

**To all to whom these Presents Shall Come, Greeting:**

*I, Jesse White, Secretary of State of the State of Illinois, do hereby certify that*

BURTON ENERGY GROUP, INC., INCORPORATED IN GEORGIA AND LICENSED TO TRANSACT BUSINESS IN THIS STATE ON OCTOBER 23, 2014, APPEARS TO HAVE COMPLIED WITH ALL THE PROVISIONS OF THE BUSINESS CORPORATION ACT OF THIS STATE RELATING TO THE PAYMENT OF FRANCHISE TAXES, AND AS OF THIS DATE, IS A FOREIGN CORPORATION IN GOOD STANDING AND AUTHORIZED TO TRANSACT BUSINESS IN THE STATE OF ILLINOIS.



***In Testimony Whereof,*** I hereto set  
*my hand and cause to be affixed the Great Seal of  
the State of Illinois, this 26TH  
day of NOVEMBER A.D. 2014 .*

*Jesse White*

License or Permit Bond

License or Permit Bond No 1111595  
Lexon Insurance Company  
12890 Lebanon Road, Mount Juliet, TN 37122

KNOW ALL MEN BY THESE PRESENTS, That we, **Burton Energy Group, Inc.** as Principal, and **Lexon Insurance Company**, a **Texas** Corporation, and authorized to do business in Illinois, as Surety, are held and firmly bound unto THE PEOPLE OF THE STATE OF ILLINOIS as Obligee, in the sum of FIVE THOUSAND AND NO/100 Dollars (\$5,000.00), for which sum, we bind ourselves, our heirs, executors, administrators, successors and assigns, jointly and severally, by these presents.

THE CONDITIONS OF THIS OBLIGATION ARE SUCH, That WHEREAS, the Principal has been or is about to be granted a license or permit to do business to operate as an ABC (Agent, Broker, or Consultant) under 220 ILCS 5/16-115C and is required to execute this bond under 83 Illinois Administrative Code Part 454.80 by the Obligee.

NOW, Therefore, if the Principal fully and faithfully perform all duties and obligations of the Principal as an ABC, then this obligation to be void; otherwise to remain in full force and effect.

This bond may be terminated as to future acts of the Principal upon thirty (30) days written notice by the Surety; said notice to be sent to 527 East Capitol Avenue, Springfield, Illinois 62701, of the aforesaid State of Illinois, by certified mail.

Dated this 12th day of November, 2014

Burton Energy Group, Inc. Principal

by: [Signature]  
printed name and title: BRYAN BURTON  
MANAGING PARTNER

Lexon Insurance Company Surety

by: [Signature]  
printed name and title: Amy Mendez, Attorney-in-Fact

# Lexon Insurance Company

KNOW ALL MEN BY THESE PRESENTS, that **LEXON INSURANCE COMPANY**, a Texas Corporation, with its principal office in Louisville, Kentucky, does hereby constitute and appoint: Scott Reinke, Leslie A. Worley, Chetta Ellis, Robert J. Delafontaine, Amy Mendez, Betsye Thomas its true and lawful Attorney(s)-In-Fact to make, execute, seal and deliver for, and on its behalf as surety, any and all bonds, undertakings or other writings obligatory in nature of a bond.

This authority is made under and by the authority of a resolution which was passed by the Board of Directors of **LEXON INSURANCE COMPANY** on the 1<sup>st</sup> day of July, 2003 as follows:

Resolved, that the President of the Company is hereby authorized to appoint and empower any representative of the Company or other person or persons as Attorney-In-Fact to execute on behalf of the Company any bonds, undertakings, policies, contracts of indemnity or other writings obligatory in nature of a bond not to exceed \$ 2,500,000.00, Two Million Five Hundred Thousand dollars, which the Company might execute through its duly elected officers, and affix the seal of the Company thereto. Any said execution of such documents by an Attorney-In-Fact shall be as binding upon the Company as if they had been duly executed and acknowledged by the regularly elected officers of the Company. Any Attorney-In-Fact, so appointed, may be removed for good cause and the authority so granted may be revoked as specified in the Power of Attorney.

Resolved, that the signature of the President and the seal of the Company may be affixed by facsimile on any power of attorney granted, and the signature of the Assistant Secretary, and the seal of the Company may be affixed by facsimile to any certificate of any such power and any such power or certificate bearing such facsimile signature and seal shall be valid and binding on the Company. Any such power so executed and sealed and certificate so executed and sealed shall, with respect to any bond of undertaking to which it is attached, continue to be valid and binding on the Company.

IN WITNESS THEREOF, **LEXON INSURANCE COMPANY** has caused this instrument to be signed by its President, and its Corporate Seal to be affixed this 21<sup>st</sup> day of September, 2009.

**LEXON INSURANCE COMPANY**



BY   
David E. Campbell  
President

### ACKNOWLEDGEMENT

On this 21<sup>st</sup> day of September, 2009, before me, personally came David E. Campbell to me known, who be duly sworn, did depose and say that he is the President of **LEXON INSURANCE COMPANY**, the corporation described in and which executed the above instrument; that he executed said instrument on behalf of the corporation by authority of his office under the By-laws of said corporation.



