

# FORBES 2000 & FORTUNE 500

## PLEASE NOTE:

As part of a national political campaign, we will *securely and freely* (i.e., no charge) consult any **top-tier U.S. corporation** based in America on:

- **Strategy**
- **Efficiency/productivity**
- **Growth/expansion opportunities**
- **Solving challenging problems**
- **R & D/New products (or uses)**
- **Advertising, &/or**
- **Architecture**

Simply contact us to set up a confidential counsel ([AAorg2020@gmail.com](mailto:AAorg2020@gmail.com)).

Business, more than any other occupation, is a continual dealing with the future; it is a continual calculation, an instinctive exercise in foresight. **–Henry R. Luce**

Capital isn't that important in business. Experience isn't that important. You can get both of these things. What is important is ideas. **–Harvey S. Firestone**

American business needs to lead the global economy of the future, both in profits and integrity. That is our tradition and history, recent set-backs with China notwithstanding. It is for those dual purposes alone that we offer several resources to foster results:

- ▶ Over 4,700 new products of the future ideas,
- ▶ Our book, Building a Billionaire Business (which lists 101 multi-use business improvement suggestions, 12 small business strategic considerations and 12 big business strategic initiatives),
- ▶ Our book, Innovation Strategies for the 21<sup>st</sup> Century,
- ▶ Trend identifications and assessments (throughout our books, especially Dumb as a Donkey, Fat as an Elephant and Discern Your Future),
- ▶ Advertising tools and insights (on this web site, in Billionaire Business and our other book on Idioms), and,
- ▶ All business consulting activities conducted as part of any future political campaigns.

One can't doubt the author's commitment to America's re-emergence as the global business leader and number one economy after consulting such resources. Few-to-no political candidates—potential or existing—will offer business as much “help” toward achieving these objectives, and the conclusions are founded upon a solid business background (MBA/BBA).

## **ALL BUSINESS OWNERS**

**(in CT, DC, DE, IL, ME, MD, MA, MI, MT, NH, NJ, NY, OH, OR, PA, RI & TX)**

**See also: [Energy Consulting button](#)**

Every business renews its energy expenditure from time to time, and we know you can do business with almost anyone (or do your own self-shopping). So, having been in the industry for years, we work to earn your business by serving you, providing the best counsel to our clients in the following areas:

1. **Pricing.** We inform our clients when market conditions are best, and protect them against its rises.
2. **Contracts.** We review and negotiated terms, to ensure they are most favorable to our clients.
3. **Efficiency.** We have recommendations for efficient energy use, and have connections to experts who can diagnose specific needs, as interested.

Finally, we have long-established relationships with suppliers, a nationwide conglomerate of buying power, and a team of specialists, second to none. All things being equal, if any other brokers also offered all of that, when you work with us, you are supporting and participating in something much greater than mere business, which is getting the truths of this website to as broad an audience as humanly possible, with implementation following.

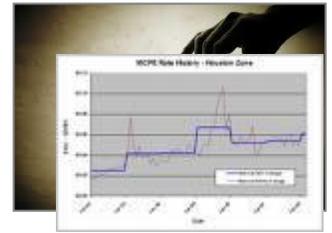
So when your business needs its energy contract(s) renewed, or you want to buy when the market is low, please email us at [EnergyMBALawyer@gmail.com](mailto:EnergyMBALawyer@gmail.com). Thank you!



# Energy Buying Strategies for Business

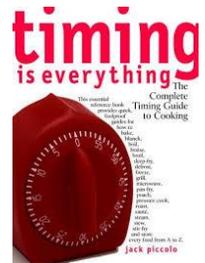
By James Meroney, MBA/JD/MDiv

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## **SMALL BUSINESSES** (< 50,000 kWh annually):

- Bid vs. Day Rates. If **bid pricing** is available, always compare it to generic 'day rates.' Some suppliers allow smaller businesses to bid rates when larger bids are made.
- Comparison Shop. If your usage is such that only day rates are available, always bid out your rate with **several suppliers** to seek the best rate and terms you qualify for. Some suppliers may need to cover their hedge, and price more competitively.
- Broker vs. Direct. Energy company sales reps can **only quote their company's rates**, but brokers can usually also quote those same company's rates. 70% of Texas businesses use broker/consultants to negotiate their energy contracts.
- Aggregation. If you have the opportunity, the rates are better and your usage is similar to the others (i.e., no subsidizing by larger users), you should usually choose to **opt into an aggregation**.
- Other Products. If 'blend-and-extend' or 'futures contracts,' MCPE, heat rate and/or other variable rate products are available and they **benefit you** (i.e., you can **afford the risk**, the rates trend lower and you qualify for the products--See: Larger Company Strategies, below), take advantage of such opportunities.
- Market Timing. Lower usage usually disadvantages pricing leverage. **Always try to renegotiate your contract when the market is at its annual low**, unless your contract is not soon expiring and is at a lower rate. Renegotiation can occur under contract (See below)



