



 **BRAKEY
ENERGY**
OHIO'S ENERGY EXPERTS

Helping Ohio Companies Cut Energy Costs Since 1999

The Brakey Energy Advantage: *A One-Stop Resource with Unmatched Expertise*

Energy is one of the most significant—and most complex—factors in the profitability of Ohio businesses. Every company wants to reduce its energy bills, but few have the in-depth knowledge of Ohio's complicated energy regulatory environment to understand how to do it.

That's why so many large commercial, industrial, and institutional energy users in Ohio turn to the experts at Brakey Energy.

Your Outsourced Energy Manager: Helping You Save Energy and Money

Brakey Energy was founded in 1999 by Mike Brakey, an engineer who developed an expert-level understanding of Ohio's energy rates and regulations as Energy Management Director and Facilities Engineering Director at Johnson Rubber, a large Ohio polymer manufacturer.

Today, Brakey Energy is Ohio's top energy management consulting firm, trusted by many of the state's largest industrial and commercial enterprises. The Brakey team of energy professionals uses their unmatched knowledge of Ohio's energy environment to find innovative, money-saving solutions for energy-intensive businesses.

NO Commissions or Long-Term Contracts

Unlike brokers, whose only goal is to sell energy products and earn hidden commissions, Brakey Energy is a consulting firm that provides a comprehensive array of ongoing services to clients and builds long-term client relationships.

Our clients never pay us a commission; instead, we charge a single monthly fee that covers ALL services. We are committed to our clients' success and to delivering measurable results.

Brakey Energy is an energy management consulting company with decades of experience in energy procurement, efficiency, and regulation. Brakey Energy helps businesses throughout Ohio lower their energy costs and increase their profits.



*“ Brakey Energy has become a valued partner to the Cleveland Cavaliers and its affiliated companies. Brakey has identified multiple ways to reduce our energy costs at Quicken Loans Arena, Cleveland Clinic Courts, and the Higbee Building. **The Cleveland Cavaliers have seen a direct and significant benefit to our bottom line since hiring Brakey Energy.** Brakey Energy is a great addition to any organization's team. ”*

*–Matthew Miller,
Vice President of Facility Operations
Cavaliers Operating Company, LLC*



How Brakey Energy Delivers Results

Brakey Energy is a one-stop resource for controlling the cost of energy and a powerful advocate for your interests. Our team of experts can guide you through Ohio's complicated energy regulatory environment and help you gain a competitive advantage by lowering your energy costs.

Brakey Energy can solve some of your most complex and costly energy challenges:

- **Electric Generation and Natural Gas Procurement**
Brakey Energy has negotiated hundreds of third-party electric generation and natural gas contracts. We will shop your load with various suppliers, getting you not only the best price, but also the right product and contract terms for your unique load profile.
- **Capacity Cost Management and Demand Response Assistance**
Our energy professionals can assist you in lowering capacity costs through Coincident Peak management. We can also help you choose the best emergency demand response program for your company.
- **On-Staff Legal Resources**
Brakey Energy uses its on-staff legal resources to review all electric generation, natural gas, and demand response contracts of the suppliers Brakey Energy solicits quotes from. We have directed these resources to negotiate many customized supplier agreements.
- **On-Staff Engineering Resources**
Brakey Energy applies its on-staff engineering resources to provide on-site audits of client facilities to identify energy efficiency opportunities and accompanying paybacks. You will receive audit findings and know the steps to take to increase your efficiency.
- **Energy Efficiency Rebate Acquisition**
Our energy specialists can assist you in securing energy efficiency rebates associated with the energy efficiency and peak demand reduction requirements mandated by Ohio law.
- **Energy Efficiency Rider Exemption**
Our engineers and energy analysts can help you achieve exemption from the energy efficiency and peak demand reduction rider,

a hidden surcharge on your electric bill. Based on your utility and rate schedule, Brakey Energy can assist in your applications and compliance requirements.

- **Ohio kWh Tax Assistance**
Brakey Energy can help you apply to self-assess the Ohio kilowatt-hour tax if you consume more than 45 million kWhs per year at a "single location." This can significantly reduce your electric bills.
- **Natural Gas Sales Tax Exemption Assistance**
Our experienced energy professionals can help you apply to achieve sales tax exemption on natural gas consumed at your facilities in processes. Depending on the amount of natural gas you consume, this can result in very large savings.
- **Membership in the Industrial Energy Users of Ohio**
Brakey Energy provides our clients membership in the Industrial Energy Users of Ohio (IEU-Ohio). IEU-Ohio is a large trade association with the mission of achieving reliable electricity at reasonable prices. Brakey Energy employees attend – and represent clients' interests – at all IEU-Ohio meetings.
- **Representation in Select PUCO and FERC Cases**
Brakey Energy – through IEU-Ohio – secures for our clients representation in select Public Utilities Commission of Ohio (PUCO) and Federal Energy Regulatory Commission (FERC) cases. Past case examples include utility distribution and transmission rate cases.

Discover Why So Many Ohio Companies Choose Brakey Energy

From FORTUNE® 500 companies to mid-sized, family-owned businesses, Brakey Energy has been serving Ohio energy users since the 1990s.

Whether you run a multi-facility industrial complex or a large non-manufacturing commercial operation, Brakey Energy can deliver real savings for your business.

Call us at (216) 751-1758 or
visit us online at brakeyenergy.com



Brakey Energy v. Energy Brokers: *Compare the Value*

With Brakey Energy as your energy management partner, you will have access to the skills and expertise of a dedicated team of Ohio electricity and natural gas specialists.

