

Boost your Business with the Co-op Connections Card

Dear Business Owner:

Your business is valuable to the community, and Meriwether Lewis Electric Cooperative (MLEC) appreciates the opportunity to provide you with electricity and other services. As the local, member-owned electric cooperative serving Hickman, Houston, Humphreys, Lewis and Perry counties for 70 years, MLEC would like to invite you to join us in a terrific member benefit initiative, the Co-op Connections® program.

This program gives you the opportunity to offer our 35,000 cooperative members valuable discounts. In exchange for your participation, we promote your business and discount offers to our members at no cost to you. The program is designed to benefit your business and our members. Your business benefits by:

- **Increased traffic** – Simply display the “We’re a participating business” decal. MLEC members are happy to support local businesses, plus you’ll get exposure to millions of other Touchstone Energy cooperative members nationwide.
- **Increased visibility** – Participating merchants are listed on both the MLEC Web site and the national Co-op Connections Web site, which is searchable by Cooperative, business type or state.
- **Increased image** – Co-op Connections merchants are seen as good community partners. The Co-op Connections card encourages members to shop locally.
- **Flexibility** – You set your own parameters with the Co-op Connections program. Decide what discount or offer you wish to use to attract the customers you need to grow your business.
- **Ease of enrollment** – Complete the attached Participating Business Contract then simply fax the completed form back to MLEC at 931-729-2267, Attention Member Services.

The program is **FREE** to participating businesses.

Please review the informational sheet, call us with any comments or questions and return the participation contract to us so we can include your business in our promotions. You can reach me at 931-729-7216 or by email at eric.devault@mlec.com.

Sincerely,

Eric DeVault

Eric DeVault
Marketing Coordinator

Enclosures

Touchstone Energy is a nationwide alliance of more than 600 not-for-profit electric cooperatives. Each is member-owned and dedicated to upholding the cooperative principles of innovation, integrity, accountability and commitment to community.

P.S. To see how your business will be promoted visit the national directory at www.connections.coop.

