

FILE

85

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 1:11 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

RECEIVED-DOCKETING DIV

2011 OCT -4 PM 1:55

PUCO

Todd A. Snitchler, Chairman
Public Utilities Commission of Ohio
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Technician [Signature] Date Processed 10-04-11

From: Matt Brakey [<mailto:matt@brakeyenergy.com>]
Sent: Monday, October 03, 2011 1:07 PM
To: SD19@maild.sen.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Valerie.lemmie@puc.state.oh.us; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Importance: High

Senator Jordan,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have one client, S.S.M., Inc., within your Senate district. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

On September 7, 2011, Columbus Southern and Ohio power filed a proposed settlement with the Public Utilities Commission of Ohio (PUCO). The settlement is supported by a number of parties and opposed by a number of others. We are still looking at the settlement proposal although the proposal lacks details required to try to project the effect on our Ohio-based facilities. Over the 42 months covered by the settlement commencing January 1, 2012, the settlement will provide AEP with the ability to increase rates electric bills further above mark. In addition to raising the cost of doing business in Ohio, the settlement makes customers captive to AEP's electric bills by erecting economic barriers to competitive electric suppliers (including AEP's affiliate, AEP Retail Energy). These barriers will be put in place just as competitive suppliers have started to enter Ohio Power's and Columbus Southern's service areas to provide us with alternatives to AEP. The settlement will effectively and retroactively limit shopping to 21% in 2012 and threatens to preclude us from reducing our electric bills pursuant to competitive supply options that are presently either before us or have already been acted upon.

I am writing today to express my concerns over what may be happening at the PUCO concerning the electric security plan or ESP that the above settlement would produce in Ohio beginning 1-1-12. As you may know, there have been lots of filings and discussions on the issues from many interested parties. My message today is to encourage you to become familiar with the issues, and the potential consequences. I wanted to let you

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The Speaker of the House recently issued a statement indicating that he is concerned about rate increases and barriers to shopping, and that the House would be holding hearings this fall (copy attached). We are concerned that some of the items being considered at PUCO will make Ohio uncompetitive, threaten our competitiveness and block the ability of customers to get a better deal from competitive suppliers.

Your consideration of this important issue is appreciated.

Sincerely,

Matt Brakey
President
Brakey Energy
Cell: 216.570.6964
Fax: 216.751.4703
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From: Matt Brakey [<mailto:matt@brakeyenergy.com>]
Sent: Monday, October 03, 2011 1:06 PM
To: SD13@maild.sen.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Valerie.lemmie@puc.state.oh.us; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Importance: High

Senator Manning,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have one client, Sabrina-Joe, Inc., within your Senate district. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

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twitter.com/PUCOhio

From: Matt Brakey [<mailto:matt@brakeyenergy.com>]
Sent: Monday, October 03, 2011 1:05 PM
To: SD33@maild.sen.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Valerie.lemmie@puc.state.oh.us; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Senator Shiavoni,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have two clients, Salem-Republic Rubber, Trilogy Plastics, within your Senate district alone. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

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From: Matt Brakey [<mailto:matt@brakeyenergy.com>]
Sent: Monday, October 03, 2011 1:04 PM
To: SD11@maild.sen.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Valerie.lemmie@puc.state.oh.us; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Importance: High

Senator Brown,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have one client, American Steel Associated Products, within your Senate district. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

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From: Matt Brakey [<mailto:matt@brakeyenergy.com>]
Sent: Monday, October 03, 2011 1:02 PM
To: SD27@maild.sen.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Valerie.lemmie@puc.state.oh.us; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Senator LaRose,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have three clients, Babcock & Wilcox, Ferriot, and Landmark Plastic, within your Senate district alone. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

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Importance: High

Another...

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From: Matt Brakey [<mailto:matt@brakeyenergy.com>]
Sent: Monday, October 03, 2011 1:01 PM
To: SD01@senate.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Valerie.lemmie@puc.state.oh.us; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
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Importance: High

Senator Hite,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have one very large client, Diversified Machine Inc., within your Senate district. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

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Fax: 216.751.4703
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11-346-EL-SSD
11-348-EL-SSD

For Immediate Release Contact: Mike Dittoe

August 3, 2011 (614) 466-0863

Speaker Batchelder Sends Letter to Governor Encouraging Competitive Energy Policy

Speaker warns that re-regulation will eliminate jobs, hurt Ohio's economy

(COLUMBUS) – Ohio House Speaker William G. Batchelder (R-Medina) sent a letter to Ohio Governor John Kasich today reaffirming the importance of working together to ensure Ohio has a sound business-oriented energy policy. Speaker Batchelder said that the move is inline with the Republican Caucus' continued focus on jobs and fixing Ohio's economy.

"As you know, Ohio took the important steps to foster meaningful electric competition with Senate Bill 3 during the 123rd General Assembly; more recently in the 127th General Assembly, additional energy reforms were enacted through Senate Bill 221, which has allowed electric customers to see substantial benefits from energy competition," Speaker Batchelder said in his letter. "It is my belief that further pursuing the deregulatory reforms set forth in Senate Bills 3 and 221, particularly in the area of generation, will encourage additional competition and continue to result in savings for businesses and families."

Speaker Batchelder indicated that any move towards re-regulation would be destructive to Ohio's already fragile economy. "My caucus feels very strongly that a move toward reregulation will eliminate jobs, not create them, and negatively impact Ohio's economic recovery," he said.

House Public Utilities Committee Chairman Peter Stautberg (R-Cincinnati) will be holding a series of hearings over the next several months with the goal of providing oversight on and assessing Ohio's regulatory climate. Speaker Batchelder said he looks forward to working with Governor Kasich and his administration "toward an energy policy that will result in an environment that businesses can thrive on through a reliable and affordable electricity supply."

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From: Matt Brakey [<mailto:matt@brakeyenergy.com>]
Sent: Monday, October 03, 2011 12:59 PM
To: SD32@maild.sen.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Valerie.lemmie@puc.state.oh.us; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
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Importance: High

Senator Cafaro,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have six clients (Ashtabula Rubber, Iten Industries, Ohio Star Forge, Premix, RTS Companies Inc., Welded Tubes, Inc.) within your Senate district alone. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

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From: Matt Brakey
Sent: Monday, October 03, 2011 1:15:20 PM (UTC-05:00) Eastern Time (US & Canada)
To: SD22@senate.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; andre.porter@puco.state.oh.us; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Senator Obhof,

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Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 1:19:48 PM (UTC-05:00) Eastern Time (US & Canada)
To: SD02@maild.sen.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; andre.porter@puco.state.oh.us; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Senator Wagoner,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have two clients, DRS Industries and Sandusky International, within your Senate district alone. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

On September 7, 2011, Columbus Southern and Ohio power filed a proposed settlement with the Public Utilities Commission of Ohio (PUCO). The settlement is supported by a number of parties and opposed by a number of others. We are still looking at the settlement proposal although the proposal lacks details required to try to project the effect on our Ohio-based facilities. Over the 42 months covered by the settlement commencing January 1, 2012, the settlement will provide AEP with the ability to increase rates electric bills further above mark. In addition to raising the cost of doing business in Ohio, the settlement makes customers captive to AEP's electric bills by erecting economic barriers to competitive electric suppliers (including AEP's affiliate, AEP Retail Energy). These barriers will be put in place just as competitive suppliers have started to enter Ohio Power's and Columbus Southern's service areas to provide us with alternatives to AEP. The settlement will effectively and retroactively limit shopping to 21% in 2012 and threatens to preclude us from reducing our electric bills pursuant to competitive supply options that are presently either before us or have already been acted upon.

