

Ms. Kirsten Walli  
Board Secretary  
Ontario Energy Board,  
P.O. Box 2319  
2300 Yonge Street, 27<sup>th</sup> Floor,  
Toronto, Ontario  
M4P 1E4

March 28, 2011.

Dear Ms. Walli,

**Re: EB-2010-0335, Blue Power Distributed Energy Corporation ("Blue Power") Application for an Electricity Retailer License response to Bluewater Power concerns.**

We would like to respond to Bluewater Power Distribution Corporation ("Bluewater Power") concern regarding our license application as outlined in their letter to the Board dated March 17<sup>th</sup>, 2011. In short we find their concerns unwarranted and not applicable to our application.

Blue Power has been in business since Jan 17<sup>th</sup>, 2002, and since 2005 under current management. The company has had a Generation License from the OEB since shortly after incorporation and in 2008 the company secured an Electricity Retailer license. At no time did Bluewater express any concern to the Board regarding Blue Power until recently. Such concerns would have been more appropriately expressed back in 2008 or prior. We also note that Bluewater has only been in business 13 months more than Blue Power as they were incorporated in October, 2000.

The concern expressed by Bluewater only came up last year when Blue Power approached Bluewater for a Retail Service Agreement. At the time Bluewater raised the same issue that they have raised now to the Board and after careful consideration Blue Power agreed not to retail electricity to customers in Bluewater's distribution area. Since Blue Power is not doing business in Bluewater distribution area and vice versa we fail to see the problem.

In addition to the above it's important for the Board to understand that Blue Power has a significant number of electricity customers. We are also a Power Generator and have power customers. We are also active in the OPA microFIT program and have solar installations in place. Embarking on a name change will be a costly activity for the company not to mention the lost goodwill. We respectfully request that the Board renew our license under the Blue Power name and with the use of the Blue Power logo.

Sincerely,



John Nassar  
President

cc. Leslie Dugas, Manager of Regulatory Affairs, Bluewater Power Distribution Corporation  
Email: [ldugas@bluewaterpower.com](mailto:ldugas@bluewaterpower.com)