

Attachment

Chief Officers

Background and resume information



Customer



Acquisition

Specialists Of

America, Inc.

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.

OVERVIEW

Since 1999, CASA has acquired more than 2 million residential and commercial energy customers in Ohio, Pennsylvania, New York, New Jersey, Illinois, Michigan, Kentucky, Texas, California, Connecticut, Florida, Maine, New Hampshire, Massachusetts, Ontario and Georgia.

CASA has operated in more than 30 major utilities, representing over 125 million customers.

COMMERCIAL & INDUSTRIAL PROGRAMS...

Commercial and Industrial customers have special needs, are more market savvy, and have more defined buying models. Enrolling these customers is a more involved process. With over five years experience, CASA's sales professionals understand the special needs of this market segment. Our expertise is in explaining the choices available to the right decision makers.

RESIDENTIAL PROGRAMS...

Historically, residential accounts have the highest loyalty index. They are generally unaware of energy deregulation. Their needs are simple and their time is precious. CASA is skilled at reaching these millions of individual households. We believe that educating the residential consumer about their choice of supplier will led to effective sales.



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OUR EXECUTIVES

TO SUPPORT OUR 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, CASA GUARANTEES A DEGREE OF EXCELLENCE IN THE FIELD WHICH SUPPORTS OUR EFFORTS IN SUCCESSFULLY ATTAINING OUR MISSION GOALS.



Jim Mathers

President
Jim Mathers

With over five years of experience in retail energy sales, Jim has built a large group of professional energy sales representatives. Jim has always been hands on in his role within CASA, 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

After receiving his Marine Engineering degree from the U.S. Naval Academy in 1983, Jim drove and built nuclear submarines for the U.S. Navy until 1990. He was licensed as a Professional Engineer in 1989. Leaving the field of engineering in 1990, Jim took over the training and management of the direct-sales force at East Cost Promotions, the leading marketing firm for

We accomplish our goals by continuous research into the energy markets around the country. CASA has built over the last 11 years a successful team of Sales Managers and Sales Consultants



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who are well educated in the Energy Supplier services industry. CASA 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 CASA on the important issues in the Energy Supplier Industry to provide the best services possible.

TECHNICAL SKILLS AND INTERNAL PROCEDURES

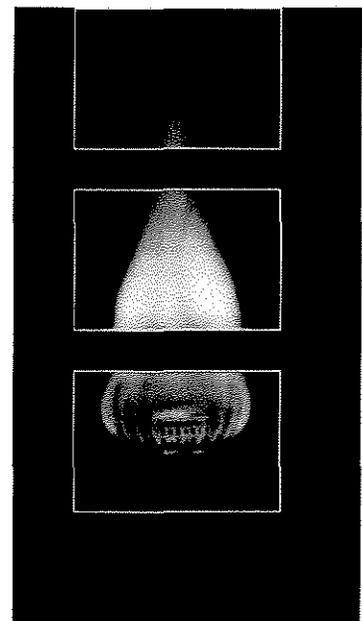
Our sales training, state of the art customer verification and quality control standards have made us a trusted partner to many energy marketers who wanted to outsource their residential and commercial customer acquisition.

1. **Rigorous Sales Training**

Each new sales rep is fully trained on our client's procedures and apprenticed to ensure success. Our policies must be adhered to or the sales rep can be terminated. 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 offered to the consumer with the program patters and guidelines.

2. **Carefully Controlled Sales**

All offers, promotional materials and call scripts are reviewed and





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approved in advance by our clients. Our conservative approach ensures that we use no hidden "gimmicks" to procure customers. All new accounts have a full understanding of what they are enrolling in.

3. Dedicated Sales Force

Our staff is paid well to do one thing - add to our record of satisfied energy customers. Once we begin a sales and marketing campaign, we are dedicated to making that campaign a complete success for our client and for the customers we contact.