I am writing today to express my concerns over what may be happening at the PUCO concerning the electric security plan or ESP that the above settlement would produce in Ohio beginning 1-1-12. As you may know, there have been lots of filings and discussions on the issues from many interested parties. My message today is to encourage you to become familiar with the issues, and the potential consequences. I wanted to let you know that actions by the PUCO that increase electric rates and impose barriers to "customer choice" are not good for Brakey Energy's Clients, and not good for Ohio.

The Speaker of the House recently issued a statement indicating that he is concerned about rate increases and barriers to shopping, and that the House would be holding hearings this fall (copy attached). We are concerned that some of the items being considered at PUCO will make Ohio uncompetitive, threaten our competitiveness and block the ability of customers to get a better deal from competitive suppliers.

Your consideration of this important issue is appreciated.

Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 1:18 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 1:17:49 PM (UTC-05:00) Eastern Time (US & Canada)
To: SD25@maild.sen.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; andre.porter@puco.state.oh.us; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Senator Turner,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have four clients, Kimko Inc., Metaldyne, Miceli Dairy Products, R.J. Management, within your Senate district alone. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

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Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 1:22 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 1:21:44 PM (UTC-05:00) Eastern Time (US & Canada)
To: SD23@maild.sen.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; andre.porter@puco.state.oh.us; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Senator Skindell,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have three clients, American Greetings, Mimax 1 Inc., and Navco Enterprises, Inc., within your Senate district alone. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

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Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 1:24 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 1:23:08 PM (UTC-05:00) Eastern Time (US & Canada)
To: SD29@maild.sen.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; andre.porter@puco.state.oh.us; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Senator Oelslager,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have three clients, Massillon Container, Siegfried Enterprises Inc., and Tomtreycos, within your Senate district alone. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

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Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

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Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 1:25 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 1:24:29 PM (UTC-05:00) Eastern Time (US & Canada)
To: SD21@maild.sen.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; andre.porter@puco.state.oh.us; Lesser, Steve; Roberto, Cheryl; Catherine Nickoson; Sam Randazzo
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Senator Smith,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have three clients, McGean, RTA, and T & S Management Inc., within your Senate district alone. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

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Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 1:27 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 1:26:36 PM (UTC-05:00) Eastern Time (US & Canada)
To: SD24@maild.sen.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; andre.porter@puco.state.oh.us; Lesser, Steve; Roberto, Cheryl; Catherine Nickoson; Sam Randazzo
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Senator Patton,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have three clients, Mal Mac Enterprises, Moen, and Tri-Arch 12 & 24, within your Senate district alone. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

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Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 1:28 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 1:27:51 PM (UTC-05:00) Eastern Time (US & Canada)
To: SD28@maild.sen.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; andre.porter@puco.state.oh.us; Lesser, Steve; Roberto, Cheryl; Catherine Nickoson; Sam Randazzo
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Senator Sawyer,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have ten clients, Automation Plastics, Berry Plastics, Chuck-Mar Corporation, Inc., Grimco, Inc., Jet Rubber Company, Kent Elastomer Products, Main Street Gourmet, Rubber City Arches, Tri-Cast, and Willjen, within your Senate district alone. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

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Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 1:30 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 1:29:47 PM (UTC-05:00) Eastern Time (US & Canada)
To: SD18@maild.sen.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; andre.porter@puco.state.oh.us; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Senator,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have ten clients, Chardon Custom Polymers, Component Repair Technologies, DamonMorgan Corp, Duramax Marine, Excel Polymers, Flambeau, Inc., G-N Distributing Company, GoldKey, Johnsonite, Johnsonite Rubber Flooring, MAK Management, Mar-Bal, Mel-K Management Company, Mercury Plastics, Middlefield Cheese, Neff-Perkins, Norman Noble, Inc., Pressure Technology, Progressive Insurance, SAJAR Plastics, and BDR Inc., within your Senate district alone. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

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Sincerely,

Matt Brakey
President
Brakey Energy
Cell: 216.570.6964
Fax: 216.751.4703
www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 5:36 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 5:36:01 PM (UTC-05:00) Eastern Time (US & Canada)
To: district08@ohr.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Porter, Andre; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Representative Budish,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have four clients, Metaldyne, Miceli Dairy Products, KIMKO Inc., R.J. Management, within your House district alone. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

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Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 5:38 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc

From: Matt Brakey
Sent: Monday, October 03, 2011 5:37:46 PM (UTC-05:00) Eastern Time (US & Canada)
To: District10@ohr.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Porter, Andre; Lesser, Steve; Roberto, Cheryl; Catherine Nickoson; Sam Randazzo
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Representative Patmon,

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Fax: 216.751.4703
www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 5:39 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc

From: Matt Brakey
Sent: Monday, October 03, 2011 5:39:09 PM (UTC-05:00) Eastern Time (US & Canada)
To: District11@ohr.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Porter, Andre; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Representative Williams,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have one client, McGean, within your House district. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

On September 7, 2011, Columbus Southern and Ohio power filed a proposed settlement with the Public Utilities Commission of Ohio (PUCO). The settlement is supported by a number of parties and opposed by a number of others. We are still looking at the settlement proposal although the proposal lacks details required to try to project the effect on our Ohio-based facilities. Over the 42 months covered by the settlement commencing January 1, 2012, the settlement will provide AEP with the ability to increase rates electric bills further above mark. In addition to raising the cost of doing business in Ohio, the settlement makes customers captive to AEP's electric bills by erecting economic barriers to competitive electric suppliers (including AEP's affiliate, AEP Retail Energy). These barriers will be put in place just as competitive suppliers have started to enter Ohio Power's and Columbus Southern's service areas to provide us with alternatives to AEP. The settlement will effectively and retroactively limit shopping to 21% in 2012 and threatens to preclude us from reducing our electric bills pursuant to competitive supply options that are presently either before us or have already been acted upon.

