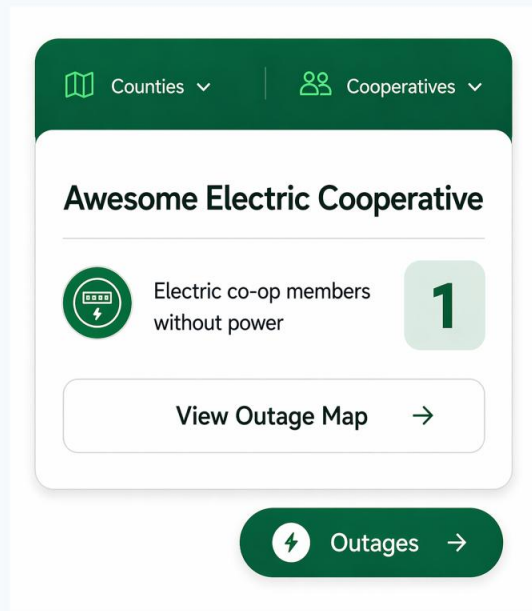
- SHiNE provided AI powered chatbot.
- Members talk to Assistant to quickly discover relevant topics.
- Quicker navigation by chat format, no need to search!
- Self learning based on page content, customizable per site.

shine.coop SHiNE Data Bridge

- Display Outage related pop-ups from NISC.
 - Requires permission to co-op data from member.
 - Also requires outage management services.
- Communicate the # of Outages to your members.
- Create Solar Dashboards from external APIs.

Bookmark: <https://datagrid.shine.coop/>

SHiNE
MAKE YOUR CO-OP SHINE ONLINE™



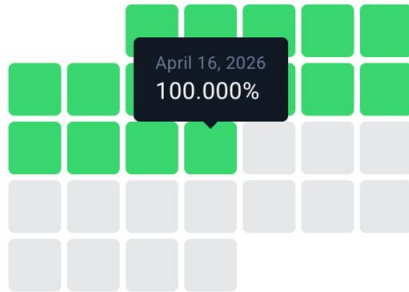
shine.coop

SHiNE Status

<https://status.shine.coop/>

 All systems **Operational**

April 2026



SHiNE
MAKE YOUR CO-OP SHINE ONLINE™



We believe in full member transparency, with status.shine.coop members can check platform health any time.

- Verify SHiNE platform status anytime/anywhere.
- Browse calendar for any past communications.
- Read News for upcoming maintenance.
- Subscribe to SHiNE status.

Bookmark: <https://status.shine.coop>

Pre-Paid Credit Cards

Participating cooperatives earn a 1–3% volume rebate on every disbursement issued through the program.

2025: **\$1,493,000**

152: Co-ops who distributed

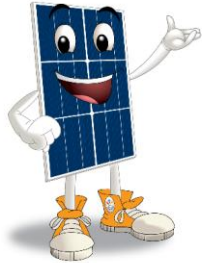
209: Co-ops in program

YTD 2026: **\$1,322,271**

104: Co-ops who distributed



TSE Hot Air Balloon & Mascots



- 2025: 33 Event Days
- 2026 Current: 25 Event Days
- PowerXchange (TN)
- Feedback on Mascots



CEO Outreach ▾

Main table ... +

New item ▾

Search

Person

Filter ▾

Sort

Hide

Group by ...

> New CEOs 26 Items			Not Started	Cold	Status
> Meeting Scheduled 1 Item			Third Email		Status
			Second Email		
> Completed 32 Items			First Email		Status
			Meeting Scheduled		
> COLD 26 Items			Completed		Status

+ Add new group

New Employee Outreach

Touchstone Energy

New CEO Information



Touchstone Energy[®]
Cooperatives

Touchstone Energy programs and services help member cooperatives ...

Understand Member Needs & Interests



COOPERATIVE
ADVANTAGE



Leverage Professional Content & Services



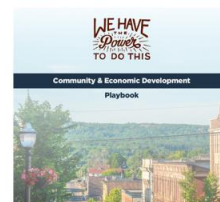
Connect Through Creative Outreach



Build Relationships with Business Members



Key Accounts &
Business Solutions



Advance Commitment to Service Excellence



The Touchstone Energy Research Advantage

Our members have access to multiple resources that enable them to promote their ACSI® scores, benchmark their ratings against peers, and compare their member satisfaction results with national industry trends.

- ACSI Scores: Quarterly ACSI scores are included in Touchstone Energy membership
- ACSI Histograms: Accumulation of all ACSI scores that were received each quarter
- Co-op Customer Satisfaction Scorecard: Annual summary of ACSI score trends across all participating co-ops



Understanding National Trends

Touchstone Energy's robust Cooperative Performance and Research portfolio provides cooperatives a distinct competitive advantage.

- Insight-driven understanding of co-ops
- Member behavior & preferences
- Trust & communication benchmarks
- Tangible statistics to inform strategy

These findings shape overarching national trends and highlight actionable opportunities.

CooperativeAdvantage.coop



New MSR and COMS/MKT

Main table Build Vibe view

New full name Search Person Filter Sort Hide Group by

> Communicators and Marketing			Region	Status	
130 Full names			632 sum		
> MSR			Region	Status	
126 Full names			641 sum		
> Completed			Region	Status	
39 Full names			219 sum		

+ Add new group

Distribution

G&T

Service

Affiliate

Statewide

NRECA Member ...

TE Member

NRECA Member ...

TE Member

NRECA Member ...

TE Member



Sandy Flores Apr 23



Your Invitation: Touchstone Energy Resource Call

Hi Megan,

We wanted to reach out and take the time to welcome you to your new role at United Cooperative Services.

We always value the opportunity to connect with relatively new co-op communicators, so we'd love to set up a brief call with Scott Bialick, Senior Manager of Member Engagement & Business Development for Touchstone Energy. This conversation will give us a chance to answer any questions you may have about Touchstone Energy, walk through available resources, and, most importantly, get to know each other better.

You can use [this link](#) to schedule a time that works best for you. You're also welcome to watch our Touchstone Energy 101 [webinar recording](#)



Sandy Flores Jun 10



Member Value Meeting Follow-Up

Hi Lucas,

Thank you so much for meeting with us today! As we discussed during our call, please don't hesitate to reach out with any questions that may come up. We're here to support you in any way we can. To make sure you have everything you need from our conversation, here are some links to take a deeper dive and your report as well.

Touchstone Energy Social

- I am looping in our manager for TE Social, Jessica Kenefick, so she can walk you through the platform for scheduling posts and accessing our social media calendar.

Animations

- Here is another link to our animations and other media: [Advertising Campaigns | Touchstone Energy Cooperative, Inc](#)

ACSI® Member Insights

- As a Touchstone Energy® member, you have access to free ACSI® scores and relevant member feedback data. It is always important to have up-to-date scores, so let us know if you want to receive your new 2026 scores!

LinkedIn Learning

- Access video courses from industry experts on everything from Excel to member



Co-op Champion Network

Committee Roundtable

“An Opportunity and a Win”

Future Meetings

Fall Board Meeting

October 2026

Virtual

Winter Board Meeting

January 2026

Virtual



Adjourn

Thank you for attending.