

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

DIRECT TESTIMONY

OF THOMAS A. GEOFFROY

ON BEHALF OF THE FLORIDA DIVISION OF

CHESAPEAKE UTILITIES CORPORATION

DOCKET NO. 010004-GU

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**Q. Please state your name, occupation, and business address.**

A. My name is Thomas A. Geoffroy. I am the Assistant Vice President of the Florida Division of Chesapeake Utilities Corporation (the "Company"). My business address is 1015 6<sup>th</sup> Street N.W., Winter Haven, Florida 33882.

**Q. Please describe your educational background and relevant professional experience.**

A. I have a Bachelor of Science Degree in Accounting from the University of Florida. From 1983 through 1996, I was employed by Gainesville Gas Company, prior to its acquisition by the City of Gainesville. During my tenure there, I worked in various capacities, including Special Services Manager, in charge of customer service, accounting and information services. Next, I held the position of Controller and then Gas System Operations Director. I have been employed by the Company since 1996, first as the Florida Regional Manager and currently as the Assistant Vice President, in charge of all of the Florida operations.

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1 Q. **Please describe your current duties.**

2 A. My duties as the Assistant Vice President include managing all facets of the Florida  
3 operations of the Company, including strategic planning, preparation of capital, revenue  
4 and operation and maintenance budgets, natural gas operations, engineering, sales and  
5 marketing, customer service, accounting functions and regulatory activities.

6

7 Q. **Does the Company expect to expand its promotion of the approved energy  
8 conservation programs during the period January 1, 2002 through December 31,  
9 2002?**

10 A. Yes, the Company plans to participate in the statewide GetGasFL advertising campaign.  
11 The campaign promotes the energy conservation benefits of natural gas through the use  
12 of multiple media outlets. The intent of the campaign is to describe the benefits of using  
13 natural gas, the availability of natural gas by region, specifics about the energy  
14 conservation programs, and will direct consumers to a common website.

15

16 Q. **Does the proposed campaign meet the guidelines for recovery under Rule 25-  
17 17.015, Florida Administrative Code, regarding Energy Conservation Cost  
18 Recovery?**

19 A. Yes, I believe the proposed campaign meets the rule's guidelines. The proposed  
20 advertising content for the billboards is attached as Exhibit \_\_\_\_ (TAG-1). The radio  
21 and television advertising will be consistent with the basic concept of the billboards.

22

23 Q. **Has the Company included the estimated cost of the campaign in the projected  
24 costs associated with the conservation programs?**

25

1 A. Yes, the Company estimates that its share of the campaign cost will be \$20,000 for  
2 2002 and this amount is included in the projected expenses as set forth in Schedule C-2,  
3 Page 2 of 3, of Exhibit \_\_\_\_ (AJP-1).

4

5 **Q. Does this conclude your testimony?**

6 A. Yes, it does.

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Exhibit \_\_\_\_\_ (TAG-1)

