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PUBLIC SERVICE  
COMMISSION

COMMONWEALTH OF KENTUCKY

BEFORE THE KENTUCKY PUBLIC SERVICE COMMISSION

In the Matter of:

AN INVESTIGATION OF NATURAL GAS )  
RETAIL COMPETITION PROGRAMS ) CASE NO. 2010-00146

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**INTERSTATE GAS SUPPLY, INC.'S, SOUTHSTAR ENERGY SERVICES, LLC'S AND  
VECTREN SOURCE'S CERTIFICATE OF SERVICE REGARDING REBUTTAL  
TESTIMONY OF ELLEN WILLIAMS**

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Comes Interstate Gas Supply, Inc. ("IGS"), SouthStar Energy Services, LLC ("SouthStar") and Vectren Retail, LLC d/b/a Vectren Source ("Vectren"), individually, and hereinafter, collectively, by counsel, and hereby certifies that an original and ten (10) copies of the attached Rebuttal Testimony of Ellen Williams was served via hand-delivery upon Jeff Derouen, Executive Director, Public Service Commission, 211 Sower Boulevard, Frankfort, Kentucky 40602-0615; furthermore, it was served by mailing a copy by first class U.S. Mail, postage prepaid, on the following, on this 22 day of September, 2010.

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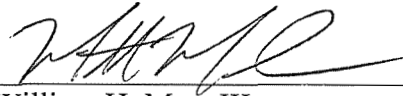
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**and**  
**VECTREN RETAIL, LLC D/B/A**  
**VECTREN SOURCE**

COMMONWEALTH OF KENTUCKY  
BEFORE THE KENTUCKY PUBLIC SERVICE COMMISSION

In the Matter of:

AN INVESTIGATION OF NATURAL GAS            )  
RETAIL COMPETITION PROGRAMS            )    CASE NO.2010-00146

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**REBUTTAL TESTIMONY OF  
ELLEN WILLIAMS**

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On behalf of Interstate Gas Supply, Inc.  
SouthStar Energy Services LLC  
Vectren Retail, LLC

**Filed:** September 22, 2010

1 **Q. Please state your name and business address, and tell us on whose behalf you**  
2 **are testifying?**

3 A. I am Ellen Williams a consultant for Kentucky Consumers for Energy Choice.  
4 My business address is 311 Pin Oak Drive, Lawrenceburg, Kentucky 40342. I am  
5 presenting testimony on behalf of Interstate Gas Supply, Inc., SouthStar Energy Services  
6 LLC, and Vectren Retail, LLC doing business as Vectren Source (collectively “Retail  
7 Suppliers”). My biography is attached as Exhibit 1.

8 **Q. What is the purpose of your testimony?**

9 A. As a spokesperson for Kentucky Consumers for Energy Choice (“KCEC”), the  
10 Retail Suppliers believed that I could provide some detail regarding the purpose of  
11 KCEC, as well as respond to several intervenors on behalf of the Retail Suppliers  
12 regarding whether consumers in Kentucky are interested in having competitive options  
13 available for natural gas. My testimony will focus solely on these items.

14 **Q. What is KCEC?**

15 A. KCEC was formed during the 2008 legislative session through a desire to add  
16 consumers’ voices to the discussion about consumers right to choose natural gas  
17 commodity products rather than having no choice and using the utility company’s default  
18 natural gas. More specifically, KCEC focuses on issues involving natural gas  
19 competition. KCEC supports providing choices to residential consumers, similar to the  
20 options available to larger commercial and industrial consumers throughout the country.

21 **Q. How many members does KCEC have?**

22 A. KCEC has in excess of 6,000 members in the Commonwealth. In 2009 KCEC  
23 mailed informational packets to approximately 22,000 residential consumers, asking if

1 they would be willing to join KCEC and express their support for the right to choose a  
2 natural gas supplier. From that initial mailing of approximately 22,000 letters, over 6,000  
3 people responded yes and joined KCEC.

4 **Q. In the direct testimony of AARP, specifically, p. 15, lines 1-3, Witness**  
5 **Brockway opines “from a customer’s point of view, the promise of deregulation is**  
6 **lower rates, and thus lower gas bills. Without such lower bills, there is no point to**  
7 **deregulation. Sales are ultimately based on price alone.” Do you agree?**

8 A. No. Certainly the opportunity for lower natural gas bills is one of the benefits that  
9 some consumers would look for when shopping. However, the opportunity for lower  
10 prices is not the solitary benefit. Consumers are individuals, and individuals have  
11 different value propositions based upon the individual needs of that consumer. For some,  
12 it is an opportunity for savings, for others it is the peace of mind that comes from  
13 knowing what their price will be through a fixed rate. Others understand that the  
14 regulated option is not transparent, because it includes adjustments from prior periods,  
15 and want to simply pay for their natural gas and know what they are paying. For most  
16 consumers, specifically KCEC members, they simply want to have the option available,  
17 so they can decide for themselves what is best for them.

18 **Q. How do you know this?**

19 A. KCEC sent out a letter to 1,000 of its members, which provided an update of the  
20 ongoing items that affect their right to choose, as well as asking them if they would like  
21 to provide their support for continued competition not only in the Columbia program, but  
22 throughout the Commonwealth. The response was again overwhelming. Out of the  
23 approximately 1,000 letters sent, over half took the time to sign the card in support and

1 send it back into the KCEC, confirming their continued support for opening competition.  
2 Some even took the additional step of providing personalized comments in support of  
3 consumer choice. I have attached several of those hand written comments, as well as a  
4 copy of the letter that was sent and a copy of the response card. The response was  
5 overwhelming and hopefully sends the message clearly -- Kentucky residents want a  
6 right to choose.

