



Your Touchstone Energy® Partner 

Coop Connections® Card Frequently Asked Questions

As a business, how do I join?

Simply, complete the enclosed one page contract and fax it to 434-372-6101. Or, go to our website www.meckelec.org and you will see the links for the letter, information sheet, FAQ, and contract.

When will the Coop Connections program start?

The Coop Connections cards will be mailed out to our 25,000+ members throughout the month of October in their electric bill.

Can only MEC businesses participate?

No, the business does not have to be an MEC member to participate.

What does it cost the business to participate?

There is no cost, except the discount the business decides to offer.

As a participating business, what is my commitment?

Participating businesses commit to a discount offer with a one-year contract. At the end of the contract, a business may choose to renew the existing discount offer, change the discount offer, or opt out of the program with a 30-day written notice.

How will MEC promote participating businesses?

A business description and discount information will appear on www.meckelec.org. In addition, your listing on the national website directory, www.connections.coop is searchable by Cooperative, by business category and by state. MEC will also do periodic promotions of the Coop Connections program that will include articles in our *Cooperative Living* magazine which is sent to all of our members.

How will the public know the business is participating in the program?

Besides the website and Cooperative Living articles, each business will receive a cash register sticker and window sticker for posting.

How many people will have a Coop Connections card?

Along with the 25,000+ members of MEC, there are 159 other electric cooperatives nationwide participating in the Coop Connections program - an estimated total of 18 million members that own a Coop Connections card. As a participating business, each one of those members could potentially visit your company.