AMY L. TAYLOR  
Notary Public- State of Tennessee  
Davidson County  
My Commission Expires 01-09-16

BY   
Amy L. Taylor  
Notary Public

### CERTIFICATE

I, the undersigned, Assistant Secretary of **LEXON INSURANCE COMPANY**, A Texas Insurance Company, DO HEREBY CERTIFY that the original Power of Attorney of which the forgoing is a true and correct copy, is in full force and effect and has not been revoked and the resolutions as set forth are now in force.

Signed and Seal at Mount Juliet, Tennessee this 12<sup>th</sup> Day of Nov., 2014.

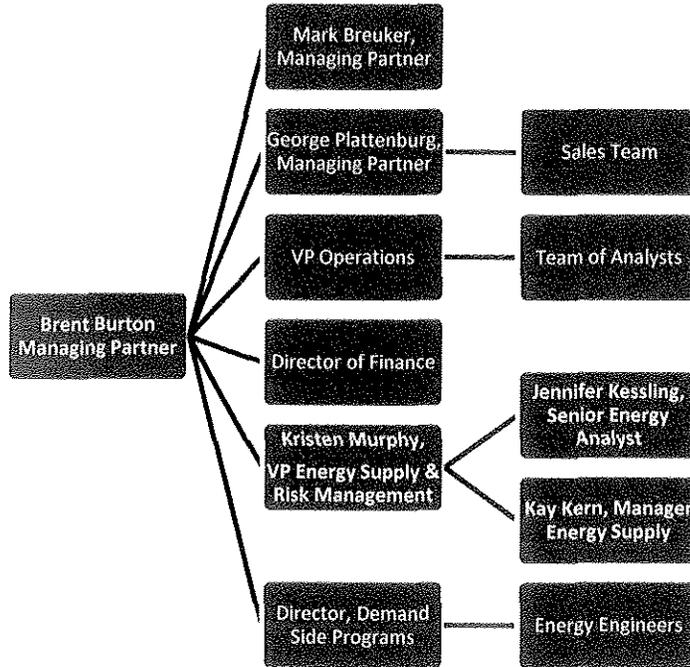


BY   
Andrew Smith  
Assistant Secretary

**"WARNING: Any person who knowingly and with intent to defraud any insurance company or other person, files and application for insurance of claim containing any materially false information, or conceals for the purpose of misleading, information concerning any fact material thereto, commits a fraudulent insurance act, which is a crime and subjects such person to criminal and civil penalties."**

Burton Energy Group, Inc. ABC Application  
Managerial Licensing Qualifications  
Attachment A

Burton Energy Group, Inc. is a privately-held Georgia corporation, organized in 2002, owned by Brent Burton, an individual resident of the state of Georgia. Burton Energy Group, Inc. currently employs 20 full-time employees, who are divided amongst three departments including: energy supply and risk management, utility management, and demand-side and conservation programs. The Managing Partners, VP Energy Supply and Risk Management, Manager Energy Supply and Senior Energy Analyst are those individuals being used to meet the requirements of Part 454.60(a).



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**Personnel Experience to Meet Requirements of Part 454.60(a)**

**Brent Burton**

***President and Founder***

Brent Burton is a twenty year energy industry veteran who founded Burton Energy Group in 2001 to assist commercial and industrial businesses with their energy management needs. Burton has expanded over the past 11 years, and today our services include client account management and reporting, supply side strategy, commodity procurement, contract execution, utility rate and regulatory review, annual utility budgeting, energy demand side services, water conservation programs and green program initiatives.

Brent's efforts have led to an enviable track record of success at Burton: His clients have an average return on investment of 7:1 for projects implemented since energy programs were initiated, resulting in annual savings of 5 - 8% of total energy spend.

Prior to the formation of Burton Energy Group, Brent worked as Vice President, Marketing at Retx Energy Services, an energy information application service provider that specialized in distributed generation solutions. Before joining Retx Brent was in the energy sector for 10 years, as a Director for Enron Energy Services and a Manager at Entergy Corporation.

Brent obtained his MBA from Mississippi State University with a concentration in Marketing, and BS degrees in Economics and Geology.

**Mark Breuker, PE**

***Partner***

Mark Breuker, a 15-year energy industry veteran, joined Burton Energy Group as a partner after serving as the Director of Energy Consulting at Advantage IQ. At Burton Energy Group, Mark provides leadership in the areas of sustainability, energy conservation, and billing data management as well as support of the company's energy procurement and risk management offering.

At Advantage IQ (now Ecova), Mark was responsible for developing and directing the Company's energy management programs on behalf of large industrial and commercial clients. Mark worked with

Advantage IQ's largest clients to develop a customized strategy to better manage energy usage and cost by leveraging the use of billing data. Over the past decade, through the implementation of supply and demand-side energy efficiency initiatives, he has helped retail, commercial and industrial clients return millions of dollars in savings to their bottom lines.