## **LARGER COMPANIES** (> 50,000 kWh annually):

- Bid vs. Day Rates. Always have your rate bid out by multiple suppliers. Never accept day rates unless they are the **same or better** than bid rates (rare).
- Comparison Shop. Always use a professional to submit requests for quotation (RFQ's) to bid out your rate, based on *usage history* and *load profile*.
- Aggregation. See: Same-titled note for Small Businesses, above.
- Other Products. 'Blend-and-extend' or '**futures contracts**,' **MCPE, heat rate** and/or other variable rate products will usually be available to you, so when they benefit you (and if you can bear the risk), take advantage of such opportunities.
- Market Timing. See: Same-titled note for Small Businesses, above.
- Auxiliary Services. Using Consultants experienced at implementing 'auxiliary services,' these programs can lessen your electricity (and natural gas) consumption, if financially feasible. (See: [How To Lower Your Commercial Energy Costs](#))



### **Energy Product Buying Strategies (& Definitions):**

1. **Blend-&Extend.** If market rate is significantly lower than your contract rate (by at least ~10%), consider this one-time conversion to a weighted average lower rate, in exchange for a longer term tacked onto to the end of the original contract.
2. **Futures Contracts.** If blend-and-extend is not a good choice (i.e., your contract rate is less than market rate), or not available, consider executing a contract with another (or the same, incumbent) supplier, valid now, but taking effect at the end of the current term, to lock in today's low rates, especially if they're expected to rise by the current contract's end.
3. **Heat Rate.** A less risky variable rate product from the MCPE products is heat rate, as its volatility is directly tied to natural gas indexes (such as the NYMEX or Houston Ship Channel index). Though more stable than MCPE, heat rate is more risky and volatile than fixed rate products. Heat rate pricing is determined, in part, by how efficiently generating facilities convert natural gas to electricity.

4. **MCPE**. If you are a larger company that can absorb market swings, MCPE is often lower than fixed rate products, historically. MCPE rates can face severe “spikes,” if hurricanes disrupt supply, or other market factors drive up market rate. MCPE products can usually be converted, one time, into fixed rate. You would do this if MCPE rates trend upward, either where fixed rates are lower or where the company’s market aversion is such that budget certainty has become preferred. MCPE is the price paid for excess electricity grid capacity.
5. **MCPE with Blocks**. Companies can purchase energy in block increments during hours of the day, but these contracts are not convertible to fixed rate. Savings over fixed rate can be realized if your actual usage is less than or equal to the maximum block rate during hours of usage, more so than they exceed it, calculated every 15 minutes.
6. **MCPE with Bands**. All the features of MCPE with blocks apply, here, except that energy is not purchased in blocks but in high and low trend-line bands. Savings over fixed rate are realized when your actual usage falls below the monthly minimum, more so than not. Another difference from blocks is that these contracts can be converted to fixed rate, one time. (See: MCPE conditions for when to convert to fixed, above)
7. **Blended MCPE (i.e., partially fixed and partially variable rate)**. These products allow you to decide what percent of your electricity will be at a fixed rate and what percent will float with the market, lessening risk compared to MCPE but incurring more risk than fixed rate.
8. **Short-Term Contracts**. Sometimes, in order either to secure a ‘good’ rate--or more often when you believe the market will go lower in a short term--it is wise to execute a 3-month contract, hoping to lock in longer term if the rates fall during that period. Otherwise, longer term contracts usually offer a lower rate.
9. **Long- Contracts Term**. These are usually wise to enter into when market rates are low—especially at historic lows--and companies believe prices will not likely lessen in the foreseeable future. They are also beneficial for companies that like budget certainty, and cannot endure much risk (if that long-term rate is perceived to be low). When market rates are high, beware of companies over-selling “budget certainty” through high-rate, long-term contracts, as they are often securing their own well-being more so than your best interest.
10. **Contract Cancellation**. Though steep financial penalties are usually incurred, if realized savings will exceed the cost of cancellation (by enough to make it worthwhile to the company), this discouraged practice is one of the few ways to get out of a ‘bad’ contract.
11. **Contango Market**. Refers to an upward trend in the market, usually favoring a shorter-term contract. Exception: Suppliers needing business, often due to poor hedging, may offer better long-term rates.
12. **Backwardation Market**. Refers to a downward trend in the market, usually favoring longer-term contracts. Exception: Suppliers needing business, often due to poor hedging, may offer better short-term rates.
13. **Full Requirements Contracts**. Most contracts are “full requirements,” in which a premium is paid for the supplier to have to purchase all the energy a company may need, and the consumer thereby avoids being financially penalized for using less energy than had been expected (and purchased). Heat rate is the only product which is not ‘full requirements.’

