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Date Received	Case Number	Certification Number
	- GA-AGG	

22

# CERTIFICATION APPLICATION 14-1076-GA-AGG

## COMPETITIVE RETAIL NATURAL GAS BROKERS / AGGREGATORS

Please type or print all required information. Identify all attachments with an exhibit label and title (*Example: Exhibit A-16 - Company History*). All attachments should bear the legal name of the Applicant. Applicants should file completed applications and all related correspondence with the Public Utilities Commission of Ohio, Docketing Division, 180 East Broad Street, Columbus, Ohio 43215-3793.

This PDF form is designed so that you may directly input information onto the form. You may also download the form by saving it to your local disk.

### SECTION A - APPLICANT INFORMATION AND SERVICES

A-1 Applicant intends to be certified as: (check all that apply)

☐ Retail Natural Gas Aggregator ☒ Retail Natural Gas Broker

A-2 Applicant information:

Legal Name Retail Energy Partners LLC  
Address 171 Franklin Street, Dublin, OH 43017  
Telephone No. 614-441-9096 Web site Address www.retailenergypartners.com

A-3 Applicant information under which applicant will do business in Ohio:

Name Retail Energy Partners LLC  
Address 171 Franklin Street, Dublin, OH 43017  
Web site Address www.retailenergypartners.com Telephone No. 614-441-9096

A-4 List all names under which the applicant does business in North America:

Retail Energy Partners

A-5 Contact person for regulatory or emergency matters:

Name Christian Bailey Title Owner  
Business Address 171 Franklin Street, Dublin, OH 43017  
Telephone No. 614-441-9096 Fax No. Email Address chris@retailenergypartners.com

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**A-6 Contact person for Commission Staff use in investigating customer complaints:**

Name Christian Bailey Title Owner  
Business address 171 Franklin Street Dublin, OH 43017  
Telephone No. 614-441-9096 Fax No. Email Address chris@retailenergypartners.com

**A-7 Applicant's address and toll-free number for customer service and complaints**

Customer service address 171 Franklin Street, Dublin, OH 43017  
Toll-Free Telephone No. 866-561-9822 Fax No. Email Address chris@retailenergypartners.com

**A-8 Provide "Proof of an Ohio Office and Employee," in accordance with Section 4929.22 of the Ohio Revised Code, by listing name, Ohio office address, telephone number, and Web site address of the designated Ohio Employee**

Name Christian Bailey Title Owner  
Business address 171 Franklin Street, Dublin, OH 43017  
Telephone No. 866-561-9822 Fax No. Email Address chris@retailenergypartners.com

**A-9 Applicant's federal employer identification number** 465691513

**A-10 Applicant's form of ownership: (Check one)**

- |  |   |
|--|---|
| <input type="checkbox"/> Sole Proprietorship                 | <input type="checkbox"/> Partnership                                |
| <input type="checkbox"/> Limited Liability Partnership (LLP) | <input checked="" type="checkbox"/> Limited Liability Company (LLC) |
| <input type="checkbox"/> Corporation                         | <input type="checkbox"/> Other                                      |

**A-11 (Check all that apply) Identify each natural gas company service area in which the applicant is currently providing service or intends to provide service, including identification of each customer class that the applicant is currently serving or intends to serve, for example: *residential, small commercial, and/or large commercial/industrial (mercantile) customers*. (A mercantile customer, as defined in Section 4929.01(L)(1) of the Ohio Revised Code, means a customer that consumes, other than for residential use, more than 500,000 cubic feet of natural gas per year at a single location within the state or consumes natural gas, other than for residential use, as part of an undertaking having more than three locations within or outside of this state. In accordance with Section 4929.01(L)(2) of the Ohio Revised Code, "Mercantile customer" excludes a not-for-profit customer that consumes, other than for residential use, more than 500,000 cubic feet of natural gas per year at a single location within this state or consumes natural gas, other than for residential use, as part of an undertaking having more than three locations within or outside this state that has filed the necessary declaration with the Public Utilities Commission.)**