Prior to his position at Advantage IQ, Mark spent several years in management positions at Prenova, formerly Service Resources. With Prenova, Mark led the company's efforts to provide a full suite of energy management solutions to many of the firm's largest accounts. While the company operated under the name Service Resources, he led teams of account managers and managed customer relationships and load response offerings for customers like AT&T and Home Depot. Before Prenova, r, Mark worked as a Senior Project Engineer with Duke Solutions, responsible for identifying, developing, and implementing energy efficiency improvement. As a Senior Engineer with Carrier Corporation, Mark worked to improve the energy efficiency of residential air conditioners and published research on smart building technology through the American Society of Heating, Refrigerating and Air-Conditioning Engineers (ASHRAE).

Mark is a Certified Energy Manager, LEED Accredited Professional, and Registered Professional Engineer. He holds an MS in Mechanical Engineering from Purdue University and a BSME from the University of Michigan.

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***George Plattenburg, P.E.***

George Plattenburg brings to this program more than 25 years of Experience with an exemplary track record in Energy Efficiency and Sustainability. Strategic thinker and business leader, has had full P&L responsibility for business units owned by publicly traded firms, private equity firms, and venture capital investors. Senior level Sales and Marketing executive, accustomed to being responsible for all elements of customer and partner facing strategy.

**Experience**

**Burton Energy Group—Alpharetta, GA**

*Sr. Vice President, Sales & Marketing* May 2012—Present Responsible for leading the company's efforts in sales and marketing as it continues to grow dramatically. Burton provides energy efficiency and sustainability services for many of the world's finest global and national retail organizations. Our clients typically see measurable recurring savings of 5+ times our fees for service, and consider us a strategic partner helping them to improve operating efficiency and reduce costs. We are one of the leading independent energy efficiency and sustainability advisory service providers in North America.

**Servidyne—Marietta, GA**

*Sr. Vice President, Sales & Marketing* April 2008—May 2012 Oversaw all aspects of Servidyne's sales and marketing efforts from strategy to execution. Responsible and accountable for the company's top line growth. Servidyne serves energy consumers in the commercial real estate, manufacturing & distribution, retail, and hospitality markets; utilities; and the investment community which owns large real estate portfolios. During my tenure the company's top line revenue grew by > 250% which led to unprecedented profitability at the operating level. Departed after company was sold to SCIEnergy

**Continental Broadband—Atlanta, GA**

*Vice President, Integration & Marketing* 2003—April 2008 Member of executive team which purchased, integrated, and operated data center and managed services companies in select markets across the United States. Responsible for development and coordination of sales and marketing efforts across various operating units. Lead acquisition target research, participated in due diligence, and helped to "on board" new units and teams. Came from parent Landmark Communications, where I was Vice President of Operations for New Ventures, the company's private venturing arm.

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**Prenova—Atlanta, GA**

*Vice President, Operations* 2001—2003

Full P&L responsibility for national energy services firm serving the retail, manufacturing, and commercial real estate markets. Oversaw all account relationships and all service delivery areas, including energy supply management (electricity and natural gas), risk management, demand side consulting, and a NOC (national operations center). Company is now part of Ecova.

**DukeSolutions—Charlotte, NC**

*Vice President, Strategic Accounts* 1997—2001

Started Strategic Accounts business unit and had P&L responsibility for Duke Energy's retail services entity. Strategic Accounts was the company's second largest business unit. Oversaw sales and strategy

Burton Energy Group, Inc. ABC Application  
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to strategic national accounts where we bundled the company's diverse line of energy services to large commercial and industrial end users. Services included supply management, asset monetization, bill and information management, and performance contracting. Company is now part of Ameresco.

**Indianapolis Power & Light Company—Indianapolis, IN**

*Director, Demand Side Management Implementation 1990—1997* Responsible for achieving utility's goals for demand and energy reduction with 11 incentive and rebate programs offered to commercial, industrial, and residential customers. Programs focused primarily on existing buildings but also covered new construction. Later served as Director of Business Development for Mid-America Energy Resources (unregulated subsidiary), which owned and operated district heating and cooling plants and offered energy consulting services. Company is now part of AES.

**Education & Credentials**

BSME—Duke University; Durham, NC 1981

MBA—Washington University; St. Louis, MO 1988

**Kristen Murphy**

***Vice President of Energy Supply & Risk Management***

Kristen has more than 10 years of industry experience, and serves as the leader of Burton's supply procurement and risk management team. Our clients look to Kristen to continue Burton's track record of providing superior energy supply and risk management services that generate significant returns on reasonable investments. Kristen manages risk positions and designs hedge strategies for our clients. She is responsible for evaluating and executing electricity and natural gas trades, and also leads our regulated market services include regulatory reporting and rate negotiation assistance.

