

What Touchstone Energy® means for you

Over the couple of years, you've seen or heard advertisements identifying West Florida Electric Cooperative as a Touchstone Energy cooperative. In fact, one recent television spot promoting the Touchstone Energy brand might have had you singing, "This little light of mine, I'm gonna let it shine . . ." for several days after you saw it. But what does it mean for WFEC to be a Touchstone Energy cooperative?

The nation's electric utility industry is changing as legislative and regulatory actions in some states and at the federal level are leading to a restructuring of many utility operations. While Florida has taken a "wait and see" approach to restructuring, some states are considering or have already enacted customer choice of electric service providers at the generation level. In light of these changes, cooperatives such as WFEC have adopted the Touchstone Energy brand name to distinguish themselves as superior service providers in an evolving industry.

The Touchstone Energy brand represents the basic values co-ops have maintained since they first began serving rural residents more than half a century ago – accountability, integrity, innovation and a longstanding commitment to the community, as well as a high standard of customer-focused service. When you're served by a Touchstone Energy cooperative, you can count on receiving responsive, dependable service from a consumer-owned, locally-operated utility, rather than from an investor-owned corporation in another state. Touchstone Energy cooperatives are committed to high standards of service, whether for a small residential customer or for larger commercial accounts.

Although Touchstone Energy denotes a nationwide alliance, each cooperative united under the brand remains an independent organization democratically controlled by the consumers it serves and governed by a board of directors those consumers elect. Unlike investor-owned utilities, which operate to maximize profits for their shareholders, co-ops' net margins above expenses and reserves belong to the individual consumer-owners, and must either be used to improve or maintain operations or be returned to the consumers in the form of capital credits.

In addition to providing electric service, Touchstone Energy cooperatives strive to meet other consumer needs by offering products and services such as digital satellite systems, high-speed local Internet access, surge suppressors and C-band satellite programming. Touchstone Energy co-ops, such as WFEC, also offer energy audits to promote energy

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founding
member plays
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conservation and help customers minimize their energy costs. In fact, as part of the Touchstone Energy network, WFEC will soon begin offering the new Smart Touch Home certification for new or existing homes that meet or exceed energy efficient standards.

Because they are part of the community, not an out-of-area corporation, Touchstone Energy cooperatives take an especially strong interest in enriching the overall quality of life in the communities they serve. Like other Touchstone Energy cooperatives, WFEC has a prominent role in efforts to recruit industry and promote economic development within its service area.



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