<input checked="" type="checkbox"/> Columbia Gas of Ohio	<input checked="" type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial
<input checked="" type="checkbox"/> Dominion East Ohio	<input checked="" type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial
<input checked="" type="checkbox"/> Duke Energy Ohio	<input checked="" type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial
<input checked="" type="checkbox"/> Vectren Energy Delivery of Ohio	<input checked="" type="checkbox"/> Residential	<input checked="" type="checkbox"/> Small Commercial	<input checked="" type="checkbox"/> Large Commercial / Industrial

**A-12 If applicant or an affiliated interest previously participated in any of Ohio's Natural Gas Choice Programs, for each service area and customer class, provide approximate start date(s) and/or end date(s) that the applicant began delivering and/or ended services.**

☐ Columbia Gas of Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

☐ Dominion East Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

☐ Duke Energy Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

☐ Vectren Energy Delivery of Ohio

<input type="checkbox"/> Residential	Beginning Date of Service	End Date
<input type="checkbox"/> Small Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Large Commercial	Beginning Date of Service	End Date
<input type="checkbox"/> Industrial	Beginning Date of Service	End Date

**A-13 If not currently participating in any of Ohio's four Natural Gas Choice Programs, provide the approximate start date that the applicant proposes to begin delivering services:**

<input checked="" type="checkbox"/>	Columbia Gas of Ohio	Intended Start Date	7/10/2014
<input checked="" type="checkbox"/>	Dominion East Ohio	Intended Start Date	7/10/2014
<input checked="" type="checkbox"/>	Duke Energy Ohio	Intended Start Date	7/10/2014
<input checked="" type="checkbox"/>	Vectren Energy Delivery of Ohio	Intended Start Date	7/10/2014

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED.

- A-14 **Exhibit A-14 "Principal Officers, Directors & Partners,"** provide the names, titles, addresses and telephone numbers of the applicant's principal officers, directors, partners, or other similar officials.
- A-15 **Exhibit A-15 "Corporate Structure,"** provide a description of the applicant's corporate structure, including a graphical depiction of such structure, and a list of all affiliate and subsidiary companies that supply retail or wholesale natural gas or electricity to customers in North America.
- A-16 **Exhibit A-16 "Company History,"** provide a concise description of the applicant's company history and principal business interests.
- A-17 **Exhibit A-17 "Articles of Incorporation and Bylaws,"** if applicable, provide the articles of incorporation filed with the state or jurisdiction in which the applicant is incorporated and any amendments thereto.
- A-18 **Exhibit A-18 "Secretary of State,"** provide evidence that the applicant is currently registered with the Ohio Secretary of the State.

## **SECTION B - APPLICANT MANAGERIAL CAPABILITY AND EXPERIENCE**

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED

- B-1 **Exhibit B-1 "Jurisdictions of Operation,"** provide a current list of all jurisdictions in which the applicant or any affiliated interest of the applicant is, at the date of filing the application, certified, licensed, registered, or otherwise authorized to provide retail natural gas service, or retail/wholesale electric services.
- B-2 **Exhibit B-2 "Experience & Plans,"** provide a current description of the applicant's experience and plan for contracting with customers, providing contracted services, providing billing statements, and responding to customer inquiries and complaints in accordance with Commission rules adopted pursuant to Section 4929.22 of the Revised Code and contained in Chapter 4901:1-29 of the Ohio Administrative Code.
- B-3 **Exhibit B-3 "Summary of Experience,"** provide a concise and current summary of the applicant's experience in providing the service(s) for which it is seeking to be certified to provide (e.g., number and types of customers served, utility service areas, volume of gas supplied, etc.).
- B-4 **Exhibit B-4 "Disclosure of Liabilities and Investigations,"** provide a description of all existing, pending or past rulings, judgments, contingent liabilities, revocations of authority, regulatory investigations, or any other matter that could adversely impact the applicant's financial or operational

status or ability to provide the services it is seeking to be certified to provide.

- B-5 Exhibit B-5 "Disclosure of Consumer Protection Violations,"** disclose whether the applicant, affiliate, predecessor of the applicant, or any principal officer of the applicant has been convicted or held liable for fraud or for violation of any consumer protection or antitrust laws within the past five years.

☒ No      ☐ Yes

If Yes, provide a separate attachment labeled as Exhibit B-5 "Disclosure of Consumer Protection Violations," detailing such violation(s) and providing all relevant documents.

