



2026 Member Engagement Committee Minutes

February 24, 2026 | Virtual Call

Committee Members Present:

Laura London
Cassie Cunningham
Kami Noel
Michele Furlong
Mary Beth Dennis
Amy Thompson
Patrick Collins
Houston Bradbury (Incoming Member)

Touchstone Energy Staff:

Josh McGhee
Jana Adams

Meeting Opening

Josh McGhee and Laura London, on behalf of Chair Chellie Phillips (not in attendance), called the meeting to order and reviewed agenda. Minutes were approved.

Committee Terms & Representation

Josh reviewed the committee terms of ten active committee members and introduced the names of seven incoming committee members, including Houston Bradbury (Yellowstone Valley), Joanna Prado (Nueces Electric), Jolene Fisher (Dunn Energy), Kate Garner (Prairie Energy), Kristina Neely (Benton REA), Sarah Pinkerton (Mountain View Electric), and Taylor Smith (JCE Co-op).

Touchstone Energy Update

Jana shared Touchstone Energy's four strategic priorities for 2026. In detail, Jana reviewed the following: 1) Expand program engagement to drive member value & retention, 2) Increase & diversify fee-for-service revenue streams, 3) Strengthen and expand research & benchmarking programs and 4) Focus on nonmember outreach to highlight evolution of Touchstone Energy. Jana concluded by sharing the Program Engagement Leads project board, which drives program adoption and many of the non-dues revenue intakes and tracking.

New Employee & Non-Member Recruitment

Josh reviewed staff's new co-op employee outreach strategy, highlighting that 24 new CEO calls had been completed YTD. In addition, Communications, Marketing & Member Services new roles are sent a Touchstone Energy 101 presentation and invited to connect with staff. Nearly 300 invites have been sent.

Committee Value Reports

Committee members received their organization's member value report prior to the meeting, which shows programs and services being used and recommendations to leverage their value of membership. Josh shared staff's strategy of tracking data and providing member value reports at request and throughout the year.

Program Updates

Jana and Josh shared program updates, including results from the 2025 Cooperative Advantage Report. The SHiNE website platform reaches over 120 new sites, increasing to 508 co-ops websites served by Touchstone Energy. LinkedIn Learning continues to serve nearly 7,000 active licensed users with on-demand learning. The top 10 courses were reviewed, including Excel Essential Training, Customer Service Foundations, Project Management Foundations and Essential Lessons for First-Time Managers. Service Excellence has program goals to host 75 training sessions and reach \$120,000 in revenue (currently there are 37 sessions and \$77,000 worth of training fees booked). The Pre-Paid Credit Card program distributed \$1,493,000 in funds in 2025 to over 152 active co-ops and serves 209 co-ops subscribed to the program. Lastly, the Hot Air Balloon program celebrated 33 event days in 2025 and anticipates reaching or exceeding similar goal thresholds for 2026.

Conferences & Events

Josh shared that the annual NEXT Conference, focused on Key Account and Business Member content, welcomed over 440 registrants in Tucson, AZ, earlier that month February. 45 Business Members were in attendance and over 42 states were represented. The 2027 NEXT Dates were shared as February 1-3, 2027. NRECA's upcoming PowerXchange will host Barry "Butch" Wilmore, a fighter pilot and decorated astronaut, who was stuck in space for over 270 unplanned days. Wilmore will share as Touchstone Energy's keynote speaker. The annual Community Service Project will partner with OneGenAway and provide groceries for hundreds of Tennessee citizens via a mobile food pantry.

Future Meetings / Other Business

The 2026 JAM event will be held in Chicago at the Inter-Continental Chicago on July 21-22, 2026. The 2026 fall meeting will be planned to be held within the month of October.

Governance & Adjourn

Josh announced that Chair Chellie Phillips had completed two (3) year terms and would be rolling off the committee at the conclusion of the meeting. The committee spoke of their appreciation for Chellie's contributions as a member and leader of the group. Josh opened the floor for nominations. Laura London was nominated and was uncontested. The nomination will be submitted to the Touchstone Energy Board President who holds the sole ability to appoint committee chairpersons. Chair-elect Laura London moved a motion by consent to adjourn the meeting.

Committee Minutes Approved February 2026:

Chairperson Signature:
