







# Co-op 101

Why the co-op business model sets us apart  
from other utilities and traditional businesses



# More Than an Electric Utility

## What drives Corporations?

-  Quarterly Returns
-  Profit To Shareholders
-  Return on Investment
-  Asset Turnover
-  Future Profit
-  Investor Relations
-  Stock Value

## What drives Cooperatives?

-  Long Term Results
-  Distributed Profit Among Members
-  Employee & Membership Culture
-  Community Development
-  Shared Equitable Growth
-  Democratic Control
-  Collective Social Good



# The Golden Thread for All Cooperatives

All co-ops adhere to seven guiding principles that reflect core values of honesty, transparency, equity, inclusiveness and service to the greater community good.



Touchstone Energy  
Cooperatives



NRECA  
America's Electric Cooperatives



# Co-op Principles (and why they matter)

1. Voluntary membership
2. Democratic control
3. Member economic participation
4. Autonomy and independence
5. Education, training and information
6. Cooperation among cooperatives
7. Concern for community



# Closer Look: Education, Training & Information

Investing in continuous learning for employees and board members means making a commitment to individual professional growth, the future of the co-op and the high quality of service our members expect and deserve.



NRECA training conference

# Closer Look: Cooperation Among Co-ops

- Collaboration: A way co-ops work together to tackle bigger issues and challenges together.
- Benefit: The ability of a co-op to access and share resources and leading practices with the larger network means local co-ops can learn from each other and gain from the experience.



Mutual aid during severe weather event

# Closer Look: Concern for Community

- The essential DNA of co-ops.
- It's all about the common good.
- Because of the co-op business model, co-ops care about people over profits and are a catalyst for good in their communities.



Youth Tour



# Connecting the Dots: Members

## Member Values

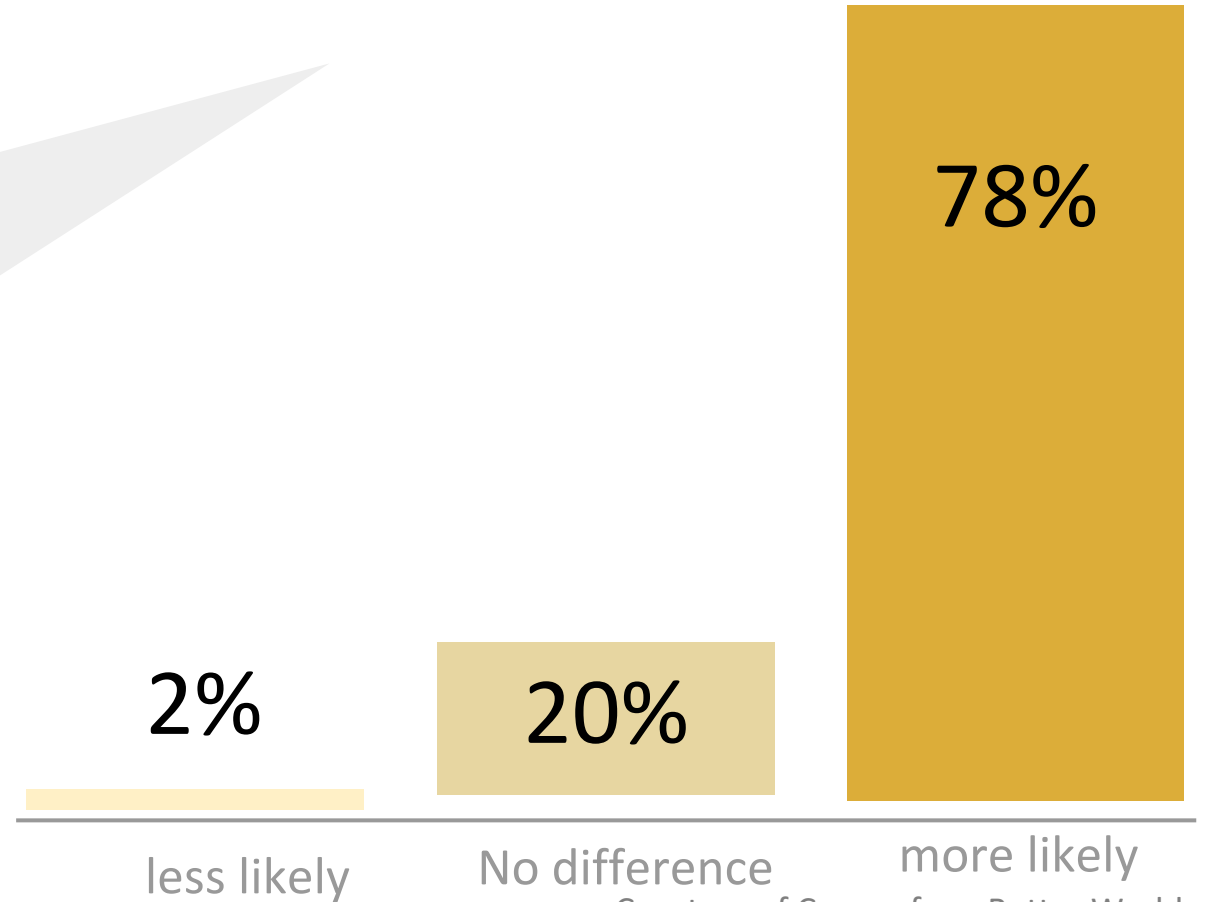
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- Reliability
- Responsiveness
- Convenience
- Transparency
- Honesty
- Respect
- Value
- Service
- Authenticity



# Cooperative Advantage

78% are more likely to purchase goods & services from a business they know is a cooperative.



Energy is the commodity that electric co-ops sell, but the real power is that together with their members, co-ops empower local communities and ultimately, are catalysts for good.



What's the big  
takeaway?