

2012-00221

E. Morgan Culliton

RECEIVED

JUL 27 2012

PUBLIC SERVICE
COMMISSION

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

Board Members:

I have been a business consultant for over 30 years (resume attached) and would like to know if the Kentucky Utilities Company has proven to you that they have done their diligence in reducing their overhead and operating cost prior to asking for a rate increase. I have worked with many companies over the years that have elected to pass their increased cost of doing business straight to the consumer and asking them to make adjustments in their monthly budgets without doing the same to theirs. I realize Utilities have to make a profit but at what expense. Please submit to me the evidence that your board has ensured us, the end user and the ones paying the bills, that Kentucky Utilities Company has done their diligence prior to asking for this increase.

Thank you,



E. 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