Prior to joining Burton, Kristen served as Manager of Energy Procurement for Prenova (now Ecova) in Atlanta, where she supervised energy buying activities and optimized costs for clients. Previously, she led external affairs at Newsouth Energy LLC in Atlanta. Kristen began her career in government affairs, serving as Deputy Director of the Political Action Committee for Koch Industries in Washington, D.C., and as State and Federal Government Affairs Associate and PAC Administrator for Mirant in Atlanta.

Kristen earned a BS in Economics from Arizona State University.

**Kay Kern**

***Manager, Energy Supply & Risk Management***

Kay has been active in the natural gas industry for over 25 years in purchasing, sales, operations and regulatory positions within all sectors of the industry. She develops and executes strategic energy procurement plans for customers, analyzing historical data and market pricing, as well as forward pricing and technical/fundamental market analysis to guide energy purchasing decisions. Prior to joining Burton Energy, Kay was a Procurement Manager for Ecova, where she managed the energy portfolios of national retail and industrial customers across the country to drive energy spend reductions and ensure price certainty. Kay was also a portfolio gas buyer for Southern California Edison where duties included managing interstate transportation contracts to allow wellhead purchases throughout western North America for use in fueling electric generation and to fill storage assets. She sat as a charter Executive Committee member of the North American Energy Standards Board (NAESB) while at Southern California Edison. Other positions with energy companies have included marketing, regulatory, gas scheduling/nominations, and accounting work.

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Kay earned a Bachelor of Business Administration degree from the University of Houston.

**Jennifer Kessling**

***Senior Energy Analyst***

Jen brings 5 years of experience in the U.S. energy markets to Burton's team, working primarily on energy forecasts, rate design and cost studies. Her principal responsibility at Burton is reviewing clients' electric and natural gas portfolios for third-party supply opportunities in deregulated markets across the United States. Along with recommending contracting opportunities, she presents short and long term hedging strategies based upon individual clients' risks tolerance and primary objectives in regards to energy spend. Prior to joining Burton in 2011, Jen worked as an Engineer for GDS Associates, Inc., a leading utility consulting firm. She played an integral role in developing long and short term energy forecasts for numerous electric utilities and analyzing various rate structures to develop cost-effective rate designs.

Jen obtained her Bachelor of Science in Industrial and Systems Engineering from Georgia Institute of Technology.

## M. Brent Burton

2513 Hampton Park Court  
Marietta, Georgia 30062

404.307.3946  
bburton@burtonenergygroup.com

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### Experience

#### **Burton Energy Group, Inc.**

**Atlanta, GA**

Energy consulting company established to assist commercial businesses with reducing their energy and water usage and costs.

#### **Founder and Managing Partner**

**September 2001 to Present**

- Revenue increase of 428% over last three years, resulting in Inc. magazine listing of #733 of fastest growing companies.
- Responsible for corporate energy program management for clients that include FelCor Lodging Trust, Staples, McDonald's, Starwood Hotels, Aimbridge Hospitality, Outback Steakhouse, Walgreen's, Chick-fil-A, Pillar Hotels, Destination Hotels and Resort, amazon, Michael's and Racetrac.
- Implementation of energy programs for Staples to win consecutive EPA Energy STAR Partner Of The Year Awards and Platt's Global Energy Award.
- Recognized as the Preferred Energy Partner of the American Hotel Lodging Association and Amerinet Healthcare.
- Manage the daily business operations of Company, with consistent profitability and no dept since inception.

#### **Retx, Inc.**

**Atlanta, GA**

Market provider of fully integrated Web-based transaction services for retail energy companies.

#### **Vice President, Marketing 2001**

**June 2000 to August**

Senior manager with responsibility for strategic direction, planning and marketing, reporting to the CEO. Duties included managing internal Marketing staff and external Public Relations, Regulatory, Creative Design and Web Development, Energy Consulting and Legal companies.

- Worked with Sales to close contracts with ISO New England, New York ISO and regional energy service providers. Developed 5 distinct service packages with supporting pricing alternatives to satisfy varied customer requirements.
- Initiated and implemented Retx Identity Program, involving rebranding of Company Sales and Marketing documents.
- Worked with Regulatory and Legal Counsel to develop and file 42 U.S. and International patents to protect intellectual property for retail software applications. 39 of the patents were granted.
- Developed Corporate Business Plan and Sales/Marketing Plan. Assisted with Company Prospectus and presented to prospective investment partners.

#### **WattWorks Group**

**Houston, TX**

Energy services and consulting firm specializing in business solutions for utility, hospitality and technology concerns.

#### **Principal**

**December 1998 to June 2000**

- Responsible for generating and closing sales leads.

Burton Energy Group, Inc. ABC Application  
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- Negotiated exclusive rights to provide energy management services for 12 hospitality companies, collectively representing 250 locations, generating sales of \$2.5M.
- Consulted with first Internet utility company to direct new retail product launch, introducing services marketed that included dial-up Internet, DSL, long distance and appliance service plans. Customer base increased from 12k to 52k.
- Worked with client to establish Sales and Marketing programs promoting electronic business transaction services in newly competitive electricity markets.

