

BlueRock Energy's mission is to provide good advice, products and savings.

By Elizabeth Zagata

Providing customers with expert advice, open and honest communication, and good products that produce real savings is the mission of BlueRock Energy in Syracuse. "Our goal is simple, and simple is a theme we like to use: provide consistent savings to customers on their energy bill," says Vice-President Angelo Chambrone.

As an Energy Services Company (ESCO) licensed by the New York State Public Service Commission (NYPSC), BlueRock presents small- and medium-sized businesses with an alternative option in a deregulated energy market. "We pride ourselves on serving everybody," says Chambrone. "We do not have minimum volume requirements and welcome all business customers. The small and medium market has largely been underserved. We relish serving small businesses."

Since July 2006, BlueRock Energy has been striving to be the premier provider of electricity and products for the commercial market in upstate New York. "We're a new company but we're not a newcomer," says Chambrone. "Our management team has over 70 years experience. We've all come from successful energy companies. Everything we do, we're trying to be a little bit different." For example, Chambrone explains that when it comes to serving small businesses, the goal of his company is to make it easy for the customer to save money.

"Our electricity program is specifically designed to be hassle-free. Sign up can take less than ten minutes on the internet. We have an innovative internet portal that is very simple and quick to use. "We have a very simple, pro-customer agreement. There's no cost to sign up. There's no cost to cancel. Our charges appear on your regular utility bill. We're about making it easy and hassle-free to provide consistent savings."

Just how is BlueRock Energy able to provide these savings? First, customers receive incentive credits, simply for switching providers. Second, businesses will also see an immediate sales tax reduction. "When you switch to an ESCO and you're a taxable entity, you no longer pay sales tax on the delivery portion of your bill," says Chambrone. Finally, BlueRock provides savings through expert portfolio management and low overhead costs.

"Our solution is a variable rate program. It's a mutual fund style managed energy product. The price changes every month and that's where our expert portfolio management comes in to save you money." A fixed rate program is also available.

As a private held company with four principals, BlueRock emphasizes customer satisfaction and operational ethics, earning endorsements from groups such as the NYS Restaurant Association, the NYS Automobile Dealers Association, and the NYS Hotel and Tourism Association.

"We're a highly ethical company," says Chambrone. "We were one of the first ESCO's to voluntarily adopt consumer protection ethics principles approved by the NYPSC. We really believe in that. Ethics is very important to our company."

Open and honest communication with customers is another priority. "Customer service is very important. We strive to educate our customers on energy markets and other factors that affect their energy cost. Our objective is long-term customer satisfaction. That is the foundation of a value-added relationship between a supplier and a customer."

Committed to the Central New York area, BlueRock has exciting plans for future growth including offering natural gas products in June and expanding into the New England and Mid-Atlantic states in late 2007.

Jobs opportunities will also increase as the company builds their sales and analytical support staff, says Chambrone. "We are expecting significant growth in the company in terms of employees. We really believe in the region and think it's a great place to live and build a company. Syracuse offers a lot. We believe there's a good talent pool with the local universities. We think the regional economy will benefit by our expansion and success."

BlueRock also has other program for large, industrial manufacturers. For more information, call 701-1549 or visit www.bluerockenergy.com.