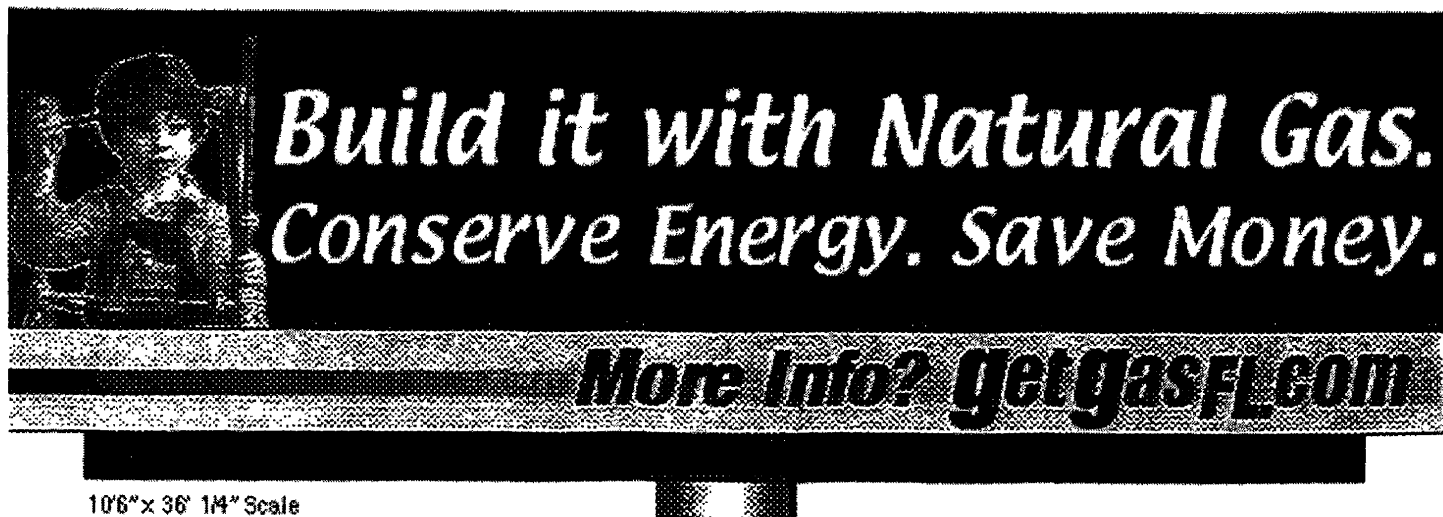
THE FLORIDA DIVISION OF CHESAPEAKE UTILITIES CORPORATION  
PROPOSED STATEWIDE ADVERTISING CAMPAIGN: GETGASFL

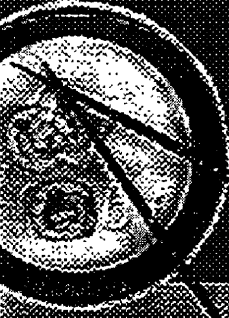
**Objectives**

- Increase awareness of conservation programs
- Increase customers and throughput
- Increase gas demand in new home construction
- Position gas as the preferred energy choice when available
- Reduce attrition

**Billboards**

- Major highways: I-95 / I-4 / I-75 / I-10 / Turnpike
- Boards face both directions
- Tied to radio and television
- Promote web-site as focal point for customers to learn about energy conservation programs






**99% OF CHEFS PREFER GAS.  
THE OTHER GUY MAKES SUSHI.**

*More Info? [getgasFL.com](http://getgasFL.com)*

10'6" x 36' 14" Scale



**Getting The Cold Shoulder?  
Switch Water Heaters!**

*More Info? [getgasFL.com](http://getgasFL.com)*

10'6" x 36' 14" Scale

### **Radio**

- **Based on basic concept of the billboards**
- **Two weeks on, two weeks off during course of the year**
- **Target market 35-64**
- **Adult listening, Country, and talk radio**
- **Meet requirements of energy conservation program recovery rule**
- **Direct listeners to website for additional information**

### **Television**

- **Based on radio and billboards**
- **Utilize main cable systems**
- **Two weeks per month**
- **Target market 35-64**
- **Meet requirements of energy conservation program recovery rule**
- **Direct viewers to website for additional information**

### **Website**

- **[www.GetGasFL.com](http://www.GetGasFL.com)**
- **Energy conservation benefits of gas**
- **Availability of conservation programs**
- **Contact information and links to company website**
- **Tracking**

ORIGINAL

BEFORE THE FLORIDA PUBLIC SERVICE COMMISSION

In re: Natural Gas Conservation  
Cost Recovery.

Docket No. 010004-GU

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CERTIFICATE OF SERVICE

I hereby certify that true and correct copies of the direct testimony of Thomas A. Geoffroy and Exhibit TAG-1 were furnished on this day of October, 2001, by hand-delivery to Marlene K. Stern, Esq., Florida Public Service Commission, 2540 Shumard Oak Blvd., Tallahassee, FL 32399-0850, and by U.S. Mail to the following:

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