- B-6 Exhibit B-6 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation,"** disclose whether the applicant or a predecessor of the applicant has had any certification, license, or application to provide retail natural gas or retail/wholesale electric service denied, curtailed, suspended, or revoked, or whether the applicant or predecessor has been terminated from any of Ohio's Natural Gas Choice programs, or been in default for failure to deliver natural gas.

☒ No      ☐ Yes

If Yes, provide a separate attachment, labeled as Exhibit B-6 "Disclosure of Certification Denial, Curtailment, Suspension, or Revocation," detailing such action(s) and providing all relevant documents.

## **SECTION C - APPLICANT FINANCIAL CAPABILITY AND EXPERIENCE**

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED

- C-1 Exhibit C-1 "Annual Reports,"** provide the two most recent Annual Reports to Shareholders. If applicant does not have annual reports, the applicant should provide similar information, labeled as Exhibit C-1, or indicate that Exhibit C-1 is not applicable and why.
- C-2 Exhibit C-2 "SEC Filings,"** provide the most recent 10-K/8-K Filings with the SEC. If applicant does not have such filings, it may submit those of its parent company. If the applicant does not have such filings, then the applicant may indicate in Exhibit C-2 whether the applicant is not required to file with the SEC and why.
- C-3 Exhibit C-3 "Financial Statements,"** provide copies of the applicant's two most recent years of audited financial statements (balance sheet, income statement, and cash flow statement). If audited financial statements are not available, provide officer-certified financial statements. If the applicant has not been in business long enough to satisfy this requirement, it shall file audited or officer-certified financial statements covering the life of the business.
- C-4 Exhibit C-4 "Financial Arrangements,"** provide copies of the applicant's current financial arrangements to conduct competitive retail natural gas service (CRNGS) as a business activity (e.g., guarantees, bank commitments, contractual arrangements, credit agreements, etc.)
- C-5 Exhibit C-5 "Forecasted Financial Statements,"** provide two years of forecasted financial statements (balance sheet, income statement, and cash flow statement) for the applicant's CRNGS operation, along with a list of assumptions, and the name, address, email address, and telephone number of the preparer.

- C-6 Exhibit C-6 "Credit Rating,"** provide a statement disclosing the applicant's current credit rating as reported by two of the following organizations: Duff & Phelps, Dun and Bradstreet Information Services, Fitch IBCA, Moody's Investors Service, Standard & Poors, or a similar organization. In instances where an applicant does not have its own credit ratings, it may substitute the credit ratings of a parent or affiliate organization, provided the applicant submits a statement signed by a principal officer of the applicant's parent or affiliate organization that guarantees the obligations of the applicant.
- C-7 Exhibit C-7 "Credit Report,"** provide a copy of the applicant's current credit report from Experion, Dun and Bradstreet, or a similar organization.
- C-8 Exhibit C-8 "Bankruptcy Information,"** provide a list and description of any reorganizations, protection from creditors, or any other form of bankruptcy filings made by the applicant, a parent or affiliate organization that guarantees the obligations of the applicant or any officer of the applicant in the current year or since applicant last filed for certification.
- C-9 Exhibit C-9 "Merger Information,"** provide a statement describing any dissolution or merger or acquisition of the applicant since applicant last filed for certification.

## **SECTION D – APPLICANT TECHNICAL CAPABILITY**

PROVIDE THE FOLLOWING AS SEPARATE ATTACHMENTS AND LABEL AS INDICATED.

- D-1 Exhibit D-1 "Operations,"** provide a current written description of the operational nature of the applicant's business functions.
- D-2 Exhibit D-2 "Operations Expertise,"** given the operational nature of the applicant's business, provide evidence of the applicant's current experience and technical expertise in performing such operations.
- D-3 Exhibit D-3 "Key Technical Personnel,"** provide the names, titles, email addresses, telephone numbers, and background of key personnel involved in the operational aspects of the applicant's current business.

