



# Touchstone Energy<sup>®</sup> Cooperatives

## Electric cooperatives: created by members

With the help of Franklin D. Roosevelt, who established the Rural Electrification Administration in 1935, friends and neighbors banded together to create a new kind of electric utility, where the voice of every person made a difference.

Electric cooperatives brought electric power to the countryside when no one else would.

Today, America's electric cooperatives continue to answer that call. With the same focus on member needs, today's electric cooperatives provide much more than competitively priced, reliable energy. They are committed to improving the quality of life in their communities and for the member-owners who live there.

**Contact Touchstone Energy for more information about electric cooperatives across the country — and in your area.**

**Touchstone Energy Cooperatives**  
[www.TogetherWeSave.com](http://www.TogetherWeSave.com)  
[www.touchstoneenergy.coop](http://www.touchstoneenergy.coop)

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The cooperative difference.

# The cooperative difference.



America's Touchstone Energy Cooperatives.



Touchstone Energy<sup>®</sup>  
Cooperatives

[www.touchstoneenergy.coop](http://www.touchstoneenergy.coop)



# Touchstone Energy<sup>®</sup> Cooperatives

Four values are the foundation of every Touchstone Energy co-op's service to its members.

It's how Touchstone Energy cooperatives put their slogan — “the power of human connections” — into action and earn the trust of millions of people, every day.

## What is an electric co-op?

### Three key phrases describe electric cooperatives:

#### Locally owned and operated.

Electric cooperatives are owned by their members and focus on their member needs and local priorities. They are an integral part of the communities they serve.

#### Members first.

The cooperative business model guarantees every member a voice in business decisions. Members know they can trust their cooperative, because it was created not to make profits, but simply to deliver electricity. Co-ops offer stability, reliability and better value.

#### Responsive to local needs.

Though many large utility companies are closing local offices, electric cooperatives are located in the communities they serve, making them easily accessible and responsive to members' needs. They work hard to achieve a better quality of life for member-owners.

## Touchstone Energy: Building on co-op strengths

### Teamwork built today's electric co-ops.

Touchstone Energy – the national brand of electric cooperatives – provides the resources of a national network that help educate and demonstrate the cooperative difference. This network takes advantage of economies of scale in products and services enhancing their unique relationships with their local member-owners.

More than 700 Touchstone Energy Cooperatives in 46 states deliver energy and energy solutions to more than 40 million members every day. Touchstone Energy helps its cooperative members communicate their advantages to business and residential members, large and small, all across the country.

### Innovation

Touchstone Energy cooperatives offer new solutions and state-of-the-art technology to meet members' needs.

- Innovative solutions are as unique as the co-ops themselves. These solutions include cutting edge programs promoting energy efficiency ([www.tsesavers.com](http://www.tsesavers.com)), bill payment options, member benefit programs ([www.connections.coop](http://www.connections.coop)) and the latest technology designed to better serve the members.
- Touchstone Energy helps cooperatives and business members forge stronger working relationships. This happens through a national site selection Web site ([www.sitesacrossamerica.com](http://www.sitesacrossamerica.com)), educational events, Web conferences and ongoing communications.

### Accountability

Since consumers own co-ops, they have a say and help chart the course for the business.

- Every member has an equal voice in running the enterprise. Unlike an investor-owned utility, in which the investor with the most shares has the most clout, co-op business is conducted through a locally elected board of directors and an annual meeting where policy is proposed and voted on by members, each having one vote.
- Electric cooperatives are small enough to listen and close enough to notice the needs of a single member.
- Each co-op employee is committed to meeting higher standards of customer satisfaction. Touchstone Energy cooperatives consistently lead the electric utility industry in consumer satisfaction – as measured by the nationally recognized American Customer Satisfaction Index.

### Integrity

The co-op business model always puts members first.

Not-for-profit electric cooperatives deliver energy to their members at the cost of service. In contrast, investor-owned utilities typically distribute their profits to investors across the nation or even the world — not necessarily to those they serve.

### Commitment to Community

Electric cooperatives invest time, money and expertise to build the local economy and strengthen relationships with member-owners. Across the nation, Touchstone Energy cooperatives improve their members' quality of life by:

- Taking a leadership role and investing in community and economic development projects.
- Educating students about safety and the environment.
- Generously donating time, energy and resources for charities, schools and community events.