I am writing today to express my concerns over what may be happening at the PUCO concerning the electric security plan or ESP that the above settlement would produce in Ohio beginning 1-1-12. As you may know, there have been lots of filings and discussions on the issues from many interested parties. My message today is to encourage you to become familiar with the issues, and the potential consequences. I wanted to let you know that actions by the PUCO that increase electric rates and impose barriers to "customer choice" are not good for Brakey Energy's Clients, and not good for Ohio.

The Speaker of the House recently issued a statement indicating that he is concerned about rate increases and barriers to shopping, and that the House would be holding hearings this fall (copy attached). We are concerned that some of the items being considered at PUCO will make Ohio uncompetitive, threaten our competitiveness and block the ability of customers to get a better deal from competitive suppliers.

Your consideration of this important issue is appreciated.

Sincerely,

Matt Brakey
President
Brakey Energy
Cell: 216.570.6964
Fax: 216.751.4703
www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 5:41 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 5:41:01 PM (UTC-05:00) Eastern Time (US & Canada)
To: district12@ohr.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Porter, Andre; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Representative Barnes,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have two clients, KIMKO Inc. and R.J. Management, within your House district. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

On September 7, 2011, Columbus Southern and Ohio power filed a proposed settlement with the Public Utilities Commission of Ohio (PUCO). The settlement is supported by a number of parties and opposed by a number of others. We are still looking at the settlement proposal although the proposal lacks details required to try to project the effect on our Ohio-based facilities. Over the 42 months covered by the settlement commencing January 1, 2012, the settlement will provide AEP with the ability to increase rates electric bills further above mark. In addition to raising the cost of doing business in Ohio, the settlement makes customers captive to AEP's electric bills by erecting economic barriers to competitive electric suppliers (including AEP's affiliate, AEP Retail Energy). These barriers will be put in place just as competitive suppliers have started to enter Ohio Power's and Columbus Southern's service areas to provide us with alternatives to AEP. The settlement will effectively and retroactively limit shopping to 21% in 2012 and threatens to preclude us from reducing our electric bills pursuant to competitive supply options that are presently either before us or have already been acted upon.

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Your consideration of this important issue is appreciated.

Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

www.BrakeyEnergy.com <<http://www.BrakeyEnergy.com>>

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 5:44 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 5:43:49 PM (UTC-05:00) Eastern Time (US & Canada)
To: district15@ohr.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Porter, Andre; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Representative DeGeeter,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have three clients, American Greetings, Mimax 1 Inc., and Navco Enterprises, Inc., within your House district alone. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

On September 7, 2011, Columbus Southern and Ohio power filed a proposed settlement with the Public Utilities Commission of Ohio (PUCO). The settlement is supported by a number of parties and opposed by a number of others. We are still looking at the settlement proposal although the proposal lacks details required to try to project the effect on our Ohio-based facilities. Over the 42 months covered by the settlement commencing January 1, 2012, the settlement will provide AEP with the ability to increase rates electric bills further above mark. In addition to raising the cost of doing business in Ohio, the settlement makes customers captive to AEP's electric bills by erecting economic barriers to competitive electric suppliers (including AEP's affiliate, AEP Retail Energy). These barriers will be put in place just as competitive suppliers have started to enter Ohio Power's and Columbus Southern's service areas to provide us with alternatives to AEP. The settlement will effectively and retroactively limit shopping to 21% in 2012 and threatens to preclude us from reducing our electric bills pursuant to competitive supply options that are presently either before us or have already been acted upon.

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Your consideration of this important issue is appreciated.

Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 5:46 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 5:45:47 PM (UTC-05:00) Eastern Time (US & Canada)
To: district16@ohr.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Porter, Andre; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Representative Baker,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have one client, Moen, within your House district. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

On September 7, 2011, Columbus Southern and Ohio power filed a proposed settlement with the Public Utilities Commission of Ohio (PUCO). The settlement is supported by a number of parties and opposed by a number of others. We are still looking at the settlement proposal although the proposal lacks details required to try to project the effect on our Ohio-based facilities. Over the 42 months covered by the settlement commencing January 1, 2012, the settlement will provide AEP with the ability to increase rates electric bills further above mark. In addition to raising the cost of doing business in Ohio, the settlement makes customers captive to AEP's electric bills by erecting economic barriers to competitive electric suppliers (including AEP's affiliate, AEP Retail Energy). These barriers will be put in place just as competitive suppliers have started to enter Ohio Power's and Columbus Southern's service areas to provide us with alternatives to AEP. The settlement will effectively and retroactively limit shopping to 21% in 2012 and threatens to preclude us from reducing our electric bills pursuant to competitive supply options that are presently either before us or have already been acted upon.

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The Speaker of the House recently issued a statement indicating that he is concerned about rate increases and barriers to shopping, and that the House would be holding hearings this fall (copy attached). We are concerned that some of the items being considered at PUCO will make Ohio uncompetitive, threaten our competitiveness and block the ability of customers to get a better deal from competitive suppliers.

Your consideration of this important issue is appreciated.

Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 5:49 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 5:49:18 PM (UTC-05:00) Eastern Time (US & Canada)
To: district18@ohr.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Porter, Andre; Lesser, Steve; Roberto, Cheryl; Catherine Nickoson; Sam Randazzo
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Representative Dovilla,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have two clients, Mal Mac Enterprises and Tri-Arch 12 & 24, within your House district alone. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

On September 7, 2011, Columbus Southern and Ohio power filed a proposed settlement with the Public Utilities Commission of Ohio (PUCO). The settlement is supported by a number of parties and opposed by a number of others. We are still looking at the settlement proposal although the proposal lacks details required to try to project the effect on our Ohio-based facilities. Over the 42 months covered by the settlement commencing January 1, 2012, the settlement will provide AEP with the ability to increase rates electric bills further above mark. In addition to raising the cost of doing business in Ohio, the settlement makes customers captive to AEP's electric bills by erecting economic barriers to competitive electric suppliers (including AEP's affiliate, AEP Retail Energy). These barriers will be put in place just as competitive suppliers have started to enter Ohio Power's and Columbus Southern's service areas to provide us with alternatives to AEP. The settlement will effectively and retroactively limit shopping to 21% in 2012 and threatens to preclude us from reducing our electric bills pursuant to competitive supply options that are presently either before us or have already been acted upon.

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Your consideration of this important issue is appreciated.

Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 5:51 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc

From: Matt Brakey
Sent: Monday, October 03, 2011 5:51:02 PM (UTC-05:00) Eastern Time (US & Canada)
To: District43@ohr.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Porter, Andre; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Representative McKenney,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have two clients, Jet Rubber Company and Tri-Cast, within your House district alone. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

On September 7, 2011, Columbus Southern and Ohio power filed a proposed settlement with the Public Utilities Commission of Ohio (PUCO). The settlement is supported by a number of parties and opposed by a number of others. We are still looking at the settlement proposal although the proposal lacks details required to try to project the effect on our Ohio-based facilities. Over the 42 months covered by the settlement commencing January 1, 2012, the settlement will provide AEP with the ability to increase rates electric bills further above mark. In addition to raising the cost of doing business in Ohio, the settlement makes customers captive to AEP's electric bills by erecting economic barriers to competitive electric suppliers (including AEP's affiliate, AEP Retail Energy). These barriers will be put in place just as competitive suppliers have started to enter Ohio Power's and Columbus Southern's service areas to provide us with alternatives to AEP. The settlement will effectively and retroactively limit shopping to 21% in 2012 and threatens to preclude us from reducing our electric bills pursuant to competitive supply options that are presently either before us or have already been acted upon.

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Your consideration of this important issue is appreciated.

Sincerely,

Matt Brakey
President
Brakey Energy
Cell: 216.570.6964
Fax: 216.751.4703
www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 5:53 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 5:52:24 PM (UTC-05:00) Eastern Time (US & Canada)
To: district44@ohr.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Porter, Andre; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Representative Sykes,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have three clients, Grimco, Inc., Main Street Gourmet, and Rubber City Arches, within your House district alone. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

On September 7, 2011, Columbus Southern and Ohio power filed a proposed settlement with the Public Utilities Commission of Ohio (PUCO). The settlement is supported by a number of parties and opposed by a number of others. We are still looking at the settlement proposal although the proposal lacks details required to try to project the effect on our Ohio-based facilities. Over the 42 months covered by the settlement commencing January 1, 2012, the settlement will provide AEP with the ability to increase rates electric bills further above mark. In addition to raising the cost of doing business in Ohio, the settlement makes customers captive to AEP's electric bills by erecting economic barriers to competitive electric suppliers (including AEP's affiliate, AEP Retail Energy). These barriers will be put in place just as competitive suppliers have started to enter Ohio Power's and Columbus Southern's service areas to provide us with alternatives to AEP. The settlement will effectively and retroactively limit shopping to 21% in 2012 and threatens to preclude us from reducing our electric bills pursuant to competitive supply options that are presently either before us or have already been acted upon.

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Your consideration of this important issue is appreciated.

Sincerely,

Matt Brakey
President
Brakey Energy
Cell: 216.570.6964
Fax: 216.751.4703
www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 5:54 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 5:53:33 PM (UTC-05:00) Eastern Time (US & Canada)
To: District45@ohr.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Porter, Andre; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Representative Milkovich,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have three clients, Babcock & Wilcox, Ferriot, and Landmark Plastic, within your House district alone. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

On September 7, 2011, Columbus Southern and Ohio power filed a proposed settlement with the Public Utilities Commission of Ohio (PUCO). The settlement is supported by a number of parties and opposed by a number of others. We are still looking at the settlement proposal although the proposal lacks details required to try to project the effect on our Ohio-based facilities. Over the 42 months covered by the settlement commencing January 1, 2012, the settlement will provide AEP with the ability to increase rates electric bills further above mark. In addition to raising the cost of doing business in Ohio, the settlement makes customers captive to AEP's electric bills by erecting economic barriers to competitive electric suppliers (including AEP's affiliate, AEP Retail Energy). These barriers will be put in place just as competitive suppliers have started to enter Ohio Power's and Columbus Southern's service areas to provide us with alternatives to AEP. The settlement will effectively and retroactively limit shopping to 21% in 2012 and threatens to preclude us from reducing our electric bills pursuant to competitive supply options that are presently either before us or have already been acted upon.

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Your consideration of this important issue is appreciated.

Sincerely,

Matt Brakey
President
Brakey Energy
Cell: 216.570.6964
Fax: 216.751.4703
www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 5:55 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 5:54:33 PM (UTC-05:00) Eastern Time (US & Canada)
To: District46@ohr.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Porter, Andre; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Representative Sears,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have one clients DRS Industries, within your House district. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

On September 7, 2011, Columbus Southern and Ohio power filed a proposed settlement with the Public Utilities Commission of Ohio (PUCO). The settlement is supported by a number of parties and opposed by a number of others. We are still looking at the settlement proposal although the proposal lacks details required to try to project the effect on our Ohio-based facilities. Over the 42 months covered by the settlement commencing January 1, 2012, the settlement will provide AEP with the ability to increase rates electric bills further above mark. In addition to raising the cost of doing business in Ohio, the settlement makes customers captive to AEP's electric bills by erecting economic barriers to competitive electric suppliers (including AEP's affiliate, AEP Retail Energy). These barriers will be put in place just as competitive suppliers have started to enter Ohio Power's and Columbus Southern's service areas to provide us with alternatives to AEP. The settlement will effectively and retroactively limit shopping to 21% in 2012 and threatens to preclude us from reducing our electric bills pursuant to competitive supply options that are presently either before us or have already been acted upon.

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Your consideration of this important issue is appreciated.

Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 5:56 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 5:55:43 PM (UTC-05:00) Eastern Time (US & Canada)
To: District48@ohr.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Porter, Andre; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Representative Ashford,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have one client, American Steel Associated Products, within your House district. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

On September 7, 2011, Columbus Southern and Ohio power filed a proposed settlement with the Public Utilities Commission of Ohio (PUCO). The settlement is supported by a number of parties and opposed by a number of others. We are still looking at the settlement proposal although the proposal lacks details required to try to project the effect on our Ohio-based facilities. Over the 42 months covered by the settlement commencing January 1, 2012, the settlement will provide AEP with the ability to increase rates electric bills further above mark. In addition to raising the cost of doing business in Ohio, the settlement makes customers captive to AEP's electric bills by erecting economic barriers to competitive electric suppliers (including AEP's affiliate, AEP Retail Energy). These barriers will be put in place just as competitive suppliers have started to enter Ohio Power's and Columbus Southern's service areas to provide us with alternatives to AEP. The settlement will effectively and retroactively limit shopping to 21% in 2012 and threatens to preclude us from reducing our electric bills pursuant to competitive supply options that are presently either before us or have already been acted upon.

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Your consideration of this important issue is appreciated.

Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 5:57 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 5:56:52 PM (UTC-05:00) Eastern Time (US & Canada)
To: District51@ohr.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Porter, Andre; Lesser, Steve; Roberto, Cheryl; Catherine Nickoson; Sam Randazzo
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Representative Schuring,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have two clients, Siegfried Enterprises Inc. and Tomtreycos, within your House district alone. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

On September 7, 2011, Columbus Southern and Ohio power filed a proposed settlement with the Public Utilities Commission of Ohio (PUCO). The settlement is supported by a number of parties and opposed by a number of others. We are still looking at the settlement proposal although the proposal lacks details required to try to project the effect on our Ohio-based facilities. Over the 42 months covered by the settlement commencing January 1, 2012, the settlement will provide AEP with the ability to increase rates electric bills further above mark. In addition to raising the cost of doing business in Ohio, the settlement makes customers captive to AEP's electric bills by erecting economic barriers to competitive electric suppliers (including AEP's affiliate, AEP Retail Energy). These barriers will be put in place just as competitive suppliers have started to enter Ohio Power's and Columbus Southern's service areas to provide us with alternatives to AEP. The settlement will effectively and retroactively limit shopping to 21% in 2012 and threatens to preclude us from reducing our electric bills pursuant to competitive supply options that are presently either before us or have already been acted upon.

I am writing today to express my concerns over what may be happening at the PUCO concerning the electric security plan or ESP that the above settlement would produce in Ohio beginning 1-1-12. As you may know, there have been lots of filings and discussions on the issues from many interested parties. My message today is to encourage you to become familiar with the issues, and the potential consequences. I wanted to let you know that actions by the PUCO that increase electric rates and impose barriers to "customer choice" are not good for Brakey Energy's Clients, and not good for Ohio.

The Speaker of the House recently issued a statement indicating that he is concerned about rate increases and barriers to shopping, and that the House would be holding hearings this fall (copy attached). We are concerned that some of the items being considered at PUCO will make Ohio uncompetitive, threaten our competitiveness and block the ability of customers to get a better deal from competitive suppliers.

Your consideration of this important issue is appreciated.

Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 5:58 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 5:57:57 PM (UTC-05:00) Eastern Time (US & Canada)
To: District50@ohr.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Porter, Andre; Lesser, Steve; Roberto, Cheryl; Catherine Nickoson; Sam Randazzo
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Representative Hagan,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have one client, Massillon Container, within your House district. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

On September 7, 2011, Columbus Southern and Ohio power filed a proposed settlement with the Public Utilities Commission of Ohio (PUCO). The settlement is supported by a number of parties and opposed by a number of others. We are still looking at the settlement proposal although the proposal lacks details required to try to project the effect on our Ohio-based facilities. Over the 42 months covered by the settlement commencing January 1, 2012, the settlement will provide AEP with the ability to increase rates electric bills further above mark. In addition to raising the cost of doing business in Ohio, the settlement makes customers captive to AEP's electric bills by erecting economic barriers to competitive electric suppliers (including AEP's affiliate, AEP Retail Energy). These barriers will be put in place just as competitive suppliers have started to enter Ohio Power's and Columbus Southern's service areas to provide us with alternatives to AEP. The settlement will effectively and retroactively limit shopping to 21% in 2012 and threatens to preclude us from reducing our electric bills pursuant to competitive supply options that are presently either before us or have already been acted upon.

I am writing today to express my concerns over what may be happening at the PUCO concerning the electric security plan or ESP that the above settlement would produce in Ohio beginning 1-1-12. As you may know, there have been lots of filings and discussions on the issues from many interested parties. My message today is to encourage you to become familiar with the issues, and the potential consequences. I wanted to let you know that actions by the PUCO that increase electric rates and impose barriers to "customer choice" are not good for Brakey Energy's Clients, and not good for Ohio.

The Speaker of the House recently issued a statement indicating that he is concerned about rate increases and barriers to shopping, and that the House would be holding hearings this fall (copy attached). We are concerned that some of the items being considered at PUCO will make Ohio uncompetitive, threaten our competitiveness and block the ability of customers to get a better deal from competitive suppliers.

Your consideration of this important issue is appreciated.

Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 5:59 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 5:58:58 PM (UTC-05:00) Eastern Time (US & Canada)
To: District56@ohr.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Porter, Andre; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Representative Ramos,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have one client, Sabrina-Joe, Inc., within your House district. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

On September 7, 2011, Columbus Southern and Ohio power filed a proposed settlement with the Public Utilities Commission of Ohio (PUCO). The settlement is supported by a number of parties and opposed by a number of others. We are still looking at the settlement proposal although the proposal lacks details required to try to project the effect on our Ohio-based facilities. Over the 42 months covered by the settlement commencing January 1, 2012, the settlement will provide AEP with the ability to increase rates electric bills further above mark. In addition to raising the cost of doing business in Ohio, the settlement makes customers captive to AEP's electric bills by erecting economic barriers to competitive electric suppliers (including AEP's affiliate, AEP Retail Energy). These barriers will be put in place just as competitive suppliers have started to enter Ohio Power's and Columbus Southern's service areas to provide us with alternatives to AEP. The settlement will effectively and retroactively limit shopping to 21% in 2012 and threatens to preclude us from reducing our electric bills pursuant to competitive supply options that are presently either before us or have already been acted upon.

I am writing today to express my concerns over what may be happening at the PUCO concerning the electric security plan or ESP that the above settlement would produce in Ohio beginning 1-1-12. As you may know, there have been lots of filings and discussions on the issues from many interested parties. My message today is to encourage you to become familiar with the issues, and the potential consequences. I wanted to let you know that actions by the PUCO that increase electric rates and impose barriers to "customer choice" are not good for Brakey Energy's Clients, and not good for Ohio.

The Speaker of the House recently issued a statement indicating that he is concerned about rate increases and barriers to shopping, and that the House would be holding hearings this fall (copy attached). We are concerned that some of the items being considered at PUCO will make Ohio uncompetitive, threaten our competitiveness and block the ability of customers to get a better deal from competitive suppliers.

Your consideration of this important issue is appreciated.

Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 6:10 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 6:09:51 PM (UTC-05:00) Eastern Time (US & Canada)
To: District61@ohr.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Porter, Andre; Lesser, Steve; Roberto, Cheryl; Catherine Nickoson; Sam Randazzo
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Representative Okey,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have two clients, Salem-Republic Rubber and Trilogy Plastics, within your House district alone. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

On September 7, 2011, Columbus Southern and Ohio power filed a proposed settlement with the Public Utilities Commission of Ohio (PUCO). The settlement is supported by a number of parties and opposed by a number of others. We are still looking at the settlement proposal although the proposal lacks details required to try to project the effect on our Ohio-based facilities. Over the 42 months covered by the settlement commencing January 1, 2012, the settlement will provide AEP with the ability to increase rates electric bills further above mark. In addition to raising the cost of doing business in Ohio, the settlement makes customers captive to AEP's electric bills by erecting economic barriers to competitive electric suppliers (including AEP's affiliate, AEP Retail Energy). These barriers will be put in place just as competitive suppliers have started to enter Ohio Power's and Columbus Southern's service areas to provide us with alternatives to AEP. The settlement will effectively and retroactively limit shopping to 21% in 2012 and threatens to preclude us from reducing our electric bills pursuant to competitive supply options that are presently either before us or have already been acted upon.

