



Touchstone Energy[®]
Cooperatives

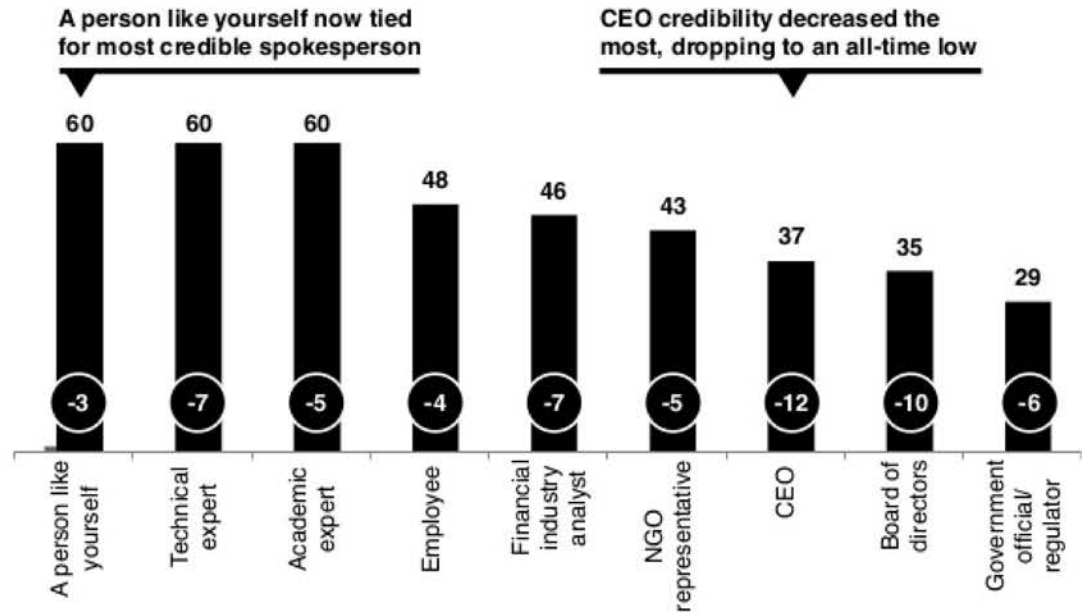
Peers Now as Credible as Experts

Percent who rate each spokesperson as extremely/very credible, and change from 2016 to 2017

● + Y-to-Y Change

“People in this country have had enough of experts.”

— Michael Gove,
Member of Parliament, U.K.



Source: 2017 Edelman Trust Barometer Q130-747 Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all? (Top 2 Box, Very/Extremely Credible) General Population, 28-country global total, question asked of half the sample.

cooperatives are perfectly positioned with the solutions



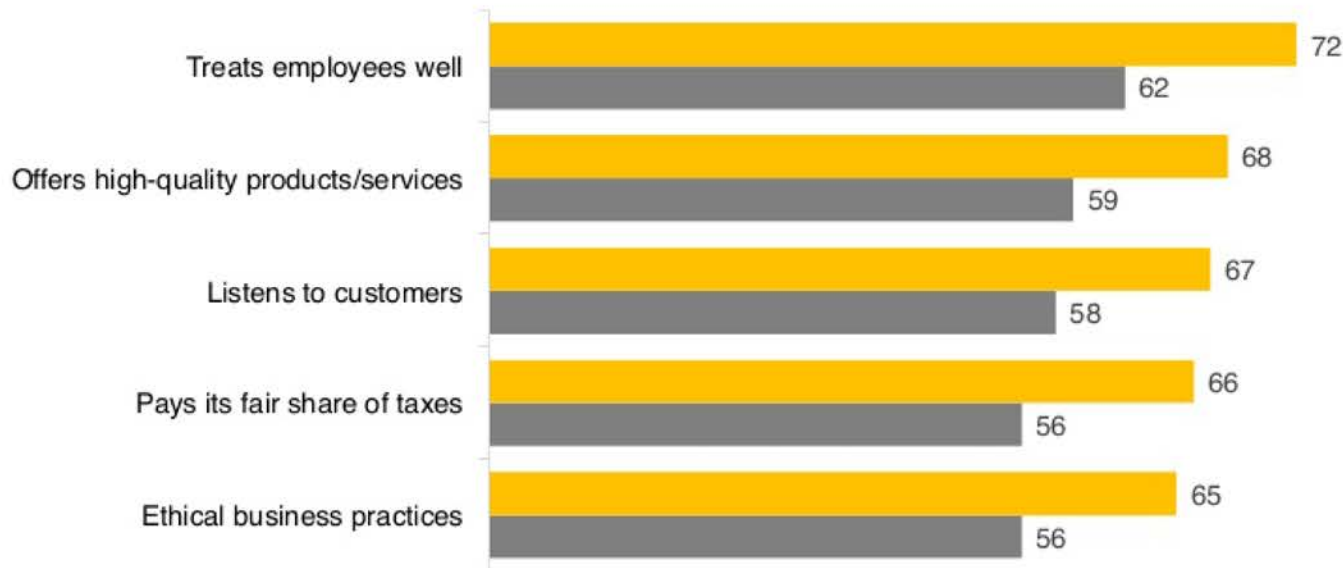
**Cooperatives
are the local
experts and
employees are
the peers**

When the System is Failing, Companies Must Do More

System Failing

General Population

Percent who rate each attribute as important in **building trust in a company** (top 5 most important shown)



On average

+9 pts

higher expectations

Among those who have lost faith in the system, expectations are higher across the board

Source: 2017 Edelman Trust Barometer Q80-839. How important is each of the following attributes to building your TRUST in a company? Use a 9-point scale where one means that attribute is "not at all important to building your trust" and nine means it is "extremely important to building your trust" in a company. (Top 2 Box, Importance) Data displayed is mean Top 2 Box rating for the listed items. Items were included if they were considered important by 50% or more of those who believe the system is failing. General Population and out by "the system is failing segments", 28-country global total. Q672-675, 678-690, 698-800. For details on how the "system failing" measure was calculated, please refer to the Technical Appendix.

