



## **Retail Energy Supply Association**

### **RESA Announces New Association Officers for 2008 & The Launch of A Public Education Campaign in Maryland**

Baltimore, MD (March 12, 2008) -- The Retail Energy Supply Association (RESA), announced today the election of association officers for 2008, as well as the launch of a public education campaign in Maryland. RESA is a broad and diverse group of retail energy suppliers who share the common vision that competitive retail energy markets deliver a more efficient, customer-oriented outcome than regulated utility structures.

RESA's officers are responsible for setting forth the vision to grow membership and identify and resolve critical industry issues, monitor state regulatory efforts and work with state chairs to address industry issues, and liaison with other advocacy associations to further the vision and mission of RESA. The newly elected 2008 Officers represent retail suppliers from across the United States and include:

- Richard Rathvon, President (Reliant Energy Retail Services, LLC)
- Jay Kooper, First Vice President (Hess Corporation)
- Ron Cerniglia, Second Vice President (Direct Energy, LLC)
- Roy Boston, Treasurer (Sempra Energy Solutions)
- Marc Hanks, Secretary (Strategic Energy)

In addition to naming their new officers, RESA also announced today the launch of a public education campaign in Maryland designed to highlight the benefits of competition in the electricity market. The campaign includes print, radio and TV ads which will run in the Baltimore and suburban Washington, D.C. markets (<http://www.resamd.org/gallery/>). The campaign highlights the benefits to customers of retail electric competition as part of the overall electricity structure.

RESA member companies work with stakeholders in each state to promote vibrant and sustainable competitive retail energy markets for residential, commercial and industrial consumers. They acknowledge the critical importance that substantive, practical, fair and workable consumer protection and marketing practices play in creating a robust and sustainable competitive retail market. RESA member companies are: Commerce Energy, Inc., ConEdison Solutions, Direct Energy Services, Gexa Energy, Hess Corporation, Liberty Power, Integrys Energy Services, Inc., Reliant Energy Retail Services, LLC, Sempra Energy Solutions, Strategic Energy, SUEZ Energy Resources NA, Inc., US Energy Savings Corp.

In 2007, RESA surveyed Maryland residential customers in the spring and fall and found overwhelming public support for competitive electricity choices in residential homes.

- More than 73 percent of respondents believe competition among electricity suppliers leads to better pricing for consumers.
- Over 57 percent of residential customers said that the price consumers pay for electricity should be set based on market competition between suppliers, not by a government agency.
- More than 74 percent of those surveyed said they would modify their behavior to take advantage of lower, off-peak rates if they were able to monitor their usage on a real time basis.
- 65 percent of Maryland's residential consumers believe competitive electricity suppliers have a greater incentive to offer new, innovative products and services to residential customers.

“As members of RESA, we believe that a robust and sustainable retail market fosters competition which in turn provides customers with affordable, reliable and clean energy products and services that encourage conservation and creates downward pressure on prices for the benefit of all customers,” said Richard Rathvon, President of RESA. “Retail suppliers want to serve the residential customers of Maryland as we currently serve the commercial and industrial communities. Giving electric consumers choices and arming them with the information they need to make educated decisions is a founding principle of RESA. We are proud of our new board and all of our advocacy efforts across the country, including our new visibility efforts in Maryland.”

To learn more about RESA, visit [www.RESAUSA.org](http://www.RESAUSA.org), and to learn more about efforts specific to Maryland visit [www.RESA MD.org](http://www.RESA MD.org).

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