

## Attachment A

### Managerial Licensing Qualifications [Section 454.60]

*Applicant meets the managerial qualifications set forth in Part 454.60...*

9. Wrightwood Energy Services will be managed by Peter Dane Theodore. Mr. Theodore has 20 years experience managing entrepreneurial projects. He owned and operated PDT Investments LTD ("PDT"), a financial trading business, for 17 years. This business managed funds in the futures and options markets. In this capacity, he managed employees both in the trading business and the support of the trading business. He regularly interacted with customers, vendors, support staff, and other market participants. In anticipation of the impending shift of the trading paradigm towards emerging available technology, he successfully migrated the bulk of PDT business from the open outcry trading floor to the computer based trading arenas. In this capacity, he was able to source out support software and trading platforms that would make this transition more seamless.

In addition to PDT, Mr. Theodore has been a partner and manager of JP Real Estate Partnership ("JP") since 1999. JP owns and manages retail commercial investment properties. Mr. Theodore has been the only active manager of JP since its inception in 1999. In the course of running this business, Mr. Theodore has interacted with tenants, municipal officials, elected officials as well as community groups and fellow landlord groups. He has negotiated the sale of various properties, navigating both private negotiations as well as government issues.

In both of these work history examples, Mr. Theodore has gained relevant experience necessary for running an energy brokerage business such as Wrightwood Energy Services. He has managed employees, and he as managed relationships with colleagues. At its core, Wrightwood Energy Services will be a business that seeks to manage relationships with its clients as well as its relationships with affiliated alternative energy supplier partners, and to bring the two together in a way that will benefit both. The relationship with the client will be served by realizing cost savings on their energy usage. The relationship with the energy providers will be served by bringing new power usage to their portfolio. The important thing for the providers is that while there is a commission paid to the broker, there is no cost to the provider in acquiring the customer. Likewise, the customer benefits in this relationship by achieving more competitive energy rates. As stated in section 12 b. of this application, Wrightwood will plainly disclose to the customer the nature of all commissions paid to it by the providers.

The managerial duties will be handled by Mr. Theodore. The responsibility for the overall management of the business will be Mr. Theodore's alone. He will manage all initial relationships with the energy providers as well as with the clients. While he has ample managerial experience, the true differentiating factor for this business is the capital markets experience that he, and eventually his team, will seek to leverage in the attempt to offer extra value-added to Wrightwood's customers. This price discovery experience will be discussed further in Attachment B.