7 **Q. Does this conclude your testimony?**

8 A. Yes.

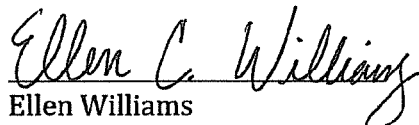
**COMMONWEALTH OF KENTUCKY**  
**BEFORE THE PUBLIC SERVICE COMMISSION**

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	)	
	)	

**AFFIDAVIT OF ELLEN WILLIAMS**

Comes the undersigned, Ellen Williams, being duly sworn, deposes and states that she is a consultant for Kentucky Consumers for Energy Choice and she is a witness on behalf of Interstate Gas Supply, Inc., SouthStar Energy Services, LLC and Vectren Retail, LLC doing business as Vectren Source, that she has personal knowledge of the matters set forth in the foregoing testimony and exhibits, said testimony was prepared by her and under her direction and supervision, if inquiries were made as to the facts in said testimony she would respond as therein set forth and the answers contained therein are true and correct to the best of her knowledge.

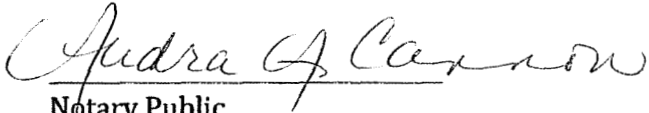
  
Ellen Williams



COMMONWEALTH OF KENTUCKY )  
 )  
COUNTY OF FAYETTE )

Subscribed and sworn to me this 22<sup>nd</sup> day of September 2010, by Ellen

Williams.

  
Notary Public

My Commission Expires: 05/11/12



## Ellen C. Williams

Ellen Williams, LLC – Capital Network  
Government relations and strategic planning

Ellen C. Williams, formerly Vice-Chairman of the Kentucky Public Service Commission, was appointed a Governor of the U.S. Postal Service by President George W. Bush on August 17, 2006, for a term that expires December 8, 2007. President Bush nominated her on February 12, 2007, for an additional term that expires December 8, 2014. Governor Williams is a member of the Compensation and Management Resources Committee and the Governance and Strategic Planning Committee.



After more than 25 years in government and politics, Governor Williams launched her own business, Ellen C. Williams, LLC, a government affairs and lobbying firm. She previously served as Vice Chairman of the Kentucky Public Service Commission and as Commissioner of the Governor's Office for Local Development.

Ellen Williams has been active in state and national politics since 1980. She served as Chairman of the Republican Party of Kentucky from 1999 – 2004. During that time the Kentucky Republican Party experienced their biggest successes. In 2000 the Kentucky State Senate gained majority status and to date continues to hold a strong majority with a strong Senate President, Senator David L. Williams. During her tenure as Kentucky GOP State Chairman, Ellen held various national leadership roles – She was elected Chairman of the Southern Chairmen's Association by her peers, was chosen Chairman of the Site Selection Committee for the 2004 Republican National Convention and during the 2000 National Convention was the Co-Chairman of the Defense Subcommittee for the Platform Committee and put Kentucky in the WIN column for then candidate George W. Bush. In 2003 Ellen helped elect the first Republican Governor in Kentucky in 32 years. She served two years in the Fletcher Administration as Vice Chairman of the Kentucky Public Service Commission and then as Commissioner of the Governor's Office of Local Development. She has been active in politics in Kentucky at all levels and enjoys strong relationships with the Republican Delegation. Ellen was actively involved in the 1984, 1988, 1996 and 2000 presidential elections. She also was active in two Kentucky gubernatorial campaigns and the state's congressional and senate campaigns. She began her political career in 1982 as a staff assistant to former Kentucky Congressman Larry Hopkins in his Washington, DC office. The following year she was named Executive Director of the Young Republican National Federation. From there she went to work in Ronald Reagan's 1984 reelection campaign serving as a Regional coordinator for the Midwest states and Texas and oversaw the Regan-Bush Youth effort. Upon conclusion of that campaign she went to work for Vice President George H.W. Bush and assisted with the formation of a political scheduling office to work with his newly formed Fund For American's Future, the PAC that would prepare for a presidential run. In 1986 Ellen travelled to Wisconsin to manage the reelection campaign of Senator Bob Kasten and by a narrow margin helped him win reelection. From there she went to work in Bob's Senate office for 2 years and then went to work for Senator Don Nickles at the National Republican Senatorial Committee.

In 1990 Ellen returned to her home state of Kentucky. Participated in all levels of Kentucky politics and government. In January of 2006 Ellen formed Ellen Williams, LLC – Capitol Network. A government relations firm that represents a host of large companies and education interests. Ellen enjoys strong relationships with Republicans and Democrats alike. She has a strategic partnership with Phil Osborne for Executive Branch work.

This boutique firm offers a hands on approach. The philosophy is to keep the client list small and to develop an intimate working relationship and knowledge of the company and needs and develop strategies to achieve the agreed to goals.

We have an office in Frankfort and Washington. In Washington we share a strategic relationship with The Conaway Group, retired Lieutenant General John B. Conaway, President. We also work closely with Kelley – Drye associate Joan Galvin in Washington, DC.

Ellen is a graduate of the University of Kentucky, she lives in Anderson County, Kentucky, with her two teenage sons, Sam and Joey.

March 2007