I am writing today to express my concerns over what may be happening at the PUCO concerning the electric security plan or ESP that the above settlement would produce in Ohio beginning 1-1-12. As you may know, there have been lots of filings and discussions on the issues from many interested parties. My message today is to encourage you to become familiar with the issues, and the potential consequences. I wanted to let you know that actions by the PUCO that increase electric rates and impose barriers to "customer choice" are not good for Brakey Energy's Clients, and not good for Ohio.

The Speaker of the House recently issued a statement indicating that he is concerned about rate increases and barriers to shopping, and that the House would be holding hearings this fall (copy attached). We are concerned that some of the items being considered at PUCO will make Ohio uncompetitive, threaten our competitiveness and block the ability of customers to get a better deal from competitive suppliers.

Your consideration of this important issue is appreciated.

Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 6:11 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 6:11:07 PM (UTC-05:00) Eastern Time (US & Canada)
To: District63@ohr.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Porter, Andre; Lesser, Steve; Roberto, Cheryl; Catherine Nickoson; Sam Randazzo
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Representative Young,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have one client, Component Repair Technologies, within your House district. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

On September 7, 2011, Columbus Southern and Ohio power filed a proposed settlement with the Public Utilities Commission of Ohio (PUCO). The settlement is supported by a number of parties and opposed by a number of others. We are still looking at the settlement proposal although the proposal lacks details required to try to project the effect on our Ohio-based facilities. Over the 42 months covered by the settlement commencing January 1, 2012, the settlement will provide AEP with the ability to increase rates electric bills further above mark. In addition to raising the cost of doing business in Ohio, the settlement makes customers captive to AEP's electric bills by erecting economic barriers to competitive electric suppliers (including AEP's affiliate, AEP Retail Energy). These barriers will be put in place just as competitive suppliers have started to enter Ohio Power's and Columbus Southern's service areas to provide us with alternatives to AEP. The settlement will effectively and retroactively limit shopping to 21% in 2012 and threatens to preclude us from reducing our electric bills pursuant to competitive supply options that are presently either before us or have already been acted upon.

I am writing today to express my concerns over what may be happening at the PUCO concerning the electric security plan or ESP that the above settlement would produce in Ohio beginning 1-1-12. As you may know, there have been lots of filings and discussions on the issues from many interested parties. My message today is to encourage you to become familiar with the issues, and the potential consequences. I wanted to let you know that actions by the PUCO that increase electric rates and impose barriers to "customer choice" are not good for Brakey Energy's Clients, and not good for Ohio.

The Speaker of the House recently issued a statement indicating that he is concerned about rate increases and barriers to shopping, and that the House would be holding hearings this fall (copy attached). We are concerned that some of the items being considered at PUCO will make Ohio uncompetitive, threaten our competitiveness and block the ability of customers to get a better deal from competitive suppliers.

Your consideration of this important issue is appreciated.

Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 6:13 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 6:12:18 PM (UTC-05:00) Eastern Time (US & Canada)
To: District62@ohr.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Porter, Andre; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Representative Fende,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have two clients, Damon Morgan Corp and Pressure Technology, within your House district alone. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

On September 7, 2011, Columbus Southern and Ohio power filed a proposed settlement with the Public Utilities Commission of Ohio (PUCO). The settlement is supported by a number of parties and opposed by a number of others. We are still looking at the settlement proposal although the proposal lacks details required to try to project the effect on our Ohio-based facilities. Over the 42 months covered by the settlement commencing January 1, 2012, the settlement will provide AEP with the ability to increase rates electric bills further above mark. In addition to raising the cost of doing business in Ohio, the settlement makes customers captive to AEP's electric bills by erecting economic barriers to competitive electric suppliers (including AEP's affiliate, AEP Retail Energy). These barriers will be put in place just as competitive suppliers have started to enter Ohio Power's and Columbus Southern's service areas to provide us with alternatives to AEP. The settlement will effectively and retroactively limit shopping to 21% in 2012 and threatens to preclude us from reducing our electric bills pursuant to competitive supply options that are presently either before us or have already been acted upon.

I am writing today to express my concerns over what may be happening at the PUCO concerning the electric security plan or ESP that the above settlement would produce in Ohio beginning 1-1-12. As you may know, there have been lots of filings and discussions on the issues from many interested parties. My message today is to encourage you to become familiar with the issues, and the potential consequences. I wanted to let you know that actions by the PUCO that increase electric rates and impose barriers to "customer choice" are not good for Brakey Energy's Clients, and not good for Ohio.

The Speaker of the House recently issued a statement indicating that he is concerned about rate increases and barriers to shopping, and that the House would be holding hearings this fall (copy attached). We are concerned that some of the items being considered at PUCO will make Ohio uncompetitive, threaten our competitiveness and block the ability of customers to get a better deal from competitive suppliers.

Your consideration of this important issue is appreciated.

Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 6:23 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 6:22:10 PM (UTC-05:00) Eastern Time (US & Canada)
To: District64@ohr.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Porter, Andre; Lesser, Steve; Roberto, Cheryl; Catherine Nickoson; Sam Randazzo
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Representative Letson,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have one client, Ohio Star Forge, within your House district. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

On September 7, 2011, Columbus Southern and Ohio power filed a proposed settlement with the Public Utilities Commission of Ohio (PUCO). The settlement is supported by a number of parties and opposed by a number of others. We are still looking at the settlement proposal although the proposal lacks details required to try to project the effect on our Ohio-based facilities. Over the 42 months covered by the settlement commencing January 1, 2012, the settlement will provide AEP with the ability to increase rates electric bills further above mark. In addition to raising the cost of doing business in Ohio, the settlement makes customers captive to AEP's electric bills by erecting economic barriers to competitive electric suppliers (including AEP's affiliate, AEP Retail Energy). These barriers will be put in place just as competitive suppliers have started to enter Ohio Power's and Columbus Southern's service areas to provide us with alternatives to AEP. The settlement will effectively and retroactively limit shopping to 21% in 2012 and threatens to preclude us from reducing our electric bills pursuant to competitive supply options that are presently either before us or have already been acted upon.

I am writing today to express my concerns over what may be happening at the PUCO concerning the electric security plan or ESP that the above settlement would produce in Ohio beginning 1-1-12. As you may know, there have been lots of filings and discussions on the issues from many interested parties. My message today is to encourage you to become familiar with the issues, and the potential consequences. I wanted to let you know that actions by the PUCO that increase electric rates and impose barriers to "customer choice" are not good for Brakey Energy's Clients, and not good for Ohio.

The Speaker of the House recently issued a statement indicating that he is concerned about rate increases and barriers to shopping, and that the House would be holding hearings this fall (copy attached). We are concerned that some of the items being considered at PUCO will make Ohio uncompetitive, threaten our competitiveness and block the ability of customers to get a better deal from competitive suppliers.