Applicant Signature and Title

*Chk V. Bly*

Owner

Sworn and subscribed before me this

10

day of

June

Month

2014

Year

*Charles M. Celebrezze*

Signature of official administering oath

Charles M. Celebrezze, Notary Public

Print Name and Title



My commission expires on

9-23-2017



# The Public Utilities Commission of Ohio

Competitive Retail Natural Gas Service  
Affidavit Form  
(Version 1.07)

In the Matter of the Application of )

*Retail Energy Partners LLC* )

for a Certificate or Renewal Certificate to Provide )

Competitive Retail Natural Gas Service in Ohio. )

Case No. - -GA-AGG

County of *Franklin*

State of *OH*

*Christian Bailey*

[Affiant], being duly sworn/affirmed, hereby states that:

- (1) The information provided within the certification or certification renewal application and supporting information is complete, true, and accurate to the best knowledge of affiant.
- (2) The applicant will timely file an annual report of its intrastate gross receipts and sales of hundred cubic feet of natural gas pursuant to Sections 4905.10(A), 4911.18(A), and 4929.23(B), Ohio Revised Code.
- (3) The applicant will timely pay any assessment made pursuant to Section 4905.10 or Section 4911.18(A), Ohio Revised Code.
- (4) Applicant will comply with all applicable rules and orders adopted by the Public Utilities Commission of Ohio pursuant to Title 49, Ohio Revised Code.
- (5) Applicant will cooperate with the Public Utilities Commission of Ohio and its staff in the investigation of any consumer complaint regarding any service offered or provided by the applicant.
- (6) Applicant will comply with Section 4929.21, Ohio Revised Code, regarding consent to the jurisdiction of the Ohio courts and the service of process.
- (7) Applicant will inform the Public Utilities Commission of Ohio of any material change to the information supplied in the certification or certification renewal application within 30 days of such material change, including any change in contact person for regulatory or emergency purposes or contact person for Staff use in investigating customer complaints.
- (8) Affiant further sayeth naught.

Affiant Signature & Title

*Christian V. Bailey* *owner*

Sworn and subscribed before me this *10* day of *June* Month *2014* Year

*Charles M. Celebrezze*  
Signature of Official Administering Oath

*Charles M. Celebrezze, Notary Public*  
Print Name and Title



My commission expires on *9-23-2017*

(CRNGS Broker/Aggregator -Version 1.07) Page 7 of 7

**Exhibit A-14: Principal Officers, Directors & Partners**

**Principal's officers, directors, partners or other similar officials:** Christian Bailey

**Title:** Owner

**Address:** 171 Franklin Street, Dublin, OH 43017

**Telephone number:** 614-441-9096



**Exhibit A-15: Corporate Structure**

**Corporate Structure Description:** Retail Energy Partners LLC, an Ohio Limited Liability Company, with principal place of business at 171 Franklin Street, Dublin OH 43017

**Corporate Structure Graphical Depiction:**

Retail Energy Partners LLC

***\*\*\*No other affiliates, subsidiary companies available\*\*\****

#### **Exhibit A-16: Company History**

Retail Energy Partners LLC was formed in 2014 by Christian Bailey. Retail Energy Partners is planning to broker retail energy services to various CRES providers within the Ohio utility areas. The owner, Christian Bailey, has worked in the retail energy industry of the past twenty years for companies such as DTE Energy Supply, AEP Energy, Accent Energy (IGS Energy) and Enron Energy Services. Mr. Bailey has worked extensively in all facets of retail energy including, sales, risk management, enrollments, customer services and billing. Most recently, he worked for DTE Energy Supply as a business development manager.

**Exhibit A-17: Articles of Incorporation and Bylaws**

Doc ID -->

201411600023



Form 533A Prescribed by:

Ohio Secretary of State

**JON HUSTED**  
Ohio Secretary of State

Central Ohio: (614) 466-3810

Toll Free: (877) SOS-FILE (767-3453)

www.OhioSecretaryofState.gov

Busserv@OhioSecretaryofState.gov

Date Electronically Filed: 4/26/2014

**Articles of Organization for a Domestic  
Limited Liability Company**

Filing Fee: \$125

CHECK ONLY ONE (1) BOX

(1) ☒ Articles of Organization for Domestic  
For-Profit Limited Liability Company  
(119-LCA)

(2) ☐ Articles of Organization for Domestic  
Nonprofit Limited Liability Company  
(119-LCA)

Name of Limited Liability Company **RETAIL ENERGY PARTNERS LLC**

Name must include one of the following words or abbreviations: "limited liability company," "limited," "LLC," "L.L.C.," "Ltd.," or "Ltd."

