



CONSUMER ENERGY SOLUTIONS, INC.
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Phone (727) 724-5811
Fax (727) 466-1369

September 10, 2011

Rosemary Chiavetta, Secretary
Pennsylvania Public Utility Commission
Commonwealth Keystone Building, 2nd Floor
Harrisburg, PA 17120

RE: Consumer Energy Solutions, Inc.; Docket No. A-2009-2132021;
Additional Information to **Amendment to Application to Add Residential Authority**

Dear Secretary Chiavetta:

The purpose of this letter is to provide additional pertinent information to the previous submission sent August 9th, 2011 for the request that the Pennsylvania Public Utility Commission ("Commission") amend the Electric Generation Supplier license of Consumer Energy Solutions, Inc. ("CES") to include service, as a broker and marketer, to residential customers throughout the Commonwealth of Pennsylvania.

As a broker/marketer, CES, Inc takes a proactive role in ensuring the highest level of professionalism in its activities regarding its service to the supplier and potential customers it works with.

I have attached the following document, ("Mission Statement") which delineates the technical capability of CES, Inc to perform in this additional capacity in the State of Pennsylvania. All other information contained in CASA's original Application remains unchanged.

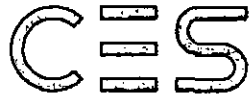
CASA agrees that it will comply with all applicable Chapter 56 residential service regulations.

Thank you for your attention to these matters. If you have any questions please feel free to contact me directly. I can be reached at (727) 724-5811 ext 2022

Sincerely,

Eve Witter
Regulatory Director

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Please visit us at: <http://www.consumerenergysolutions.com/>

Our Mission

Our mission is to be the most effective Brokering agent available to the energy marketing industry and to help the consumer manage their energy costs through effective energy purchasing strategies in small retail, commercial into, and including industrial, large commercial and renewable energy resources as they come available.

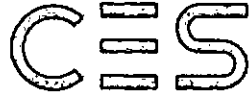
To support that mission, the owners bring over 30 years of sales experience to our clients and customers, with 11 years directly related to the Energy Markets in both Gas and Electric. By employing well-trained representatives, stringent policies related to the industry rules, effective management, and sales techniques, CES guarantees a degree of excellence in the field which supports our efforts in successfully attaining our mission goals.

Overview

Consumer Energy Solutions was founded in 1999 and has enrolled over 2 million residential and 200,000 commercial customers across the United States and Canada.

We represent some of the largest energy suppliers in North America and have serviced many Fortune 500 companies.

We accomplish our goals by continuous research into the energy markets around the country. CES has built over the last 11 years a successful team of Sales Managers and Sales Consultants who are well educated in the Energy Supplier services industry. CES is proud to serve the industry and its customers in maintaining and ensuring a degree of excellence and competence by training all those who work within CES on the important issues in the Energy Supplier Industry to provide the best services possible.



CONSUMER ENERGY SOLUTIONS, INC.

Our Executives



Patrick Clouden

President & CEO

Patrick founded CES nearly ten years ago along with Jim Mathers, and uses his extensive sales and business experience to guide the company. Pat was hands on in the development of the procedures and policies for CES as a Marketing Broker services company at the time of the emerging deregulation in the Energy Markets and brings 11 years of experience to the firm in the Gas and Electric fields. Before CES, he was partner and co-founder of Least Cost Routing, Inc., which was sold to Primus Telecommunications, a publicly traded company. Along with Jim Mathers, co-founder, Patrick works daily within the company to ensure its expansion with the key note of professionalism, to guarantee exemplary service to its customers and clients.



Jim Mathers

Vice - President & COO

Jim co-founded the company, CES, 11 years ago with Patrick at the onset of deregulation in the Gas and Electric Energy Markets. Jim has always been hands on in his role within CES, from forming the initial sales teams, training employees, and seeing to the implementation of the licensing, and regulations necessary in the Energy Markets, and continues to play an active role in those areas today as CES's main contact point for the numerous Energy Suppliers the company now deals with throughout the varying states CES does business with.

Jim graduated the US Naval Academy in 1983 with a Nuclear Engineering degree from the U.S. Naval Academy at Annapolis, MD. He spent the next 5 years as a Nuclear Engineer Officer serving the U.S. Navy Submarine Service. He holds an active Maryland License as a Professional Mechanical Engineer.