Your consideration of this important issue is appreciated.

Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 6:24 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc

From: Matt Brakey
Sent: Monday, October 03, 2011 6:23:31 PM (UTC-05:00) Eastern Time (US & Canada)
To: District68@ohr.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Porter, Andre; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Representative Clyde,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have five clients, Automation Plastics, Berry Plastics, Chuck-Mar Corporation, Inc., Kent Elastomer Products and Willjen, within your House district alone. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

On September 7, 2011, Columbus Southern and Ohio power filed a proposed settlement with the Public Utilities Commission of Ohio (PUCO). The settlement is supported by a number of parties and opposed by a number of others. We are still looking at the settlement proposal although the proposal lacks details required to try to project the effect on our Ohio-based facilities. Over the 42 months covered by the settlement commencing January 1, 2012, the settlement will provide AEP with the ability to increase rates electric bills further above mark. In addition to raising the cost of doing business in Ohio, the settlement makes customers captive to AEP's electric bills by erecting economic barriers to competitive electric suppliers (including AEP's affiliate, AEP Retail Energy). These barriers will be put in place just as competitive suppliers have started to enter Ohio Power's and Columbus Southern's service areas to provide us with alternatives to AEP. The settlement will effectively and retroactively limit shopping to 21% in 2012 and threatens to preclude us from reducing our electric bills pursuant to competitive supply options that are presently either before us or have already been acted upon.

I am writing today to express my concerns over what may be happening at the PUCO concerning the electric security plan or ESP that the above settlement would produce in Ohio beginning 1-1-12. As you may know, there have been lots of filings and discussions on the issues from many interested parties. My message today is to encourage you to become familiar with the issues, and the potential consequences. I wanted to let you know that actions by the PUCO that increase electric rates and impose barriers to "customer choice" are not good for Brakey Energy's Clients, and not good for Ohio.

The Speaker of the House recently issued a statement indicating that he is concerned about rate increases and barriers to shopping, and that the House would be holding hearings this fall (copy attached). We are concerned that some of the items being considered at PUCO will make Ohio uncompetitive, threaten our competitiveness and block the ability of customers to get a better deal from competitive suppliers.

Your consideration of this important issue is appreciated.

Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 6:28 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 6:27:43 PM (UTC-05:00) Eastern Time (US & Canada)
To: District69@ohr.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Porter, Andre; Lesser, Steve; Roberto, Cheryl; Catherine Nickoson; Sam Randazzo
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Representative Batchelder,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have two clients, Golden Alliance and Jacobson Manufacturing, within your House district alone. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

On September 7, 2011, Columbus Southern and Ohio power filed a proposed settlement with the Public Utilities Commission of Ohio (PUCO). The settlement is supported by a number of parties and opposed by a number of others. We are still looking at the settlement proposal although the proposal lacks details required to try to project the effect on our Ohio-based facilities. Over the 42 months covered by the settlement commencing January 1, 2012, the settlement will provide AEP with the ability to increase rates electric bills further above mark. In addition to raising the cost of doing business in Ohio, the settlement makes customers captive to AEP's electric bills by erecting economic barriers to competitive electric suppliers (including AEP's affiliate, AEP Retail Energy). These barriers will be put in place just as competitive suppliers have started to enter Ohio Power's and Columbus Southern's service areas to provide us with alternatives to AEP. The settlement will effectively and retroactively limit shopping to 21% in 2012 and threatens to preclude us from reducing our electric bills pursuant to competitive supply options that are presently either before us or have already been acted upon.

I am writing today to express my concerns over what may be happening at the PUCO concerning the electric security plan or ESP that the above settlement would produce in Ohio beginning 1-1-12. As you may know, there have been lots of filings and discussions on the issues from many interested parties. My message today is to encourage you to become familiar with the issues, and the potential consequences. I wanted to let you know that actions by the PUCO that increase electric rates and impose barriers to "customer choice" are not good for Brakey Energy's Clients, and not good for Ohio.

You have recently issued a statement indicating that you are concerned about rate increases and barriers to shopping, and that the House would be holding hearings this fall (copy attached). We are concerned that some of the items being considered at PUCO will make Ohio uncompetitive, threaten our competitiveness and block the ability of customers to get a better deal from competitive suppliers.

Your consideration of this important issue is appreciated.

Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 6:29 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 6:28:54 PM (UTC-05:00) Eastern Time (US & Canada)
To: District73@ohr.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Porter, Andre; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Representative Goyal,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have one client, S.S.M., Inc., within your House district. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

On September 7, 2011, Columbus Southern and Ohio power filed a proposed settlement with the Public Utilities Commission of Ohio (PUCO). The settlement is supported by a number of parties and opposed by a number of others. We are still looking at the settlement proposal although the proposal lacks details required to try to project the effect on our Ohio-based facilities. Over the 42 months covered by the settlement commencing January 1, 2012, the settlement will provide AEP with the ability to increase rates electric bills further above mark. In addition to raising the cost of doing business in Ohio, the settlement makes customers captive to AEP's electric bills by erecting economic barriers to competitive electric suppliers (including AEP's affiliate, AEP Retail Energy). These barriers will be put in place just as competitive suppliers have started to enter Ohio Power's and Columbus Southern's service areas to provide us with alternatives to AEP. The settlement will effectively and retroactively limit shopping to 21% in 2012 and threatens to preclude us from reducing our electric bills pursuant to competitive supply options that are presently either before us or have already been acted upon.

I am writing today to express my concerns over what may be happening at the PUCO concerning the electric security plan or ESP that the above settlement would produce in Ohio beginning 1-1-12. As you may know, there have been lots of filings and discussions on the issues from many interested parties. My message today is to encourage you to become familiar with the issues, and the potential consequences. I wanted to let you know that actions by the PUCO that increase electric rates and impose barriers to "customer choice" are not good for Brakey Energy's Clients, and not good for Ohio.

The Speaker of the House recently issued a statement indicating that he is concerned about rate increases and barriers to shopping, and that the House would be holding hearings this fall (copy attached). We are concerned that some of the items being considered at PUCO will make Ohio uncompetitive, threaten our competitiveness and block the ability of customers to get a better deal from competitive suppliers.

Your consideration of this important issue is appreciated.

Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 6:31 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 6:30:17 PM (UTC-05:00) Eastern Time (US & Canada)
To: District80@ohr.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Porter, Andre; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Representative Murray,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have one client, Sandusky International, within your House district. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

On September 7, 2011, Columbus Southern and Ohio power filed a proposed settlement with the Public Utilities Commission of Ohio (PUCO). The settlement is supported by a number of parties and opposed by a number of others. We are still looking at the settlement proposal although the proposal lacks details required to try to project the effect on our Ohio-based facilities. Over the 42 months covered by the settlement commencing January 1, 2012, the settlement will provide AEP with the ability to increase rates electric bills further above mark. In addition to raising the cost of doing business in Ohio, the settlement makes customers captive to AEP's electric bills by erecting economic barriers to competitive electric suppliers (including AEP's affiliate, AEP Retail Energy). These barriers will be put in place just as competitive suppliers have started to enter Ohio Power's and Columbus Southern's service areas to provide us with alternatives to AEP. The settlement will effectively and retroactively limit shopping to 21% in 2012 and threatens to preclude us from reducing our electric bills pursuant to competitive supply options that are presently either before us or have already been acted upon.

I am writing today to express my concerns over what may be happening at the PUCO concerning the electric security plan or ESP that the above settlement would produce in Ohio beginning 1-1-12. As you may know, there have been lots of filings and discussions on the issues from many interested parties. My message today is to encourage you to become familiar with the issues, and the potential consequences. I wanted to let you know that actions by the PUCO that increase electric rates and impose barriers to "customer choice" are not good for Brakey Energy's Clients, and not good for Ohio.

The Speaker of the House recently issued a statement indicating that he is concerned about rate increases and barriers to shopping, and that the House would be holding hearings this fall (copy attached). We are concerned that some of the items being considered at PUCO will make Ohio uncompetitive, threaten our competitiveness and block the ability of customers to get a better deal from competitive suppliers.

Your consideration of this important issue is appreciated.

Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 6:34 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 6:34:07 PM (UTC-05:00) Eastern Time (US & Canada)
To: District98@ohr.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Porter, Andre; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Representative Hollington,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. ***We have seventeen clients***, Chardon Custom Polymers, Duramax Marine, Excel Polymers, Flambeau, Inc., G-N Distributing Company, GoldKey, Johnsonite, Johnsonite Rubber Flooring, MAK Management, Mar-Bal, Mel-K Management Company, Mercury Plastics, Middlefield Cheese, Neff-Perkins, Norman Noble, Inc., Progressive Insurance and SAJAR Plastics, within your House district alone. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

On September 7, 2011, Columbus Southern and Ohio power filed a proposed settlement with the Public Utilities Commission of Ohio (PUCO). The settlement is supported by a number of parties and opposed by a number of others. We are still looking at the settlement proposal although the proposal lacks details required to try to project the effect on our Ohio-based facilities. Over the 42 months covered by the settlement commencing January 1, 2012, the settlement will provide AEP with the ability to increase rates electric bills further above mark. In addition to raising the cost of doing business in Ohio, the settlement makes customers captive to AEP's electric bills by erecting economic barriers to competitive electric suppliers (including AEP's affiliate, AEP Retail Energy). These barriers will be put in place just as competitive suppliers have started to enter Ohio Power's and Columbus Southern's service areas to provide us with alternatives to AEP. The settlement will effectively and retroactively limit shopping to 21% in 2012 and threatens to preclude us from reducing our electric bills pursuant to competitive supply options that are presently either before us or have already been acted upon.

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Your consideration of this important issue is appreciated.

Sincerely,

Matt Brakey
President
Brakey Energy
Cell: 216.570.6964
Fax: 216.751.4703
www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 6:32 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 6:31:42 PM (UTC-05:00) Eastern Time (US & Canada)
To: District74@ohr.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Porter, Andre; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Representative Goodwin,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have one very large client, Diversified Machine Inc., within your House district. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

On September 7, 2011, Columbus Southern and Ohio power filed a proposed settlement with the Public Utilities Commission of Ohio (PUCO). The settlement is supported by a number of parties and opposed by a number of others. We are still looking at the settlement proposal although the proposal lacks details required to try to project the effect on our Ohio-based facilities. Over the 42 months covered by the settlement commencing January 1, 2012, the settlement will provide AEP with the ability to increase rates electric bills further above mark. In addition to raising the cost of doing business in Ohio, the settlement makes customers captive to AEP's electric bills by erecting economic barriers to competitive electric suppliers (including AEP's affiliate, AEP Retail Energy). These barriers will be put in place just as competitive suppliers have started to enter Ohio Power's and Columbus Southern's service areas to provide us with alternatives to AEP. The settlement will effectively and retroactively limit shopping to 21% in 2012 and threatens to preclude us from reducing our electric bills pursuant to competitive supply options that are presently either before us or have already been acted upon.

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Your consideration of this important issue is appreciated.

Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

www.BrakeyEnergy.com

Hunter, Donielle

From: Snitchler, Todd
Sent: Monday, October 03, 2011 6:35 PM
To: Trombold, Beth
Subject: FW: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO
Attachments: SpeakerBatchelderreleasereelectricity.doc
Importance: High

From: Matt Brakey
Sent: Monday, October 03, 2011 6:35:10 PM (UTC-05:00) Eastern Time (US & Canada)
To: District99@ohr.state.oh.us
Cc: Snitchler, Todd; Centolella, Paul; Porter, Andre; Lesser, Steve; Roberto, Cheryl; Sam Randazzo; Catherine Nickoson
Subject: AEP Electric Security Plan Proposal - PUCO Case Nos. 11-346-EL-SSO and 11-348-EL-SSO

Representative Kozlowski,

Brakey Energy provides comprehensive energy management services to over 60 energy intensive businesses and government entities here in Ohio. We have five clients Ashtabula Rubber, Iten Industries, Premix, RTS Companies Inc. and Welded Tubes, Inc., within your House district alone. Many of our clients receive electricity from Columbus Southern Power or Ohio Power (operating companies of AEP) and they employ thousands of people at these facilities which must compete for customers in our global economy.

On September 7, 2011, Columbus Southern and Ohio power filed a proposed settlement with the Public Utilities Commission of Ohio (PUCO). The settlement is supported by a number of parties and opposed by a number of others. We are still looking at the settlement proposal although the proposal lacks details required to try to project the effect on our Ohio-based facilities. Over the 42 months covered by the settlement commencing January 1, 2012, the settlement will provide AEP with the ability to increase rates electric bills further above mark. In addition to raising the cost of doing business in Ohio, the settlement makes customers captive to AEP's electric bills by erecting economic barriers to competitive electric suppliers (including AEP's affiliate, AEP Retail Energy). These barriers will be put in place just as competitive suppliers have started to enter Ohio Power's and Columbus Southern's service areas to provide us with alternatives to AEP. The settlement will effectively and retroactively limit shopping to 21% in 2012 and threatens to preclude us from reducing our electric bills pursuant to competitive supply options that are presently either before us or have already been acted upon.

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Your consideration of this important issue is appreciated.

Sincerely,

Matt Brakey

President

Brakey Energy

Cell: 216.570.6964

Fax: 216.751.4703

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