# HOW TO LOWER YOUR COMMERCIAL ENERGY COSTS

By James Meroney, MBA/JD (© Copyright 2009)

## EXECUTIVE SUMMARY:

1. **Reduce Your Demand** (i.e., the amount you use). **See:** “Additional services,” below
2. **Negotiate Favorable Terms and Conditions.** **See:** “Additional services,” below

## ADDITIONAL SERVICES (‘Auxiliary Services’)

### 2A) REDUCE YOUR DEMAND/USE.

1. **Tweak Your Peak.** Strategically and temporarily, when regulators are testing your maximum use to set your rate’s base (“**Demand Response**”—“Curtailment” using generators or temporary self-shut downs/self-brown outs during that brief period).
2. **Brownout Submission.** Volunteering to allow the amount of electricity you receive to be lessened at peak use times, and receiving cost savings for so doing, as opposed to a forced curtailment you receive no compensation for undergoing (“**Curtailment**”).
3. **Belt-Tightening.** Reduce your regular use of electricity (voluntary conservation), by having usage patterns evaluated for curtailment opportunities.
4. **Machinery Sluggishness.** Have your machinery and appliances professionally evaluated for energy conservation opportunities and level of efficiency (“**Utility Audit**”).
5. **Machinery Modernization.** Certifying that your machinery meets certain standards of efficiency (“**Energy Star Certification**”), for tax deductions.
6. **Green Means Go.** Retrofitting certain machinery and appliances to meet efficiency standards for tax deductions (ex.: Green Compliance, KVAR, LED Lighting, lighting sensors, etc..)
7. **Compare Efficiencies.** Compare like-situated properties’ energy costs per square foot to determine which units are less efficient (and therefore need more attention) than others (“Benchmarking”).
8. **Accurate Usage.** Ensure you are being properly charged based on accurate measurement of your usage patterns (“Load or **Power Factor Correction**”).
9. **Majority Manufacturing.** Certifying that certain plants manufacture at least 515 of the time, thereby allowing them to be in a better tax category (“**Predominant Use Study**”).
10. **Buying Green.** Not for bill reduction—it will actually increase your invoice—but making your company more “green,” by buying electricity from green generators, allows you tax-related “Green Credits.”



### 2B) REDUCE YOUR BILL (i.e., invoice charges and costs):

1. **Mis-charges (Bill “Reconciliation”).** (ex.: charged for locations that closed, etc.)
2. **Over-Charged.**
3. **Over-Taxation.** (ex.: churches, **50+% manufacturing plants**, government and quasi-government entities not incurring certain taxes).
4. **Hidden Charges.**
5. **Wrong Load Factor.**

### 3) NEGOTIATE SPECIAL TERMS AND CONDITIONS

1. 10% **swing** (drop/add clauses).
2. **Eliminate meter charges.**
3. Balanced billing.
4. **Blend-and-extend** contracts available.
5. Consolidated invoice.
6. Resolving credit issues (ex.: payment plans, etc.).
7. Cancellation fee waiver.
8. **Non-full requirements failure penalty.**
8. Non-penalty for moving or closing the business.
9. Reducing capacity charges, new meter charges, TDSP mis-charges, etc.
10. Other (i.e., **Ask your broker** to negotiate any other terms you may need).



For Your Energy Procurement Needs, Contact James (or Hunter)  
Meroney

EnergyMBAlawyer@gmail.com

**American Energy Brokers**

## **BUSINESS INSIGHTS**

To achieve the best results in any endeavor, the best information from those best in their field is most helpful (i.e., experts). Besides my studies of the Bible, and an advanced education, a respected colleague once told me he reads biographies of great people. In our time-crunched society, I have found highlighted insights at BrainyQuotes.com, from which comes the following:

### **ATTIRE**

Suits are looked at more now as a business thing which is kind of a shame. If you're not wearing it just for work, you should try and trick it up a bit. **–Daniel Craig**

### **BUSINESS ENVIRONMENT**

Our combination of great research universities, a pro-risk business culture, deep pools of innovation-seeking equity capital and reliable business and contract law is unprecedented and unparalleled in the world. **–Marc Andreessen**

### **CALCULATED RISK**

Fail often so you can succeed sooner. **–Tom Kelley**

### **CUSTOMER SERVICE & PEOPLE SKILLS**

There is only one boss. The customer.

