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July 13, 2012

Todd A Snitchler
Public Utilities Commission of Ohio
Docketing Division
180 East Broad Street, 13th Floor
Columbus, OH 43215-3793

RE: American Electric Power Electric Security Plan;
PUCO Case No. 10-2929-EL-UNC & 11-346-EL-SSD

Dear Chairman Snitchler

Energizer has a manufacturing facility in Marietta, Ohio for which I am responsible that employs 50 people to produce Electrolytic Manganese Dioxide (EMD) for use in Energizer's alkaline batteries. Our business is extremely competitive with manufacturers from around the globe trying to get a piece of our battery sales. Cost is a significant factor impacting our competitive position. On behalf of Energizer's Marietta plant, I am writing to encourage upholding Ohio's market-based approach to assure affordable, reliable and inexpensive energy.

The recent requests by AEP for rate protection and to limit shopping and a customer's choice along with the ensuing discussions within PUCO have created uncertainty and concern over impact on rates. Efforts to institute government regulation and limitations on electric choice should be rejected as they will only serve to raise costs and destroy a vibrant market for energy. We feel that the July 2 decision while not providing the amount requested by AEP and continuing market based pricing has still left uncertainty with the creation of a deferral account to collect the additional capacity costs. Deferral accounts are not good as it is not clear who will have to eventually pay. We strongly support following market based pricing and providing the consumers the full benefit of a competitive environment.


Energy costs are a substantial part of our Marietta plant operating budget each year. We have an advantage in Ohio in that we are permitted to shop beyond the boundaries of our town for the best energy prices for our business. If Ohio begins to limit our right to choose our electric provider and, in turn, drive up our energy costs, we will have a difficult time remaining competitive and sustaining our business model in this State.

The best policy for the State of Ohio is to encourage a healthy and vibrant market for electric choice. Please support an Ohio energy policy that encourages energy options for Ohio customers so that we can continue to invest in our facility in our state.

Sincerely,
David A. Benedict

General Manager
Energizer - Westlake, Ohio
(ph.) 440-835-7891

Cc: John Kasich - Governor of Ohio
Troy Balderson - State Senator
Andy Thompson - State Representative
Jeff Bingaman - Chairs the Energy and Natural Resources
Cheryl Roberto - Commissioner
Steven D. Lesser - Commissioner
Andre T. Porter - Commissioner
Lynn Slaby - Commissioner

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