**Enron Energy Services**

**Houston, TX**

Leading provider of wholesale and retail energy, broadband and risk management products.

**Director, Market Development  
1998**

**December 1996 to December**

Mid-level executive directing Business Development and Channel Management in various Commercial markets.

- Negotiated and finalized strategic joint venture with *Motorola, Lucent, Scientific Atlanta* and *SkyTel* to drive sales and channel management.
- Created EES Business Services Plan, which articulated how products would be differentiated, positioned, promoted, distributed, priced, supported and serviced in the commercial sector.

**American Innovations, Ltd.**

**Austin, TX**

Small technology company that pioneered a microprocessor-based solution for automated electricity metering, and built the only retrofit power-line carrier metering device for Echelon LonWorks networks.

**Director of Marketing**

**May 1995 to December 1996**

Reporting to President, responsible for design, execution and management of all Marketing and Business Development programs.

- Recruited by new ownership to grow company. Firm experienced record sales during 18 month tenure, increasing revenues +250% and workforce from 12 to 45 employees. Worked with Sales to close largest utility account in Company history, quadrupling the size of the previous account.
- Developed the most comprehensive economic modeling program in the industry, according to *Electrical World* magazine. Model incorporated cost justification methodologies for utility executives to utilize when evaluating products. Sales force referred to the model as their most valuable tool for closing accounts.

**Entergy Corporation**

**November 1989 to May 1995**

Fortune 200 company is a global energy company with power production, distribution operations, and related diversified services. Operates as the tenth largest revenue electric and gas utility in North America, with revenues of \$9.6 billion.

**Manager, Product Development**

**Little Rock, AR**

**June 1991 to May 1995**

Responsible for program management over four state region. Overall accountability for project planning, scheduling, budgeting, supervision of cross-functional teams and management of contractors.

- Directed the system-wide implementation of the Distribution Information System, Agent Information System and Automatic Meter Reading programs, which encompassed 2.6 million customers.
- Member of Entergy -Gulf States Utilities Merger team, formed to assess and capitalize on functional economies of scale and technology/skills transfer between the two entities. Post-merger activity involved integrating Product Development programs and systems.

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**Marketing Research Analyst**  
**1991**

**New Orleans, LA**

**November 1989 to June**

Assisted Marketing, Economic Development and Sales with research, modeling and analytical studies.

- Designed and conducted qualitative and quantitative marketing research studies in support of large industrial electric customers. Feedback illustrated need to assign utility representatives on-site at customers' operational facilities. Customer service index scores for the industrial sector increased 22% after changes were instituted.
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**Mark Breuker, P.E.**

Mark Breuker is a senior business leader with the ability to develop and lead a team to deliver customer-focused energy management solutions. Demonstrated expertise in developing, selling, and delivering energy management solutions for retail, commercial, and industrial customers. Successful in management of cross-functional teams, building strong client relationships, product development, and expanding revenue through upselling of new solutions to an existing client base.

**Experience**

**Burton Energy Group, Alpharetta, GA 2008-Present**

*Managing Partner*

Leading the growth of Burton Energy Group in the areas of client management and energy efficiency management for national customers including Staples, Walgreens, Amazon, and McDonald's. Providing support for energy kaizen programs, retro-commissioning, energy audits and project management, and overall energy demand program strategies.

**Advantage IQ, Alpharetta, GA 2008**

*Director, Client Solutions*

Leading the structuring and sale of fully bundled energy/sustainability and telecom solutions to Advantage IQ clients and prospects. Responsibilities include assisting the marketing group with proposal and sales/marketing materials development, providing support to the sales team on complex cross-product solutions, and being a key point of coordination between product development, client relations, professional services, legal, and the sales team to grow revenue of the business by \$30 million in three years.

**Advantage IQ, Alpharetta, GA 2006 - 2008**

*Director, Energy Consulting*

Provided strategic leadership to facilitate the rapid growth of the Advantage IQ energy consulting business as an extension of the core utility bill management business, doubling revenue in each of the first two years after arriving to over \$3.8 million/yr currently. Primary responsibilities included top-line revenue growth for the consulting business, sales strategy and support, recruiting, management and training of energy management staff. Playing key role in the development of strategies for sustainability solutions, delivery of energy efficiency through strategic partnerships, and regular customer communication and marketing efforts.

**Prenova Inc, Marietta, GA 2005-2006**

*Director – Business Development*

Senior Executive tasked with leading the company effort to expand revenue across the existing client base by developing and upselling new solutions while continuing full responsibilities of managing existing customers as Account Executive.

*Account Executive 2002-2005*

Senior Executive tasked with strategic management of Prenova's largest accounts in the industrial, commercial, and retail sectors. Leading the delivery of solutions from energy teams in a matrix environment. Achieved upsell revenue of over \$2 million in 2003 and 2004.