Effective Date **4/26/2014**  
(Optional)  
mm/dd/yyyy

(The legal existence of the limited liability company begins upon the filing of the articles or on a later date specified that is not more than ninety days after filing)

This limited liability company shall exist for  
(Optional)

Period of Existence

Purpose  
(Optional)

**\*\*Note for Nonprofit LLCs**

The Secretary of State does not grant tax exempt status. Filing with our office is not sufficient to obtain state or federal tax exemptions. Contact the Ohio Department of Taxation and the Internal Revenue Service to ensure that the nonprofit limited liability company secures the proper state and federal tax exemptions. These agencies may require that a purpose clause be provided.

# STATE OF OHIO CERTIFICATE

**Ohio Secretary of State, Jon Husted**  
**2290530**

It is hereby certified that the Secretary of State of Ohio has custody of the business records for

**RETAIL ENERGY PARTNERS LLC**

and, that said business records show the filing and recording of:

Document(s)

**ARTICLES OF ORGNZTN/DOM. PROFIT LIM.LIAB. CO.**

Effective Date: 04/26/2014

Document No(s):

**201411600023**



United States of America  
State of Ohio  
Office of the Secretary of State

Witness my hand and the seal of the  
Secretary of State at Columbus, Ohio  
this 28th day of April, A.D. 2014.

A handwritten signature in cursive script that reads "Jon Husted".

**Ohio Secretary of State**

**Exhibit B-1: Jurisdictions of Operation**

Retail Energy Partners LLC does not have any previous authorizations to provide retail or wholesale natural gas services including aggregation services.

## **Exhibit B-2: Experience & Plans**

Retail Energy Partners LLC is owned by Christian Bailey. Mr. Bailey has worked for several retail providers over the past twenty years, including DTE Energy Supply, AEP Energy, Accent Energy (Now IGS Energy) and Enron Energy Services. As part of his responsibilities with overseeing broker relationships over the years, Mr. Bailey has developed a deep understanding of the specific rules governing competitive retail energy supply in the state of Ohio. Retail Energy Partners LLC plans on working with registered CRES companies in a broker relationship and will adhere to all codes of conduct and all other rules and regulations overseeing competitive retail supply in the state of Ohio.

### **Exhibit B-3: Summary of Experience**

The owner of Retail Energy Partners LLC, Christian Bailey, has worked in retail energy for the past twenty years. Over that span, he has been responsible for contracting and enrolling hundreds of thousands of customers ranging from residential to industrials. Most recently, at DTE Energy Supply, he signed up over 5,000 accounts that averaged about 75 MWH's per year. Prior to that at Accent Energy, Mr. Bailey was the SVP of Sales that signed up over 100,000 households averaging about 12 MWH's per year. Mr. Bailey got his start in the retail energy industry by selling natural gas to businesses in Ohio, Michigan and Indiana from 1994-1999.

**Exhibit B-4: Disclosure of Liabilities and Investigations**

There have not been any judgments against Retail Energy Partners LLC in the past or that are currently pending.



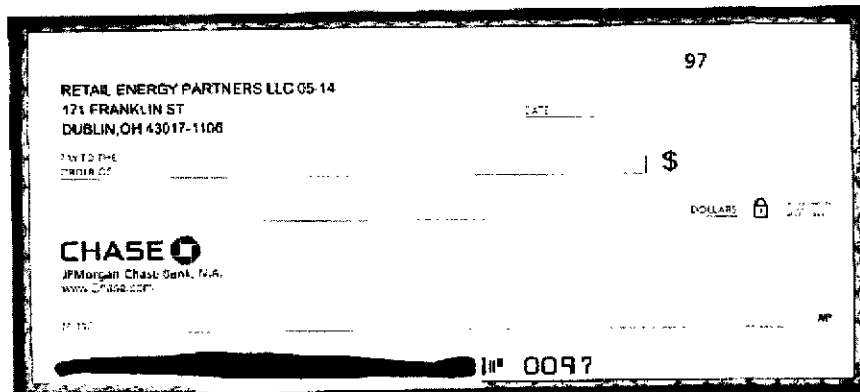
**Exhibit C-1: Annual Reports**

Retail Energy Partners LLC does not have Annual Reports because it is a new company with one shareholder/owner.