And he can fire everybody in the company from the chairman on down, simply by spending his money somewhere else. **–Sam Walton**

What helps people, helps business. **–Leo Burnett**

You can close more business in two months by becoming interested in other people than you can in two years by trying to get people interested in you. **–Dale Carnegie**

The greatest ability in business is to get along with others and to influence their actions.

**–John Hancock**

The golden rule for every business man is this: 'Put yourself in your customer's place.'

**–Orison Swett Marden**

A satisfied customer is the best business strategy of all. **–Michael LeBoeuf**

Profit in business comes from repeat customers, customers that boast about your project or service, and that bring friends with them. **–W. Edwards Deming**

### **CHANGE**

Markets change, tastes change, so the companies and the individuals who choose to compete in those markets must change. **–An Wang**

The entrepreneur always searches for change, responds to it, and exploits it as an opportunity.

**–Peter Drucker**

Amazon drove Borders out of business, and the vast majority of Borders employees

are not qualified to work at Amazon. That's an actual, full-on problem.  
But should Amazon have been prevented from doing that? In my view, no. **–Marc Andreessen**

## EMPLOYEES

Start with good people, lay out the rules, communicate with your employees, motivate them and reward them. If you do all those things effectively, you can't miss. **–Lee Iacocca**

People are definitely a company's greatest asset. It doesn't make any difference whether the product is cars or cosmetics. A company is only as good as the people it keeps. **–Mary Kay Ash**

The secret to successful hiring is this: look for the people who want to change the world.  
**–Marc Benioff**

## ETHICS

A shady business never yields a sunny life. **–B. C. Forbes**

Every young man would do well to remember that all successful business stands on the foundation of morality. **–Henry Ward Beecher**

Business practices and how we treat the planet are also in desperate need of re-humanization.  
**–Simon Mainwaring**

## EXPENSES

If you can't pay for a thing, don't buy it. If you can't get paid for it, don't sell it. Do this, and you will have calm and drowsy nights, with all of the good business you have now and none of the bad. If you have time, don't wait for time. **–Ernst Fischer**

## FINANCE

Profits in business always depend on the rate of interest:  
the higher the interest, the higher the rate of profit required. **–James Buchan**  
Let me remind you that credit is the lifeblood of business, the lifeblood of prices and jobs.  
**–Herbert Hoover**

## GLOBALIZATION

Our competition for American business is no longer in the next county or the next state, it's around the world. **–Karl Rove**

## INNOVATION

No one can possibly achieve any real and lasting success or 'get rich' in business by being a conformist. **–J. Paul Getty**

## KNOWLEDGE

There is no substitute for accurate knowledge. Know yourself, know your business, know your men.

–**Lee Iacocca**

If you don't understand the details of your business you are going to fail. –**Jeff Bezos**

The secret of business is to know something that nobody else knows. –**Aristotle Onassis**

Wise are those who learn that the bottom line doesn't always have to be their top priority.

–**William Arthur Ward**

## PERSONAL LIFE

A man should never neglect his family for business. –**Walt Disney**

## PRICE

I believe in the 'Wal-Mart' school of business.

The less people pay, the more they enjoy it. –**Garth Brooks**

## PROFITS

Corporations are not in business to be social-welfare organizations; they are there to make money.

–**Benjamin Carson**

## QUALITY PRODUCTS

You can hype a questionable product for a little while,  
but you'll never build an enduring business. –**Victor Kiam**

## REPEAT BUSINESS

Profit in business comes from repeat customers, customers that boast about your project or service,  
and that bring friends with them. –**W. Edwards Deming**

All lasting business is built on friendship. –**Alfred A. Montapert**

## SALES

All business success rests on something labeled a sale,  
which at least momentarily weds company and customer. –**Tom Peters**

## SERVANT LEADERSHIP

To command is to serve, nothing more and nothing less. –**Andre Malraux**

## SIZE EQUAL SUCCESS?

If being the biggest company was a guarantee of success,  
we'd all be using IBM computers and driving GM cars. –**James Surowiecki**

## STOCKS

If a business does well, the stock eventually follows. **–Warren Buffett**

## STRATEGY

There are two ways to extend a business. Take inventory of what you're good at and extend out from your skills. Or determine what your customers need and work backward, even if it requires learning new skills. Kindle is an example of working backward. **–Jeff Bezos**

You read a book from beginning to end. You run a business the opposite way. You start with the end, and then you do everything you must to reach it. **–Jessamyn West**

It's better to take over and build upon an existing business than to start a new one.