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**Service Resources, Inc (later became Prenova Inc.).** Marietta, GA

*Director – National Energy Accounts* 2000-2002

Team leader initially responsible for managing the national team of account managers as well as a client-focused cross-functional team focused on the delivery of energy services to existing clients. Supported sales and product development efforts.

*Senior Account Manager* 1999-2000

Managed the customer relationship and the delivery of energy supply-side and demand-side solutions to large national accounts. Company leader in the identification and application of real-time price-responsive load management strategies.

**DukeSolutions,** Indianapolis, IN 1998-1999

*Senior Project Engineer*

Worked with commercial and industrial clients to identify and apply efficiency improvement technologies such as the targeted application of on-site generation, lighting and lighting controls, waste heat recovery, and improved process control.

**Carrier Corporation,** Indianapolis, IN 1997-1998

*Senior Engineer*

Tested residential air conditioners to improve energy efficiency and reduce compressor failures. Published and directed research in smart building technology through involvement with professional trade organizations (ASHRAE).

**Ray W. Herrick Laboratories, Purdue University,** West Lafayette, IN 1995-1997

*Research Assistant*

Developed and testing automated methods to detect and diagnose problems that reduce the efficiency and reliability of air conditioning equipment.

**Conoco Inc.,** Farmington, New Mexico 1992-1995

*Project Engineer*

Completed rigorous Management Development Program in the natural gas and gas products division (50% failure rate) to provide a broad knowledge of energy industry fundamentals. Engineered and lead the construction of a \$2 million natural gas liquid pipeline and pump station.

**Education & Credentials**

Purdue University

M.S. in Mechanical Engineering, 1998

Special focus on energy utilization

University of Michigan

B.S. in Mechanical Engineering.1992

Certified Energy Manager

LEED Accredited Professional

Registered Professional Engineer

***George Plattenburg, P.E.***

George Plattenburg brings to this program more than 25 years of Experience with an exemplary track record in Energy Efficiency and Sustainability. Strategic thinker and business leader, has had full P&L responsibility for business units owned by publicly traded firms, private equity firms, and venture capital investors. Senior level Sales and Marketing executive, accustomed to being responsible for all elements of customer and partner facing strategy.

**Experience**

**Burton Energy Group—Alpharetta, GA**

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**Continental Broadband—Atlanta, GA**

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**Prenova—Atlanta, GA**

*Vice President, Operations* 2001—2003

Full P&L responsibility for national energy services firm serving the retail, manufacturing, and commercial real estate markets. Oversaw all account relationships and all service delivery areas, including energy supply management (electricity and natural gas), risk management, demand side consulting, and a NOC (national operations center). Company is now part of Ecova.

**DukeSolutions—Charlotte, NC**

*Vice President, Strategic Accounts* 1997—2001

Started Strategic Accounts business unit and had P&L responsibility for Duke Energy's retail services entity. Strategic Accounts was the company's second largest business unit. Oversaw sales and strategy to strategic national accounts where we bundled the company's diverse line of energy services to large

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**Indianapolis Power & Light Company—Indianapolis, IN**

*Director, Demand Side Management Implementation 1990—1997* Responsible for achieving utility's goals for demand and energy reduction with 11 incentive and rebate programs offered to commercial, industrial, and residential customers. Programs focused primarily on existing buildings but also covered new construction. Later served as Director of Business Development for Mid-America Energy Resources (unregulated subsidiary), which owned and operated district heating and cooling plants and offered energy consulting services. Company is now part of AES.

**Education & Credentials**

BSME—Duke University; Durham, NC 1981

MBA—Washington University; St. Louis, MO 1988

Registered Professional Engineer

**Kristen T. Murphy**

Vice President of Supply and Risk Management, has a proven track record of providing superior, resource-saving energy management services. Kristen manages risk positions and designs hedge strategies for our clients. She executes electricity and natural gas contracts while also enhancing our regulated market services. Kristen has over 13 years of industry experience, beginning her career in the wholesale electric market with Mirant Energy, recently purchased by NRG Energy. Most recently, she served as Manager of Energy Procurement at Prenova in Atlanta, where she supervised energy buying activities and optimized costs for clients. Kristen received her Bachelor of Science in Economics from Arizona State University.

**Experience**

**Burton Energy Group, Inc—Alpharetta, GA**

*Director, Energy Supply & Risk Management* January 2011 – Present Develops customized strategic energy procurement strategies for customers and manages the procurement of electricity and natural gas in deregulated markets. Present strategic energy plans to customer's management team for approval and oversee the execution of the plan throughout the fiscal year. Procure electricity and natural gas in U.S. and Canadian markets, by conducting RFP process and presenting results and recommendations to customers for execution that align with their risk tolerance and approved energy strategy. Provide quarterly updates to customers on contract performance, including a portfolio overview of which markets make up their active deregulated portfolio and how those markets are hedged for future years. Provides input to the electric budgets to forecast supply costs in deregulated markets and update rates with any known utility changes. Creates monthly market reports to share recent market activity with customers.

