



Message From the CEO

The Power of Co-op Membership

ASK YOURSELF THIS—what does it mean to be a member of East-Central Iowa Rural Electric Cooperative, a Touchstone Energy® Cooperative?

As a member of ECI REC, you have a voice in how your electric co-op is run; in what's best for the community; and in the decisions that allow us to provide affordable electricity for your home. Membership represents a vested interest—everyone is more engaged and attentive when they feel a responsibility for something. Touchstone Energy cooperatives work to engage their members in *all* the issues surrounding the co-op. When members are engaged and informed, they become advocates for their co-ops, not just consumers.

In today's world, electric co-ops are doing more than just saving money for their member-consumers. Touchstone Energy cooperatives give their member-consumers a truly unique experience. ECI REC provides money-saving programs, such as the Coop

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Connections® Card and appliance rebates. We advocate for our members at local, state, and national government levels. We enable members to support the development of renewable energy, and we help members interconnect their own renewable energy sources to our electric grid. And we make sure you are well informed by providing useful information, such as energy-efficiency tips.

The power of co-op membership is the cooperative difference, and our business bottom line is the empowerment of you, our member-consumers. From supporting the youth of our communities with scholarships,

Youth Tour sponsorships, and safety presentations at schools, to donating monetarily to community groups, economic development groups, youth and education groups, and health and safety organizations, we actively engage with the communities we serve. Our employees show their enthusiasm about the places and people we serve as well by donating volunteer hours to a variety of organizations.

The best part about being a member of a Touchstone Energy cooperative: it's *your* Touchstone Energy cooperative. Power to the people, for the people, from the people.

Source: NRECA's Straight Talk