After resigning his commission as a Lieutenant, he worked for Booz Allen & Hamilton as an engineering consultant for the Trident Submarine New Construction project. From there he was hired as the Liaison Engineer for Naval Sea Systems Command Trident New Construction Management group.

Jim Mathers moved on to be the Executive Director of East Coast Promotions in the Washington DC area for 3 years before relocating his family to Florida and co-founding CES.

OUR MANAGERS



Patty Harkonen is currently the General Manager of Consumer Energy Solutions, Inc. She first joined the team in January of 2005 as a residential sales person. Within 6 months she was selected to implement improvements and supervise the existing Customer Service Department. In 2009 she was promoted to Organization Officer to the previous General Manager and later to the same position working for the CEO, until July of 2010, when she began holding her current title.



George Clouden, Sales Manager started at CES in outside sales, more than 6 years ago. He moved from Dallas, Texas for an opportunity in management at CES and has since become the Director of Sales.

Prior to CES, George worked in the equipment leasing business for 9 years with GE Capital in addition to being an Independent Broker.

George as the Sales Manager, and Patty Harkonen, General Manager work together as an effective team ensuring the sales teams are active, ethical and succeeding as employees' of CES, and as Managers, coordinating with Mr. Clouden and Mr. Mathers daily to ensure the companies ultimate success in the Gas and Electric markets it serves.



CONSUMER ENERGY SOLUTIONS, INC.

QUALIFYING FACTORS CREATING CES AS A LEADER IN ITS INDUSTRY

1. Consumer Energy Solutions Inc has a proven 11 year track record in the industry as broker/marketers licensed in and serving the Energy Supplier Markets in Pennsylvania, Maryland, Maine, New Hampshire, Rhode Island, New Jersey, Massachusetts, and Connecticut.
2. Neither CES nor any of its affiliated interests have been denied approval by a State Commission to sell electricity to Retail Electric Consumers or has had its authority revoked in the Gas and Electric markets it serves.
3. Consumer Energy Solutions follows certain protocols and sets company policy to both monitor and control the quality of its outreach and to fulfill its duty as a Broker. First, any and all employees who will have contact with the public are trained in the Energy Industry basics and then, are trained specific to each program it offers to the consumer with the program patterns and guidelines. There is a specific 5 tier training program for all new employees and those wishing to advance to managerial positions in the sales areas must accomplish all the Mandatory Training and show proven skill in the sales area before attaining final Manager Status. Company disciplinary procedures and implementation of those procedures are also keyed to the industry and designed from the view of complete professionalism on the part of every company employee.
4. Consumer Energy Solutions records all calls, and through routine and daily call monitoring from its Quality Control Department, takes a proactive approach in maintaining an assurance of industry standards in its marketing activities.
5. Consumer Energy Solutions, Inc. maintains a Customer Service department dedicated to quickly resolve any customer questions or complaints that may occur with its own dedicated call lines.
6. In addition to the above, Consumer Energy Solutions uses a third party verification company to verify all its offers and acceptances of offers from the consumers who wish to take advantage of the energy programs they are informed of. The verification service employs recorded verification procedures which are then provided to CES for its obligations in record keeping management of all marketing calls.

7. CES maintains an advanced IT Department to enable it to effectively reach, monitor and maintain its internal record keeping obligations, as well as custom designed programs to monitor and track all aspects of the business life cycle involved.

8. CES retains a dedicated Corporate Assistant, who in liaison with the company attorneys, monitors, tracks, and keeps its licensing and other obligations as an industry supplier current in each of the states it operates in, as well as assists in the internal procedures to track and ensure correct handling of marketing related regulations and rules as applicable to such items as , Do Not Call lists, Slamming prohibitions, and any other items related to regulations and offers ,as the various individual program offers from suppliers are implemented and presented to the consumer.

CES has taken the time and the interest to create a company that effectively serves the Energy Industry in the current retail and commercial markets and has created a model for future markets in industrial, large commercial, and the markets for the existing and emerging resources in renewable energy and biotechnologies.

CC2 Inc
1255 Cleveland St.
Clearwater, FL 33755



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