**Prenova—Atlanta, GA**

*Manager, Energy Procurement* May 2006 – December 2010 Directs the execution and sets the strategic vision of the Energy Procurement (EP) team, who perform rate and tariff analysis and hedge electricity and natural gas for commercial and industrial customers. Supervise electricity and natural gas buying activities as well as the process involving rate and tariff optimization. Oversee the weekly and monthly internal and external reporting associated with deregulated and regulated activities to ensure clients recognize the full value of EP services. Procure electricity in deregulated markets and create customer savings by negotiating rates that are below the local utility tariffed rates in multiple markets across the United States. Team lead to key customers, providing market updates with impact to energy spend, upcoming contract opportunities, and timely reporting from EP. Determine each customer's load size, load factor, on and off-peak consumption, and risk tolerance to determine the most effective energy product for each client.

**Newsouth Energy LLC (subsidiary of Calpine Corporation)—Atlanta, GA**

*Manager, External Affairs* August 2005 – March 2006 Primary point of contact for strategic market assessment, policy development, issue research and product development to support the policy initiative and business objectives of the company. Perform research that quantifies, illustrates, and/or demonstrates market phenomena / trends in demand and supply growth to make recommendation to management for decision-making. Compare cost, construction time, environmental impact, and efficiency of electricity generation to develop a holistic view of energy markets, participants and issues, within the southeast United States. Develop fact-based analyses of specific energy market-related issues

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across the southeast United States. Create and present defensible market assessments, forecasts, presentations, and position papers from a historical, real-time and future perspective in order to define and further strategic objectives. Define and communicate the company's strategic positions relative to Southeast market issues based upon research and in conjunction with management.

**Koch Industries—Washington, DC**

*Deputy Director, Political Action Committee* January – August 2005 Worked with Federal Affairs team to develop and implement a political action strategy to help create the best political environment for each business to be successful. Managed all political action committee (PAC) contributions and involvement in fundraising events; ensured compliance at the federal and state levels; developed and implemented the annual solicitation, communication, and benefits plan for PAC members.

**Mirant—Atlanta, GA**

*Federal Government Affairs Associate and PAC Administrator* 2004

*State Government/Regulatory Affairs Associate and PAC Administrator* 2002-2003 Responsible for identifying and managing legislative issues, developing communication pieces for internal and external audiences, coordinating compliance efforts, and administering the political action committee. Coordinated efforts to identify key issues and determine the company's position to communicate to internal audiences. Developed and implemented strategies to promote the company's position externally to legislators and policy-makers, including a monthly broad-based direct mail campaign promoting competitive wholesale energy markets. Advocated the company's viewpoint on key legislation and policy through relationships with constituent members of Congress, key committees, staff members, and trade associations. Administered all PAC and compliance activities including: development of PAC recruitment plan, participation in creating federal giving strategy, communication outreach, get-out-the-vote efforts, tracking receipts and contributions, and overseeing all lobbyist and PAC filings.

*Marketing and Asset Management Analyst – South Region* 2001 - 2002 Performed current and future supply / demand analysis on Southeast power markets; reported findings to marketing, business development, and trading teams to influence deal making. Assisted with creating and closing customized short and long-term structured transactions ranging from \$100k to \$2 million, produced customer profiles and tracked competitor activities to increase opportunities of additional contracts. Determined daily profits and losses of Georgia power plant; as well as computed costs and revenues related to congestion, forced outages and generation of Texas power plants.

**Education**

Arizona State University: BS Economics, May 2001, *Cum Laude*

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**Kay Kern**

**Experience**

**Manager, Energy Supply and Risk Management**

Present

**Burton Energy Group**

Atlanta, Georgia

- Performing analysis to support in the development and execution of strategic energy procurement plans using customer's historical data and market pricing, as well as forward pricing and technical/fundamental analysis
- Managing contract expirations, expected revenue and tracking forward hedge positions
- Assisting with quarterly contract performance reports
- Developing natural gas budgets for clients

**Sr. Energy Procurement Manager**

09/2007 to 4/2013

**Ecova**

Atlanta, Georgia

- Managed North American energy portfolios for national retail & industrial clients. Analyzed account data, developed plan to aggregate load in markets where opportunity exists, issued RFP's, evaluated bids, negotiated terms for energy supply contracts, developed hedging strategies to optimize spend and mitigate risk.
- Independently developed and maintained contacts with decision makers within client organizations through regular, consultative meetings.
- Client portfolios represented over \$20 Million in energy spend in deregulated markets.
- Recommended demand response programs if profiles were appropriate
- Site/account-level budgeting.

**Energy Consultant**

05/1997 through 01/2002

Roswell, Georgia

- Provided consulting services to SoCal Edison as they transitioned out of the role of monopoly UEG in California. Projects included continuing natural gas procurement for generation assets, interstate pipeline transportation transactions, supply and transport contract negotiation and working through regulatory issues with the FERC.
- Assisted in subsequent start-up of utility's gas operations once state regulators determined that UEG needed to re-establish its role in the electric market.
- Monitored state and federal regulatory activities for Macquarie (formerly Cook Inlet) to determine how such regulation would impact operations and to identify new business opportunities arising from new/modified regulation.

