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BY EMAIL

March 28, 2007

To: EGDl and Intervenors

Re: EB-2006-0034

The Board has received the attached letter, which it will be treating as a Letter of Comment. Any intervenors wishing to comment on this letter may do so in their argument due March 30. Enbridge may address the letter, if it so chooses, in its reply submissions.

Yours truly,

Original signed by

Peter H. O'Dell
Assistant Board Secretary

C: Observers



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To Whom It May Concern,

It has been brought to my attention that my "expression of interest" letter to Enbridge for their contractor referral program was introduced as evidence by Enbridge at the recent hearings of the Ontario Energy Board as an example of the willingness of private companies to participate in their new program. Let me begin by saying that no one contacted me to ask my permission to do so, and had I been asked I would certainly have said no. That letter was solicited by an Enbridge representative as a "first step" in becoming a program participant. I was told generally what to include and what posture to take in writing it. I submitted it based on the information available to me at the time, which was this program was already implemented, and that failure to participate could potentially result in lost revenues.

I am totally, completely, and unequivocally against this program. In the days before the deregulation of this industry, it was very frustrating to know you were capable of delivering superior service to the public, but were often prevented from having the opportunity to do so because of the public perception that the "gas company" were the "experts" of the industry. I say "superior" service and I mean just that. In the past, Consumers Gas Authorized Contractors had all their business given to them. There was a never ending supply of clientele; consequently delivering the best service possible was not a priority. I applauded the day deregulation came into effect....it meant that finally companies were going to succeed or fail based on the merits of their work, and not by who they were associated with. It also meant consumers starting getting better service because of the intense competition generated by private companies to secure market share.

I am a businessman. My company has flourished since deregulation because of the exemplary service we provide. My company stands on its merits alone. To go back to the dark days of being subservient to an Enbridge logo is repugnant, and no matter what pretty packaging or what spin they put on it, after another year of relentless inundating advertising, it will once again place private companies who do not participate at a very unfair disadvantage.

The public perception will go back to believing that if companies are not members of this program, they do not have the "seal of approval" from the gas company. Right back to the same scenario that deregulation was implemented to correct. This program will eventually seriously comprise non participants in a very prejudicial manner. I have the right to conduct my business without having a "friendly keeper" to help me. I don't need one and I don't want one.

The premise being put forth by Enbridge is that they are losing potential revenues from consumers who might have purchased a gas appliance, but did not do so because they were not "sold" properly. That is flat out preposterous. All new home construction is supplied with natural gas and the public is clearly aware it is the cleaner and cheaper choice to make. Furthermore, upon attending an Enbridge orientation meeting about the program, we were told that companies are not motivated to push gas appliances, they need help. Excuse me, I am in business. I could not possibly be more motivated to sell than I already am. My livelihood and future success depends on it.

In sum, there's a lot of smoke and mirrors going on here. Giant corporations do not spend millions for the good of the consumer. Business is profit oriented. I'd like to know what's really motivating them, and I suspect that would be the financing end of it, despite being told point blank at their meeting when I raised the issue that they absolutely would not benefit in any way financially other than by increased gas sales.

Consumers do not benefit either. Weak companies have gone under. Strong ones remain viable. They remain viable because of the quality of the service they provide. It is to consumers advantage to have a free market system.

Lastly, the public does not need Enbridge to "screen" contractors for them. Considerable sums of money have been spent by the TSSA and HRAC to educate the public on choosing a contractor and it has worked. I find consumers far more inquisitive and discerning than they ever were before about who they are dealing with. I am also a member of the BBB and the Retail Council of Canada. I certainly do not require a "seal of approval" from Enbridge, and neither do my clients. In this age of technology, any consumer can within a few minutes find out anything and everything about any prospective company they are looking at doing business with.

Please....do not undo all the positive inroads this industry has made over the last few years. Deregulation created a level playing field for all; those that provided good service prosper, those that don't fail. It's a free market system and it works well.

Robin Morgan
President
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