

Attachment C

BACKGROUND AND MANAGERIAL QUALIFICATIONS

Good Energy is a national broker/consultant of retail energy supply contracts, including electricity, natural gas, fuel oil, and renewable energy certificates. Good Energy is active in New York, Connecticut, Massachusetts, Rhode Island, New Jersey, Delaware, Pennsylvania, Ohio, Michigan, Illinois and Texas. Good Energy’s parent company, and predecessor in interest, was founded in 2000. Maximilian Hoover, the company’s President brokered his first retail natural gas supply contract in 1996 for an office building in Hilliard, OH, and his first retail electricity contract in 1997 for a portfolio of office buildings in Blue Bell, PA. So it is no stretch to say, “We’ve been active in deregulated energy markets for just about as long as it’s been possible to shop for competitive US electricity supply.”

Good Energy has deep experience with assisting energy users identify and act on the smartest way to buy energy. We have numerous government, municipal, commercial, and industrial customers throughout the United States. We have regional experts in tune with local tariffs and energy prices. We have the national perspective and excellent relationships with the key energy suppliers, such as those that are licensed in Illinois and many more. We combine our strengths to bring customers aggressive pricing, attractive contract terms and a straightforward and transparent energy procurement process.

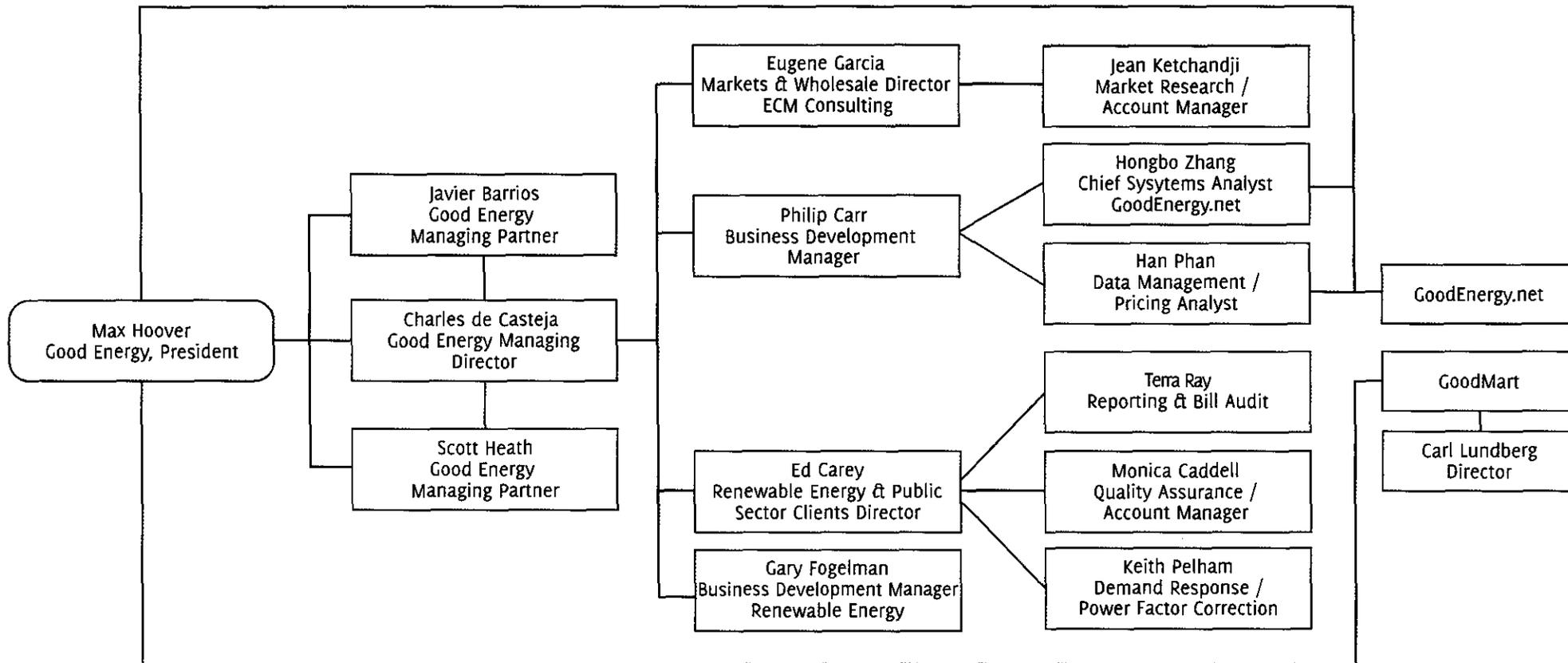
Good Energy currently has on staff 28 employees who specialize in energy procurement, energy demand reduction, bill auditing, bid proposal and management and countless other divisions. The firms recruiting strategies are diverse but most of the professional experiences within its employees have come from the largest municipal governmental departments, leading real estate firms and some of the major U.S. energy companies.

We have successfully written, bid, and implemented energy management and procurement strategies for many nationally recognizable firms and several governmental bodies such as the cities of Peoria, Pekin, East Peoria, Illinois, and the Counties of Tazewell and Peoria, Illinois and Orange & Rockland, N.Y. We also presently serve as the energy consultant for 300 public schools and government entities in New Jersey which includes Middlesex County, the second largest county in the state. See Exhibit A for a corporate organizational chart identifying the key personnel.