**Account Manager, Energy Supply & Marketing**

05/1992 through 06/1997

**Southern California Edison Company**

Rosemead, California

- Natural gas portfolio buyer for second-largest, investor-owned utility in the U.S., to include daily/swing, spot, and term purchases.

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- Negotiated interstate capacity rights on western pipelines: capacity buying, selling of excess capacity, exchanges and IT discounts.
- Initiated and administered all interstate transportation contracts.
- Assisted management with drafting testimony for utility's state regulatory reasonableness reviews.
- Advised in-house regulatory and legal staff on natural gas operational issues raised in state and federal proceedings and, on occasion, drafted comments in those proceedings.
- As a charter member of the North American Energy Standards Board (NAESB, formerly GISB) Executive Committee, represented utility at federal level regarding standardization of data required to implement Order 636, et.al.
- Consistently exceeded company/CPUC benchmarks for cost savings.

**Gas Operations Agent**

11/1990 through 05/1992

***Southern California Edison Company***

Rosemead, California

- Scheduled the delivery of interstate gas supplies to SCE generating stations on pipelines serving the western region.
- Allocated and balanced deliveries.
- Identified new business needs for implementation into supply department's developing gas transaction system.

**Regional Manager**

06/1989 through 04/1990

***GasTrak Corporation***

Houston, Texas

- Established and managed northeast regional gas marketing office in Philadelphia, PA area.
- Developed a northeast LDC/UEG and industrial market for spot and long-term sales.
- Coordinated all overhead operations for regional office, including leasing, staffing, purchasing, and daily administrative duties.

**Senior Marketing Representative**

06/1988 through 06/1989

***Energy Planning, Inc.***

Houston, Texas

- Managed small interstate pipeline company/gathering system in Oklahoma, including sale of residue gas into spot and long-term markets.
- Researched and prepared federal and state pipeline and producer regulatory filings, including Section 4 rate cases, PGA quarterly and annual filings.
- Supervised gas accounting and gas control operations.
- Prepared bids to supply natural gas to federal facilities.
- Extensive analysis of fuel price data for various consulting projects, including pricing seminars and acquisition studies.

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**Analyst/Scheduler**

01/1987 through 04/1988

***Panhandle Trading Company***

Houston, Texas

- Natural gas scheduler and accounting analyst.

**Education**

**University of Houston**

Houston, Texas

06/1982 through 08/1986

**Bachelor of Business Administration**, Management Information Systems

**Published Work**

Midstream Business Magazine (formerly Pipeline and Gas Technology), September 2010,

Supply, storage, weather depress Rockies gas prices.

[http://www.midstreambusiness.com/Prices-Natural-Gas/Supply-storage-weather-depress-Rockies-gas-prices\\_66848](http://www.midstreambusiness.com/Prices-Natural-Gas/Supply-storage-weather-depress-Rockies-gas-prices_66848)

## **Jennifer Kessler**

Senior Energy Analyst, has 5 years of experience in the U.S. energy markets working primarily on energy forecasts, rate design and cost studies. Her principal responsibility at Burton is reviewing clients' electric and natural gas portfolios for third-party supply opportunities in deregulated markets across the United States. Along with recommending contracting opportunities, she presents short and long term hedging strategies based upon individual clients' risks tolerance and primary objectives in regards to energy spend. Jen received her Bachelor of Science in Industrial and Systems Engineering from Georgia Tech.

### **Experience**

#### **Burton Energy Group**

*Senior Energy Analyst; Procurement* December 2011— Present Sourcing electricity and natural gas for a range of small and large commercial clients across the country. Enhancing the current RFP to improve consistency, reduce time, and expand the deliverable for our clients. Developing and completing quarterly reports detailing each site's contract performance. Assisting in the development of risk management strategies and contract product selection.

#### **GDS Associates, Inc**

*Engineer; Distribution Services* June 2009— November 2011 Developed long and short- term energy forecasts for numerous electric utilities. Performed benefit- cost studies determining the effect of various demand response programs and rate structures. Analyzed various electric rates for customers and utilities and determined the most cost- effective rate design. Participated in cost of service studies: classification of a utility's plant data, development of cost- based load allocators, establishment of overall revenue requirements. Created a cost of service spreadsheet model for an electric utility to use for rate development and cost analysis.

### **Collegiate Work Experience**

*Georgia Public Service Commission- Co-op* Spring and Fall 2006 Managed databases for nuclear plant outages, coal inventory, and gas marketer reports. Collaborated with representatives from major investor owned utilities, lobbyists, and natural gas marketers. Created and Prepared orders, proposals, and general summaries for staff and Commissioners.

### **Education & Credentials**

BS in Industrial and Systems Engineering—Georgia Institute of Technology; Atlanta, GA 2009  
Engineer-in-Training (EIT024391); Six Sigma Green Belt