



For Immediate Release

## National Energy Marketers Association Launches 2012 Retail Energy Trends Survey

*Orange County, CA, January 12, 2012.* The National Energy Marketers Association (NEM) has announced the launch of a 2012 Retail Energy Trends Survey to assess the growth and expansion plans of the 140 retail energy companies active in the North American market. NEM has partnered with Skipping Stone who will perform the research and confidentially compile the results.

“We are seeing a shift in business models, product and service offerings and, for some, expansion into environmental technologies and demand response markets,” observes Peter Weigand, Skipping Stone CEO.

The 2012 Retail Energy Trends Survey is intended to measure a variety of criteria, including job creation, market expansion plans, new products, services and technology initiatives, and much more.

Craig Goodman, NEM President and CEO Goodman had these comments: “This survey will help the Association and its members better quantify the impact of NEM’s public policy advocacy on critical issues such as job creation and economic growth. We thought it would be worthwhile to survey this market sector to assess key trends for next year, and for the National Energy Marketers Association to share the research results as a public service to its members, policy makers and the general public.”

Retail Energy Service and Technology companies are invited to participate in the online survey by clicking on [Retail Market Trends](#). Individual company answers to survey questions will not be shared with any third parties to protect the confidentiality of the responses. Only aggregate totals will be published in the final report, which will be made widely available as a public service on both the NEM and Skipping Stone Websites.

### **About NEM**

NEM is a national, non-profit trade association representing wholesale and retail marketers of natural gas, electricity, as well as energy and financial related products, services, information and advanced technologies throughout the United States, Canada and the European Union. You may contact NEM's Washington, DC headquarters at (202) 333-3288 or its Web site at [www.energymarketers.com](http://www.energymarketers.com)

### **About Skipping Stone**

Skipping Stone is a different kind of energy consulting company. All of our consulting resources have worked as executives in the energy industry and now choose to consult. Our specialty is collaborating with clients on ideas, strategies and tactics and then providing the array of complementary services required to turn those ideas into successes. From the drawing board to the P&L, we measure every engagement based on our clients’ success metrics.

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