

CVEA is Now a Touchstone Energy Cooperative

Copper Valley Electric Association has joined the ranks of consumer-owned electric utilities across the country as a Touchstone Energy cooperative. Touchstone Energy is a nationwide brand and marketing effort that complements the local connection cooperatives have with their member-owners while providing the resources of a vast, integrated network of cooperatives from around the country.

The Touchstone Energy program is an alliance of electric cooperatives that have banded together to form the largest energy network in the nation.

Touchstone Energy represents more than 700 cooperatives in 47 states that collectively deliver power and energy solutions to more than 30 million customers every day.

Electric cooperatives have chosen a brand because by working together we effectively communicate the same consistent message all across the country. We raise awareness of the cooperative difference by clearly communicating the value of cooperatives, effectively sharing resources among cooperatives, creating new solutions, and efficiently using new technologies.

The program communicates the unique qualities of cooperatives to business and residential customers, reinforcing the dedication that co-ops have to serving member-owners with integrity, accountability, innovations and commitment to community.

The brand is a new way to showcase the services and community investment CVEA and other co-ops across the country have been providing for years.

According to Sharon Crisp, CVEA Manager of Members Services, "The Touchstone Energy brand will provide a distinctive symbol for members to identify with, to feel a part of, and to take pride in. It's much more than a graphic addition to our name and logo. It's a commitment to our members, both households and businesses, that they can count on us to serve their energy and community needs."

CVEA strives to serve our members by offering programs that meet their needs. The programs available to us as a Touchstone Energy cooperative will

help us live up to that goal.

Amid economic uncertainty and ongoing industry change, CVEA can now look to our national brand to help us deliver timely, high-quality resources and benefits to our members. As a Touchstone Energy co-op, CVEA now has a wealth of tools and resources to help connect with and serve our members more effectively.

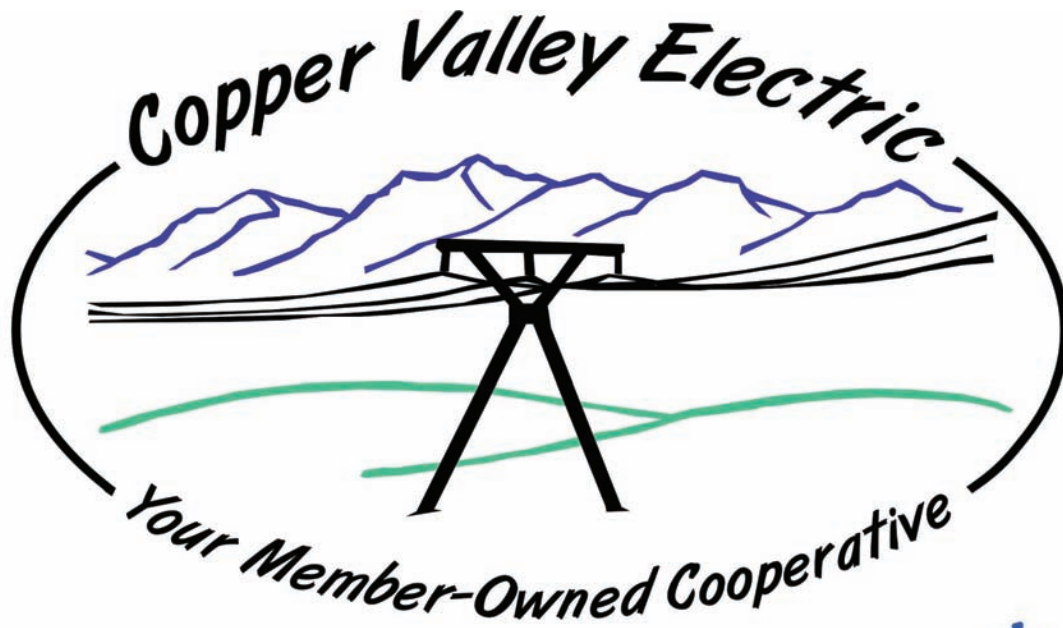
Over 50 tools and programs are available for CVEA's use, including powerful and customizable communications materials, community outreach resources, business building opportunities, and 'Together We Save', the utility industry's first national energy efficiency program.

Two key programs; 'Together We Save' and the 'Co-op Connections Card', will be the first programs implemented by CVEA. Together We Save will be a program added to CVEA's website that will enable members to further investigate energy savings concepts by taking a Virtual Home Tour, watching energy efficiency themed videos on the Touchstone Energy Web TV portal, and using nine interactive applications to explore in detail the actions they can take and the money they'll save.

The Co-op Connections Card program will give co-op members access to money-saving discounts at participating businesses locally and nationwide. The well rounded roster of discounts includes savings on everything from hotels and rental cars to flowers and apparel. Another valuable feature of the Co-op Connections Card is the pharmacy discount. While it is not insurance, the discount can mean 10-60% savings on prescription drugs.

CVEA is excited to be a part of Touchstone Energy and look forward to bringing additional benefits and savings to our members.

CVEA is eager to begin and will officially launch our new Touchstone Energy programs at the CVEA Annual Membership Meeting on Tuesday, April 12 in the Copper Basin District and Thursday, April 14, in the Valdez District. Join us to find out more!



A Touchstone Energy[®] Cooperative 

Frequently Asked Questions:

What is Touchstone Energy and what does it stand for?

Touchstone Energy is a national brand of electric cooperatives. It provides the resources of a national network that help cooperatives take advantage of economies of scale to provide increased benefit to their members. Cooperatives are working together, through Touchstone Energy, to enhance awareness about electric co-ops and to increase member loyalty.

Does this mean that we are changing the name of our co-op?

No. CVEA's name will stay the same. However, in a co-branding effort the co-op will also identify itself as a "Touchstone Energy Cooperative" in all promotional, advertising, public relations, or community efforts.

Does the name have anything to do with Touchstone Pictures?

No. While the Disney subsidiary's name is similar, the name Touchstone Energy is licensed solely for use by the electric co-ops that become Touchstone Energy cooperatives. The name was chosen because a 'touchstone' is a measure of quality and value and Touchstone Energy was the most effective name for communicating the unique characteristics that convey the special nature of cooperatives.

For more information on Touchstone Energy, please contact Sharon Crisp at 822-5506, 835-7005, or email crisp@cvea.org. ■