



Reffett Associates

Executive Update

Reffett Associates has been selected by Touchstone Energy Cooperatives to assist them in a search for a Chief Marketing Officer / COO

Arlington, VA – Reffett Associates is pleased to announce that they have been selected to assist Touchstone Energy Cooperatives in their search for a new Chief Marketing Officer / COO.

The Chief Marketing Officer/ COO will be responsible for brand, business development and strategic communications development. We are looking for someone with demonstrated experience with integrating advertising, promotion and social media to drive understanding and action on complex topics.

The Touchstone Energy Cooperatives brand represents a nationwide alliance made of 751 local, member-owned electric Cooperatives in 47 states. Touchstone Energy co-ops collectively deliver power and energy solutions to more than 30 million members every day. Electric Cooperatives distribute power for 75 percent of the U.S. land mass with over 2.4 million miles of power lines.

Touchstone Energy co-ops are owned by the members they serve and are committed to providing reliable electricity at the lowest price possible. In short, co-ops "look out" for the members they serve.

Scores from the American Customer Satisfaction Index (ACSI) in the first quarter of 2013 rank Touchstone Energy Cooperatives among the country's top brands. With a score of 84, Touchstone Energy is the highest-rated electric utility in the nation.

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