We are a full-service energy consulting company, not an energy broker. Here's the difference:

Services	Brakey Energy	Brokers
Electric generation and natural gas procurement	✓	✓
Capacity cost management and demand response assistance	✓	✗
On-staff legal resources	✓	✗
On-staff engineering resources	✓	✗
Energy efficiency rebate acquisition	✓	✗
Energy efficiency rider exemption	✓	✗
Ohio kWh tax assistance	✓	✗
Natural gas sales tax exemption assistance	✓	✗
Membership in the Industrial Energy Users of Ohio	✓	✗
Representation in select PUCO and FERC cases	✓	✗
Hidden sales commissions	✗	✓



What Clients Say About Brakey Energy

“Brakey Energy has become a valued partner to the Cleveland Cavaliers and its affiliated companies. Brakey has identified multiple ways to reduce our energy costs at Quicken Loans Arena, Cleveland Clinic Courts, and the Higbee Building. **The Cleveland Cavaliers have seen a direct and significant benefit to our bottom line since hiring Brakey Energy.** Brakey Energy is a great addition to any organization’s team.”

–Matthew Miller,
Vice President of Facility Operations
Cavaliers Operating Company, LLC

“The team at Brakey Energy has been excellent to work with. They provided guidance and direction on how to lower our transmission and capacity costs for the coming year and alerted us about potential peak grid days. Brakey Energy also has represented our interests at the Industrial Energy Users of Ohio, enabling us to participate in AEP’s Transmission Pilot Program. **Through all these efforts, we will see an approximate 20% reduction in our annual electrical costs, totaling well into six figures.** I look forward to our continued relationship and success in lowering energy costs!”

–Jeremiah A. Clegg, President, Casting Solutions, LLC

“Brakey Energy has helped save us hundreds of thousands of dollars by negotiating favorable energy contracts and alerting us to programs we should enroll in or decline. They truly are our energy partner.”

–Todd Danielson, Chief Utilities Executive
Avon Lake Regional Water

“Since we started working with Brakey Energy, we have seen some dramatic improvements in our electricity costs. **Brakey has guided us through the changes in the market and helped us select a provider that reduced our costs dramatically.** Brakey’s expertise helped us get the best deal. I would recommend Brakey Energy for any industrial energy customer.”

–Michael Brown, Vice President Operations
Ashtabula Rubber Company

“Brakey Energy has provided valuable expertise and recommendations to the university in the areas of electricity rate management and electricity and natural gas commodity purchasing. They provide notification of potential peak capacity days/times on the ATSI and PJM grids as well as the potential budget impact of current and future riders and regulatory changes in the Ohio utility market. **The value of Brakey’s services and the utility savings seen since we engaged them in 2015 is significant and greatly exceeds their fee.**”

–Carol P. Dietz, Associate Vice President of Facilities and Auxiliary Services, John Carroll University

See next page for more client comments



“Brakey Energy’s recommendations significantly reduced our total electricity charges. Brakey Energy helped us select the proper generation supplier and product, and with their Coincident Peak (CP) notification system, we were able to minimize consumption during all five Transmission and Capacity CPs with minimal effort.”

–Bill Petruzzi, Facilities Manager
Ohio Star Forge Company

“We are very pleased with Brakey Energy’s services and they have earned our trust. Brakey Energy helped Falcon Foundry achieve very substantial electric bill savings by taking advantage of new FirstEnergy rate opportunities. Although we were skeptical at first, Brakey Energy has delivered what they promised.”

–Gary Slaven, President, Falcon Foundry

“We were looking for guidance on how to be smarter in a changing energy market environment. Brakey Energy has kept us informed about how upcoming changes might affect us and how we can mitigate any negative effects of those changes. We’ve also valued Brakey’s help with contract negotiations and advice on how to avoid DSE2 rider¹ surcharges. They’ve been very responsive to our needs.”

–Art Cernoia, Corporate Service Director
American Greetings Corporation

“Brakey Energy helps us navigate the electric deregulation environment. They simplify the complex landscape of rate selection, such as whether it’s better to choose a fixed or variable rate.

“At first, we were just interested in rate negotiations, but Brakey has added more value to our business by performing electric audits at our restaurants and guidance on energy efficient processes. This is even more valuable to us now as we face increasing rates with DSE2 riders. They are very timely and responsive.

“Selecting Brakey is a ‘no-brainer.’ They are your resource and advocate for controlling a large cost center and delivering quantified profit improvement.”

–John Blickle, Owner/Operator of 26 McDonald’s Restaurants, Rubber City Arches LLC

“We chose Brakey Energy because we needed a single source solution to identify energy efficiency opportunities and understand energy contracts. Brakey’s knowledge of the DSE2 rider and annual updates filed with IEU and PUCO, as well as their consultation and ROI on energy efficiency projects, has been very valuable. They are sincere and responsive. If you need assistance and guidance, for the cost, it’s well reasonable.”

–Jerry Carroll, NAFTA Engineering and Maintenance Manager, GoldKey Processing, Inc.

¹ An electric bill surcharge associated with Ohio’s energy efficiency and peak demand reduction mandates.



Show Us Your Electric Bill: *Let Us Show You How Much You Can Save*

When you contact Brakey Energy, we will take the time to understand your company and your energy needs. Without cost or obligation, we'll analyze your electric bill and identify cost-saving opportunities.



8584 E. Washington St. #213 ■ Chagrin Falls, OH 44023
(216) 751-1758 ■ brakeyenergy.com