4. Thorough Quality Control Procedures

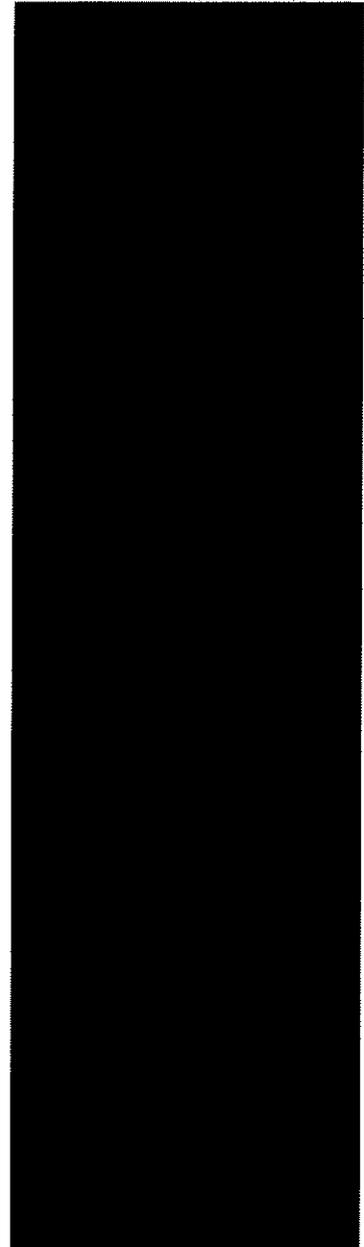
We monitor all sales reps closely to maintain high quality calls and to ensure proper client representation and brand protection. Our systems enable our clients to remotely monitor any out-going calls.

5. Independent Customer Verification

We use an independent company for a third party digitally recorded verification of each account that wants to enroll with our client. These recordings are available at any time for instant access by Customer Service.

6. Do Not Call Laws and strict adherence to Regulatory Rules

We understand these laws and have a zero tolerance policy. We are registered with State and Federal "do not call" registries and comply fully with all guidelines established for the industry.





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INTERNAL PROCEDURES

TECHNICAL CAPABILITIES :

Customer Acquisition Specialists of America established in 2001 and in conjunction with its sister company Consumer Energy Solutions, Inc has a successful 10 year track record in the industry as an agent for Suppliers and as a broker/marketer licensed in and serving the Energy Supplier Markets in Pennsylvania, Maryland, Maine, New Hampshire, Rhode Island, New Jersey, Massachusetts, Connecticut, Ohio, Illinois, and Texas.

Neither CASA, 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.

Customer Acquisition Specialists of America has established the successful patterns necessary in the industry to monitor and control the entire business life cycle and the quality of its outreach to fulfill its duties in serving the Suppliers and in keeping with the industry's State Regulatory Rules and important issues in the following ways;

1. CASA maintains a Customer Service department dedicated to quickly resolve any customer questions or complaints that may occur with its own dedicated call lines and customer service representatives.
2. 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.



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3. CASA 's operating procedures comply to regulations through recorded calls, and through routine and daily call monitoring from its Quality Control Department, in maintaining an assurance of Supplier related and industry standards in its marketing activities.
4. In addition to the above, CASA 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 CASA for its obligations in record keeping management of all marketing calls.
5. CASA 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.
6. Lastly CASA retains a dedicated Corporate Regulatory 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 and coordinates with company executives, and managers regarding 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.

CASA has takes pride in itself as a company to effectively serve the Energy Industry in the current retail and commercial markets and through diligent attention to detail has created itself as



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a model to serve future markets in existing and emerging resources in renewable energy and biotechnologies as they become available.

CLIENT SUCCESSES...

"CASA has done an outstanding job helping us expand our customer base over the past several years. In addition to being highly effective and thoroughly professional, their understanding of the deregulated energy industry is directly reflected in the quality of the customers that have enrolled with us. Their internal policies on compliance are so effective that there wasn't a single regulatory complaint from the first one million calls they made on our behalf in New Jersey. CASA is a vital part of our marketing team and will undoubtedly remain so well into the future."





JAMES MATHERS

1255 Cleveland St, Ste 400 ☐ Clearwater, FL 33755 ☐ (727) 724-5811 ☐

jmathers@consumerenergysolutions.com ☐ Born: Mt. Clemens, Michigan, USA

EXECUTIVE SUMMARY

COMMITMENT | LEADERSHIP | INTEGRITY

A proven visionary and strategic leader that translates business strategies into maximum profits commensurate with the best interest of shareholders, customers, employees, and the public. Our company's mission is to be the most effective Brokering agent available to the competitive energy market.. To support that mission, the owners bring over 30 years of sales experience to our clients. Our ability to tap into the commercial natural gas and electric market and attract energy consumers to choose a new supplier in the deregulated markets is a proven commodity. We focus our talents in one direction: acquiring retail energy customers delivering high quality service. By employing well-trained representatives and using proven sales and customer service techniques, we achieve that goal on a daily basis.

