

2012-00222

E. Morgan Culliton

July 25, 2102

Public Service Commission
211 Sowe Boulevard
P.O. Box 615
Frankfort, Kentucky 40601

RECEIVED

JUL 27 2012

PUBLIC SERVICE
COMMISSION

Board Member:

I have been a business consultant for over 30 years (see attached resume) and I would like to see what diligence LG&E had preformed to insure that their operating cost could not be adjust so that a rate increase is not required. The documentation you sent me only shows that cost are increasing, but LG&E has to do what the rest of us having been doing, eliminating certain cost so we can pay our bills: I just can not walk into the boss's office and say I need a raise because my cost of living is going up and neither should LG&E be allowed to.

Please provide me with the documentation that they reviewed in detail their operating cost prior to asking for a rate increase --- there has to be areas in their budget that can be cut or reduced and if they have not done so, they should not be given an increase.

Thank You,



Morgan Culliton

MORGAN CULLITON

1927 Prestwick Drive LaGrange, KY 40031

Phone: [REDACTED] • E-mail: [REDACTED]

SALES, MARKETING & BUSINESS DEVELOPMENT MANAGEMENT EXECUTIVE

Proven Track Record In Increasing Corporate Earnings

*New Business / Product Development / Tactical Planning / Mergers & Acquisition / Joint Ventures
Change Management / Sales & Marketing Leadership / Task Force Development / Negotiations*

Dynamic management career developing marketing strategies, finance, capital development, finance and driving revenue growth throughout domestic and international markets. Proven track record in leading sales, marketing and operational efforts through fast-track growth and market expansion. Excellent qualifications in managing projects from concept through planning, design, development and task management. Consistently successful in identifying and developing new market opportunities to drive revenue growth, expand market penetration and win market share. Expertise in capital formation and IPO. Visionary with decisive course of action to accelerate revenue/market growth.

Equally strong qualifications in general management, organizational development, multi-site operations and human resource management. Outstanding record of achievement in complex account and contract management.

AREAS OF EXPERTISE

- Corporate Vision & Strategy
- Team Building & Leadership
- Tactical Sales/Market Development
- Continuous Process Improvement
- Profit & Loss Management
- Task Force Development
- New Business Development
- Strategic Partnerships/Alliances
- Re-engineering & Restructuring
- Start-Up Operations Leadership
- Product Development & Launch
- Multi-site Operations

MAJOR ACCOMPLISHMENTS

- Instrumental in managing and promoting a firm from a privately held one location with \$275K year revenue to a publicly held entity with 14 profit centers with annual revenue of \$61 million.
- Played a key role in securing an initial funding and IPO.
- Successfully negotiated a 4 year, \$5 million creative services agreement with a Fortune 100 company.
- Provided \$22 million in added value to clients through re-engineering, restructuring, acquisition, mergers and marketing efforts.
- Negotiated the largest theatrical production contract in company's history—700K.
- Achieved a 60% margin on all new business.
- Served as a Turnaround Specialist—Introduced new cost effective business strategies, negotiated a new profitable three year contract and opened new locations.
- Acted as the Vice President for Axxis, Inc. a full service staging, video production, graphic design, corporate theatre and a distant learning firm—served corporate, institutional and educational clients.
- Designed and executed standard operational procedures for multiple profit centers and call centers resulting in a \$1 million in savings.

PROFESSIONAL EXPERIENCE

MORGAN & ASSOCIATES

President - 1987 - Present

A global management consulting firm specializing in providing turn key solution in management, entrepreneurial disciplines, finance, marketing, corporate expansion, capital formation, executive coaching and securing IPO status.

Clients included: RJR, Sandoz Pharmaceuticals, ADT, ITT and Axxis, Inc.

EDUCATION

College of William & Mary – Campbell University – Chowan College
BS in Business Administration - Associates Degree in Business Administration