



The best electric service is the kind you never even notice.

At Coastal Electric Cooperative, there's a reason we hire people with a passion for service. And we constantly train and provide them with all of the latest resources – whatever they need to get the job done right. Our mission is to provide much more than reliable electricity – it's to provide peace of mind to all our members.



Touchstone Energy<sup>®</sup> Cooperatives  
of South Dakota  
*The power of human connections<sup>®</sup>*

*Looking out for you.*

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# Locally Owned and Operated

**When you hear the word local**, think of your electric cooperative. The fact that we are a locally owned company – owned by the consumers we serve – keeps us focused on your needs and local priorities.

Your Touchstone Energy® cooperative is a local business, owned by the people it serves. That means conducting business through a locally elected board of directors and an annual meeting where policy is proposed and voted on by consumers. It's the "people" part – the personal involvement, the grassroots activities – that characterizes what electric co-ops are all about.

Your co-op's commitment to you begins with helping you keep your electric bill as low as possible. We deliver service to you at the cost of service. There are no hidden fees and no profits for investors in faraway cities. Any money that is left over stays in our community and is put to work strengthening the economic well being of our towns and neighborhoods.

People who know the community resolve questions about service and billing locally.

Because electric co-ops are so closely linked to their communities, there are countless examples of activities that have the "co-op touch:"

conducting safety programs at schools and at the local library; helping elderly citizens with home repairs; sponsoring local fairs; working with community organizations to get new businesses or new housing started; participating with civic groups in developing and improving healthcare and crime-watch programs; contributing computers or satellite dishes to schools, community colleges and the local hospitals – the list goes on and on.

It is precisely because your electric co-op is a local business, owned by its member-consumers and staffed by local professionals, that it is in a good position to listen and respond to your needs. All these things – helping consumers save energy, economic development and volunteerism – point to one thing: your electric co-op and its staff are more than just an electric utility. They are an integral part of the community. That's why electric co-ops will continue to do everything they can to improve the quality of life in your community.

Why would an electric utility be involved in these kinds of activities? Because your cooperative has always played an important role in our communities. Service means not only making sure the electricity is flowing but also making sure that the community and its citizens are thriving and prospering.

Service means helping friends, neighbors and business colleagues on Main Street and nearby – the people you see on a day-to-day basis. Service means reaching toward new horizons to make a life better for everyone.

Your local Touchstone Energy co-op does business with integrity, accountability, innovation and commitment to community. It is a company that cares about the people it serves. That service goes a long way beyond keeping the lights on. It's neighbors helping neighbors. That's what it's all about – that's the electric co-op tradition.

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