AREAS OF EXPERTISE

- Strategic / Tactical Planning
- Business Development
- Deregulated Electric Market
- Deregulated Natural Gas Market
- Operations Management
- Regulatory Compliance
- Marine Engineering
- Marketing & Sales Management
- Mechanical Engineering

PROFESSIONAL EXPERIENCE

CONSUMER ENERGY SOLUTIONS, INC. - CLEARWATER, FL

1999- PRESENT

EXECUTIVE VICE PRESIDENT

Organized and co-founded a profitable electricity and natural gas brokering company which participates in numerous jurisdictions where a competitive market exists. Brings over eleven years of electric experience from a technical and managerial perspective

- Led senior management business-level discussion and decisions involving business vision and strategy, enterprise-level decisions, standardization of best practices, and project governance oversight.
- Managed administrative, legal, and financial functions for both the electric and natural gas divisions of Consumer Energy Solutions, Inc.
- Conducted regular risk assessments and quality assurance reviews to evaluate compliance with regulatory requirements and to identify potential gaps in policies, procedures and business processes.

CHIROPRACTORS CLINIC, INC. - BREMERTON, WA

1993-1999

EXECUTIVE DIRECTOR

- Responsible for marketing, promotion and quality of service
- Oversaw staff and was responsible for managerial decisions on a daily basis

ACHIEVEMENTS:

- Oversees on a daily basis the operations of a nationwide retail electricity and natural gas brokering company for over eleven years.
- Improved supplier and utility partnered relationships.
- Commissioned as ensign in the US Navy Submarine Service
- Served on the USS Flying Fish
- Honorably Resigned from the US Navy - May 1988

CONTINUED ...

- Licensed as a mechanical engineer by the State of Maryland, 1988 - Present
- Co-Founded Consumer Energy Solutions with Patrick Clouden in 1999

EDUCATION

MARYVILLE HIGH SCHOOL
HIGH SCHOOL DEGREE

UNITED STATES NAVAL ACADEMY - ANNAPOLIS, MD - 1979-1983
Bachelors of Science in Marine Engineering

Patrick Clouden

President Consumer Energy Solutions, Inc
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pclouden@consumerenergysolutions.com

Website: www.consumerenergysolutions.com

Born: Buffalo, NY, United States of America

EXECUTIVE SUMMARY

COMMITMENT | LEADERSHIP | INTEGRITY

Objective

To make Consumer Energy Solutions, Inc. the North American leader in the deregulated energy market by focusing on customer service, regulatory compliance, proven sales and marketing strategies, as well as fiscal discipline.

Technical and Managerial Experience

- Over eleven years' experience in the deregulated electricity market
- Over eleven years' experience in the deregulated natural gas market
- Extensive experience in regulatory compliance, legal affairs, customer acquisition and retention
- Day-to-Day managerial, financial, and compliance officer of multi-jurisdictional electricity and natural gas brokering firm.

Education

High School Diploma West Seneca East High School, West Seneca NY

Bachelor's Degree Canisius College, Buffalo New York

Business Management

Current Employment

President & CEO Consumer Energy Solutions, Inc.
1999 – Current.

Our company's mission is to be the most effective Brokering agent available to the competitive energy marketing industry. To support that mission, the owners bring over 30 years of sales experience to our clients. Our ability to tap into the commercial natural gas and electric market and attract energy consumers to choose a new supplier in the deregulated markets is a proven commodity. We focus our talents in one direction: acquiring energy customers and providing the highest quality customer service to those clients. By employing well-trained representatives and using proven sales and customer service techniques, we achieve that goal on a daily basis. I personally bring over eleven years of experience in the deregulated electricity market enabling our company to properly position itself in the competitive retail market while remaining fully compliant with all applicable state and federal regulatory requirements.

Work History

President & CEO Consumer Energy Solutions, Inc.
1999 - Present

President & CEO Least Cost Routing, Inc.