**–Harold S. Geneen**

## SUCCESS

Business is not just doing deals; business is having great products, doing great engineering, and providing tremendous service to customers.

Finally, business is a cobweb of human relationships. **–Ross Perot**

The competitor to be feared is one who never bothers about you at all, but goes on making his own business better all the time. **–Henry Ford**

## VALUE

I have always noticed that a man who gives the most for the money, gets the most business.

**–Vash Young**

For more wisdom about business, may I suggest:

- ▶ The Bible,
- ▶ An M.B.A., or if you don't have time or money,
- ▶ The Ten Day M.B.A.,
- ▶ Our business book, Building a Billionaire Business,
- ▶ Biographies of business icons (a Dan Doster recommendation), like John D. Rockefeller, Alexander Graham Bell, Warren Buffett, Walt Disney, Dale Carnegie, Thomas Edison, Henry Ford, Bill Gates, Howard Hughes, Lee Iacocca, Ray Kroc, John D. Rockefeller, Colonel Sanders, Donald Trump, Jack Welch, Mark Zuckerberg, etc.
- ▶ Library catalogues on business (read book summaries, then read chapter titles in the Table of Contents, if short of time),
- ▶ The Best Business Books of (year) series,
- ▶ Popular management books (mega church pastors often have a reading list—For details, See: WillYouLiveForever.org), or
- ▶ BrainyQuotes.com (on business).

## **OTHER BOOKS BY THE AUTHOR**

We welcome you to inform yourself on some of the most important subjects of life—Religion, Politics, Business & Innovation. With that aim in mind, feel free to check out any of these helpful reads:

- **Wit & Wisdom: Don't Speak About Politics or Religion (A Voter's Manifesto)**

Our blockbuster live-tweeted book, that significantly changed American politics and Christianity from 2014 to 2018 (and which many of the world's VIP's have already seen written, and warmly received).

- **Dumb as a Donkey, Fat as an Elephant: Common Ground Through Common Sense for the Common Good**

Over 2,000 unique, new products ideas inside—FREE!

Our landmark book on how “We the people” can change Washington for the good (and to do good, both in policies and practice), using common sense to secure unifying solutions, efficiently and within budget.

- **The Way Things Ought To Be: A Global Vision for a Better World**

Over 500 unique, new products ideas inside—FREE!

Common sense solutions to most of the world's problems, both globally and domestically.

- **Building a Billionaire Business: Proven Principles to Propel Profits**

Over 500 unique, new products ideas inside—FREE!

Business and economy improvement primer, as well as aiding consumers and employees in maximizing their dollars earned and spent.

- **Design Your Future: Innovation Strategies for the 21<sup>st</sup> Century**

The ‘magic’ behind our over 4,700<sup>+</sup> new product ideas (strewn throughout four books) is explained, including the *best speech* EVER to inspire and teach anyone (and any business) to become profitably innovative.

- **Practical Prophecy for an Unsuspecting World**

Over 500 unique, new products ideas inside—FREE!

Anyone interested in knowing the basics of coming/future world events will get simple explanations, as well as relevant predictions and trend analyses concerning prophecy timing.

- **Advanced Prophecy Handbook**

A more scholarly summary of most prophecy questions, including an encyclopedic covering of issues from A to Z, timetable and event detail explanations, etc.

- **Idioms for Innovators & Immigrants**

Anyone desiring to understand (or appeal to) America's pop culture, advertising and values, thousands of common expressions we use in everyday expression are defined in common usage.

- **The Gospel According to God**

The most thorough, Bible-based treatise on what it takes for a person to go to Heaven. Documenting and critiquing the two major views of the historic Lordship Salvation vs. Saviorhood Salvation controversy.

- **New Testament Color Charts**

These charts graphically explain the meaning and layout of God's latest Testament, using pictures, colors and text. It allows an easy understanding of context and perspective when studying the Bible.

- **Architecture Aficionado: How Anyone Can be Inspired to Admire (and Create) Architecture**

For an excellent summary of the most important topics of the Bible (which recently turned around a leading U.S. mega church), see our FREE web site, [www.WillYouLiveForever.org](http://www.WillYouLiveForever.org)

For a broad treatment of common sense, common ground solutions to politics-as-usual,  
see our FREE website, [www.AmericanAnswers.org](http://www.AmericanAnswers.org)