

# COMPETITIVE RETAIL ELECTRIC SERVICE

(check all that apply):

AGGREGATOR

RETAIL ELECTRIC GENERATION PROVIDER

GOVERNMENTAL AGGREGATOR

POWER BROKER

POWER MARKETER

## INTRASTATE ANNUAL REPORT

OF

Vectren Retail, LLC

(Exact legal name of respondent)

If name was changed during the year, show also the  
previous name and date of change.

One Vectren Square Evansville, IN 47708

(Address of principal business office at end of year)

TO THE  
PUBLIC UTILITIES COMMISSION OF OHIO



FOR THE  
YEAR ENDED DECEMBER 31, 2011

Name, title address and telephone number (including area code) of the person to be contacted concerning this report.

Joseph M. Clark, Director of Regulatory Affairs and Corporate Counsel, 6641 North High Street, Suite 20

Email: [jmclark@vectren.com](mailto:jmclark@vectren.com), Phone: 614-781-1896, Fax: 812-492-9275



**IDENTITY OF RESPONDENT**

1. State whether respondent is a corporation, a joint stock association, a firm or partnership, or an individual.

LLC

2. Identify names of affiliate and subsidiary companies of the respondent.

As of January 1, 2012, Direct Energy Services, LLC and Direct Energy Business, LLC. Prior to January 1, 2012, Vectren Energy Delivery of Ohio.

3. Date when respondent began operations in Ohio.

July 11, 2002

4. If a consolidated or merged company, give names of each such incident, date, and Commission authority. If a reorganized company, give name of original corporation.

Direct Energy Services, LLC purchased Vectren Retail, LLC on December 31, 2011.

5. If incorporated specify:

- a. Date of filing of articles of incorporation: July 27, 2001
- b. State in which incorporated: Indiana

6. Ohio certificate number, case number granting authority and date issued.

Certificate # 11-346(E)(1) issued in case number 11-1078 by the PUCO on April 7, 2011

7. State whether or not the respondent during the year conducted any part of its business under a name or names other than that shown on Title Page. If so, give full particulars.

Vectren Retail, LLC does business as Vectren Source

8. Description of Ohio service territory served by respondent.

Vectren Source has no Ohio electric retail customers.

**STATEMENT OF INTRASTATE GROSS RECEIPTS AND KWH SALES**

<u>Customer Class</u>	<u>Sales (kWh)</u>	<u>Earnings (\$)</u>
Residential	0	\$0
Commercial	0	0
Industrial	0	0
Other	0	0
<b>Total</b>	<b>0</b>	<b>\$0</b>

## Instructions:

This information is used for PUCO annual assessment purposes pursuant to Section 4905.10, Revised Code. The reporting company shall report its intrastate gross earnings for the provision of retail services (e.g. Retail Electric Generation, Broker, Marketer, Governmental Aggregator) for which it is subject to certification by the PUCO under Section 4928, Revised Code. In addition, power providers please provide all corresponding sales of kilowatt hours of electricity. Sales of kilowatt hours of electricity are deemed to occur at the meter of the retail customer.

The reporting company shall maintain supporting and/or subsidiary records to separately record receipts and sales of electricity derived from operations other than in Ohio. Information presented herein is subject to audit by the PUCO.

**IN ORDER TO ENSURE THAT PUCO CORRESPONDENCE/INVOICES IS/ARE DIRECTED TO THE APPROPRIATE PERSON AT THE CORRECT ADDRESS, PLEASE COMPLETE THE FOLLOWING.**

**Name, Title, E-mail, Address, and Phone Number of the Company's Contact Persons**

Joseph M. Clark  
Counsel  
Name  
Director of Regulatory Affairs and Corporate  
Title

jmclark@vectren.com  
E-mail

6641 North High Street, Suite 200 Worthington, Ohio 43085  
Address

614-781-1896  
Phone Number (Including Area Code)

**Name, Title, E-mail, Address, and Phone Number of Person to whom Invoice  
should be Directed**

Tammy McDaniel  
Name  
Manager, Finance and Accounting  
Title

tmcDaniel@vectren.com  
E-mail

One Vectren Square Evansville, IN 47708  
Address

812-491-4187  
Phone Number (Including Area Code)

**Name and Address of the President**

Steven Murray  
Name

12 Greenway Plaza, Suite 250 Houston, TX 77046  
Address

**VERIFICATION**

The foregoing report must be verified by the President or Chief Officer of the company.

**OATH**

State of Pennsylvania  
County of Allegheny County

Cory Byzewski makes oath and says that

s/he is V.P. and G.M., US North, Direct Energy

of Vectren Retail, LLC

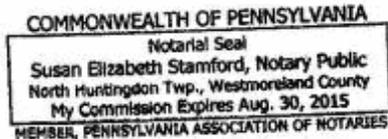
that s/he has examined the foregoing report; that to the best of her/his knowledge, information, and belief, all statements of fact contained in the said report are true and the said report is a correct statement of the business and affairs of the above-named respondent in respect to each and every matter set forth therein during the period from and including January 1, 2011 to and including December 31, 2011.

  
\_\_\_\_\_  
(Signature of affiant.)

Sworn and subscribed before me this 6<sup>th</sup> day of MARCH, 2012 Month/Year

Susan Elizabeth Stamford  
Signature of notary

My commission expires on AUGUST 30, 2015



**This foregoing document was electronically filed with the Public Utilities**

**Commission of Ohio Docketing Information System on**

**3/27/2012 12:07:38 PM**

**in**

**Case No(s). 12-0003-GE-RPT**

Summary: Annual Report Vectren Retail, LLC Annual Report (Electric) electronically filed by Mr. Joseph Clark on behalf of Vectren Retail LLC d/b/a Vectren Source