**Exhibit C-2: SEC Filings**

Retail Energy Partners LLC does not have SEC Filings because it is a new- company with one shareholder/owner.

### Exhibit C-3: Financial Statements Continued



Corporation Details		
Entity Number	2290530	
Business Name	RETAIL ENERGY PARTNERS LLC	
Filing Type	DOMESTIC LIMITED LIABILITY COMPANY	
Status	Active	
Original Filing Date	04/26/2014	
Expiry Date		
Location	County:	State
Agent / Registrant Information		
UNITED STATES CORPORATION AGENTS, INC 3250 WEST MARKET STREET SUITE 205 FAIRLAWN, OH 44333 Effective Date: 04/26/2014 Contact Status: Active		
Incorporator Information		
LEGALZOOM.COM, INC.		
Filings		
Filing Type	Date of Filing	Document Number/Image
ARTICLES OF ORGNZTN/DOM PROFIT LIM LIAB CO	04/26/2014	201411600023

### Exhibit C-4: Financial Arrangements

Retail Energy Partners LLC does not have SEC Filings because it is a new company with one shareholder/owner.

#### **Exhibit C-5: Forecasted Financial Statements**

##### **Annual income statement**

FY	2014	2015
Revenue	573,402	560,698
Cost of goods sold	50	50
Gross profit	73,402	600,698
	100.0%	100.0%
Salaries & Benefits	0	0
Customer acquisition costs	264,600	529,200
Other operating costs	12,000	24,000
EBITDA	-\$203,198	\$47,498
Depreciation	0	0
Amortization	0	0
EBIT	-203,198	47,498

#### **Exhibit C-6: Credit Rating**

Retail Energy Partners LLC does not have a Credit Rating because it is a new company.

#### **Exhibit C-7: Credit Report**

Retail Energy Partners LLC does not have a Credit Report because it is a new company.

#### **Exhibit C-8: Bankruptcy Information**

Retail Energy Partners LLC does not have Bankruptcy Filings because it is a new company with one shareholder/owner.

#### **Exhibit C-7: Merger Information**

Retail Energy Partners LLC has not had any or does not plan to have any dissolutions, mergers or acquisitions.

**Exhibit D-1: Operations**

If approved, Retail Energy Partners LLC plans to acquire natural gas customers in the state of Ohio for certain certified retail natural gas retailers. The operational nature of Retail Energy Partners LLC's role will include, but not be limited to, collecting enrollment information from the field, validating customer consent and data, transferring enrollment information to our retail natural gas partners, tracking operational statuses, resolving exception datasets, among other processes.

#### **Exhibit D-2: Operations Expertise**

The owner of Retail Energy Partners LLC, Christian Bailey, has worked in retail energy for the past twenty years. Mr. Bailey has mainly worked on the supplier-side of the business dealing with various aspects from sales, enrollments, operations, billing and customer service. Mr. Bailey's deep retail experience and technical expertise will enable him to meet the challenges facing growing and supporting a new retail natural gas brokerage operation.

### **Exhibit D-3: Key Technical Personnel**

**Name:** Christian Bailey

**Title:** Owner

**Email Address:** [chris@retailenergypartners.com](mailto:chris@retailenergypartners.com)

**Telephone Numbers:** 614-441-9096

**Background:** Retail Energy Partners LLC was formed in 2014 by Christian Bailey. Retail Energy Partners is planning to broker retail energy services to various CRES providers within the Ohio utility areas. The owner, Christian Bailey, has worked in the retail energy industry of the past twenty years for companies such as DTE Energy Supply, AEP Energy, Accent Energy (IGS Energy) and Enron Energy Services. Mr. Bailey has worked extensively in all facets of retail energy including, sales, risk management, enrollments, customer services and billing. Most recently, he worked for DTE Energy Supply as a business development manager.