Corporate Organizational Structure Chart

Exhibit 1



*Note: This does not include all support staff.

Exhibit 2

A few of our pertinent achievements and qualifications include:

1. A founding member and Managing Partner of Good Energy, **Scott Heath**, worked closely with government agencies including schools, military installations, and municipal utilities in his capacity as Key Account Manager for Choctawhatchee Electric Cooperative), the ***fifth largest electric cooperative*** in the state of Florida and for San Antonio's City Public Service. Mr. Heath's many years of experience in this capacity shows that ***Good Energy's team understands the utility-related needs of government agencies***. Prior to joining Good Energy, Mr. Heath served as Manager of Energy Marketing for Reliant Energy, where Mr. Heath spearheaded the first deregulated team in North Texas under Solutions Division of the company.
2. A founding member and Managing Partner of Good Energy, **Javier Barrios**, brokered ***Suez Energy's first ever retail electricity supply contract*** in the United States. The contract was by and between Suez, and a commercial properties group in New York, and commenced on December 30, 2002. Good Energy had a hand in contributing to Suez Energy's success in various United States retail electric supply markets. In April of 2003, Mr. Barrios brokered a contract by and between Entergy and Teppco Partners, an oil and gas pipeline company, which was the culmination of months of work aggregating data from nearly ***300 electricity accounts across Texas***. One year later, Mr. Barrios brokered another contract for Teppco, this time in Illinois with Constellation NewEnergy as retail electricity provider. This is just one of many experiences Good Energy has had, which not only highlight our ability to broker complex retail energy contracts, but also our expertise in multiple deregulated US retail energy markets.
3. Mr. Barrios is co-chair of the Strategic Partner Network for the Green School Alliance a nationally recognized non-profit organization based in New York City that promotes energy conservation and environmental awareness and responsibility through students attending private and public schools K through 12.
4. **Hongbo Zhang**, is Chief Systems Analyst, and is responsible for all the technical implementation of the ***custom energy report templates***, and any other custom modifications of the GoodEnergy.NET system. Mr. Zhang joined Good Energy in October 2000. Prior to Mr. Zhang's employment with Good Energy, Mr. Zhang worked for the Quebec Ministry of Commerce as a systems analyst responsible for the creation and maintenance of databases and analysis applications designed to project and estimate NAFTA trading partner demand for goods based on historical United States' harmonized code-keyed exports and imports. Mr. Zhang is an expert with the computer code languages required for effective database design and web applications such as our proprietary system GoodEnergy.NET.
5. Good Energy, through our wholesale partner (ECM) has successfully completed the transition of three of the most influential investment banks, Morgan Stanley, Credit Suisse and HSBC Bank USA now purchase electricity wholesale directly from the grid operator. We are keenly aware of the intricacies involved in this approach to power procurement. We understand the advantages of lower costs due to third party supplier profit and risk margin avoidance as well as the challenges of 1) setting up all the legal entities, 2) creating back office operations for billing and 3) the time and political capital that must be expended to make the transition.
6. **Good Energy was selected to serve on the management board of the highly reputable Texas Electric Professionals Association, (www.tepatexas.org).**

7. Good Energy also received partnership status with **ENERGY STAR**. As the government-backed, trusted symbol for energy efficiency, **ENERGY STAR** was created to help consumers easily identify products, homes, and buildings that save energy and money, and help protect the environment. Good Energy can assist building owners earn the **ENERGY STAR label** for buildings.



8. Good Energy is certified by Green-e and licensed as a **Green-e Renewable Energy Marketer** and a corporate member of the **US Green Building Council**, as well as a member of **AASHE, the Association for the Advancement of Sustainability in Higher Education**.



9. *Good Energy serves thousands of end-user consumers of utility products* including electricity, natural gas, fuel oil and renewable energy certificates markets all over the United States. This highlights the fact that we have a focused local energy market expertise in addition to a national energy market perspective few other retail energy brokers or consultants can match
10. Good Energy's parent company owns a lighting and electrical products distributor known as GoodMart Lighting and Electrical Supply. (See www.goodmart.com). GoodMart has several government customers including Randolph Air Force Base, TX, Langley Air Force Base, VA, Holloman Air Force Base, NM, Reynolds Army Community Hospital, Fort Sill, OK, Wadsworth Public Library, Wadsworth, OH, Victoria Independent School District, Victoria, TX, the Pentagon, the USS Harry S. Truman, (at the time on station in the Persian Gulf), and the Kenai Peninsula Borough School District, Soldotna, AK, in addition to our many commercial customers.
11. Good Energy is national **Demand Response Provider** and a **RIP (responsible interface party) and member of the NYISO** which means we receive daily updates on demand and market prices from the grid operator. This information is then disseminated and passed along to our client participating demand response programs.
12. **Good Energy has offices in New York, Texas, and New Mexico** and clients in all deregulated US markets, we are exposed to national innovations in the best practices arena. We often take ideas from one region and apply these practices in other regions. For instance a new electricity product in Texas may be very well suited for a client in Massachusetts. We have been successful in the past with convincing Energy Suppliers to sell these innovative products in new markets just to suit a particular client's needs.