Talk With, Not At

Which is more believable?



Source: 2017 Edelman Trust Barometer Q754. You are about to see a series of two choices. Each choice describes a different source of information, a different format for presenting information, or a different style of communicating information. For each pair, we want you to choose the one that you are more likely to believe is giving you the truth. While we know that some of these choices may not be easy, please do your best to select only one of the two options given—the one that is most likely to be true most often. General Population, 28-country global total, choices shown to half the sample.

Integrity
Accountability
Innovation
Commitment to Community





**Do good things
and tell people**

Rather than dictate to people - which is what corporations do - you must involve people in decision making. This is what cooperatives do.



Cooperatives are the business model for the future



*Embracing innovation.
Acting ethically.
Being a true part of their community.*





Local People Coming Together

Your local Touchstone Energy cooperative was started by local people, coming together as a community, in order to create a better life. Today, they're still local, and still working for you.

Touchstone Energy Cooperatives.
Your source of power. And information.



Working Side by Side

Touchstone Energy cooperatives work side by side with member owners to make decisions locally, that best serve your area. That's the way they've always done it, and the way they'll always do it.

Touchstone Energy Cooperatives.
Your source of power. And information.



Benefitting Future Generations

Touchstone Energy Cooperatives make energy choices that benefit not only this generation, but future generations, making sure we all have the power we need to grow and flourish, right here in our hometown.

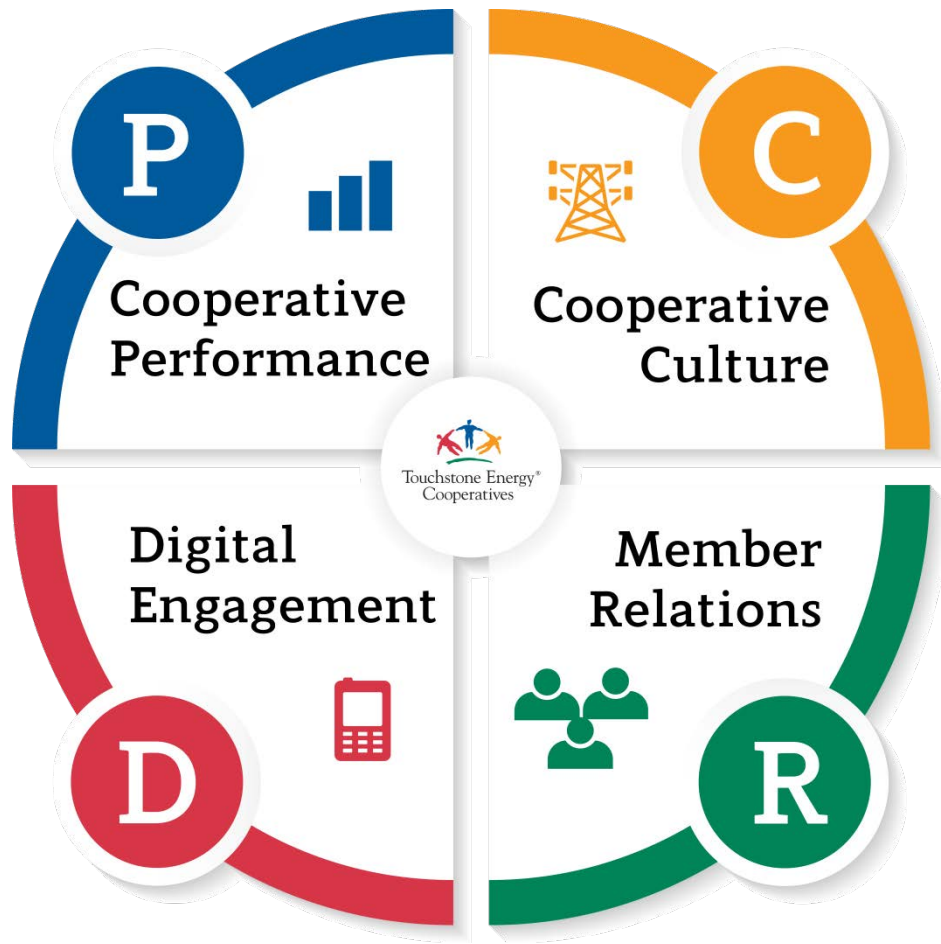
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The Roadmap to Best In Class





Special thanks to our members!

- [Appalachian Electric Cooperative](#)
- [Caney Fork EC](#)
- [Cumberland Electric Membership Corporation](#)
- [Duck River Electric Membership Corp](#)
- [Gibson EMC](#)
- [Holston Electric Cooperative, Inc.](#)
- [Meriwether Lewis Electric Cooperative](#)
- [Middle Tennessee EMC](#)
- [Sequachee Valley Electric Co-op](#)
- [Southwest Tennessee EMC](#)
- [Tennessee Electric Co-op Assn.](#)

