

Touchstone Energy Cooperatives

2010 National Survey

on the Cooperative Difference

Improve Member Satisfaction and Loyalty - Enroll in the 2010 National Survey on the Cooperative Difference!

As Touchstone Energy's market research partner, TSE Services has been investigating strategies to better educate members about our *Cooperative Difference* with a goal of improving member satisfaction and loyalty.

Our series of *Cooperative Difference* research initiatives has produced actionable market intelligence on the cooperative value propositions most compelling to specific segments of the cooperative membership.

Register today and join the growing list of cooperatives who will receive timely and critical member feedback by participating in the *2010 National Survey on the Cooperative Difference* research study. Participation will strengthen your cooperative's ability to communicate and educate members of all ages about the *Cooperative Difference*!

Understanding Your Membership Is More Important Than Ever!

The electric industry faces complex challenges in the coming year. Looming legislative mandates in Washington, DC and many states around the country will impact all rural electric consumers. Where do your members stand on issues such as climate change, carbon tax, cap and trade, renewable energy, coal and nuclear power?

Results from this year's study will help your cooperative navigate the difficult road ahead while affirming your decisions are always made in the best interest of the local member.

TSE Services



Participation Has Its Benefits!

Your cooperative can benefit directly from the *2010 National Survey on the Cooperative Difference* research by enrolling as a participating member in this year's study.

Important decisions facing electric cooperatives should not be made without analyzing the feedback of your most important asset...your membership.

Give your cooperative leadership the most accurate and timely market intelligence available by joining the *2010 National Survey on the Cooperative Difference* effort.

Study Deliverables:

- ACSI Scores for Satisfaction and Retention
- Assessment of co-op's performance on key service attributes such as value & reliability
- Member Engagement Index Score
- Member insight and opinions toward our nation's growing energy supply concerns and attitudes regarding the changing energy landscape
- Exploration of member energy usage behaviors
- Customized reports prepared for each participating cooperative complete with member opinion comparisons across market segments

Now, more than ever, electric cooperatives must depend on accurate and reliable market intelligence to guide strategic decisions impacting members for years to come. Participation in this year's effort will give your cooperative a competitive advantage!

For more information on the 2010 National Survey on the Cooperative Difference, contact:

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