

AS SEEN IN  
*Fortune, Forbes, Entrepreneur & Money*

LEADING WOMEN IN BUSINESS | CINCINNATI

## Ohio's **Most Trusted** Energy Advisor

*Local company leads the way in providing comprehensive energy procurement throughout the state.*



*"We've been making a difference for more than 30 years, and we'll continue to provide safe, affordable options for electric and natural gas for our customers."*

—SYDNEY FAXON TROUT, CEO

Even in an industry as expansive and seemingly impersonal as energy, Sydney Faxon Trout, CEO of Energy Alliances, Inc., forms long-lasting relationships with the company's customers—commercial, industrial, residential, and institutional clients—located throughout Ohio.

"For us, it isn't just about making a sale. We have always emphasized customer service and strong relationships. We provide energy at a competitive price and ensure customers are informed and fully understand their options and the benefits of aggregation," says the double master's degree holder. "We've been making a difference for more than 30 years, and we'll continue to provide safe, affordable options for electric and natural gas for our customers."

### **Leadership**

Energy Alliances, Inc. opened for business in Cincinnati in 1986 as an independent energy broker and consulting firm led by Spence Faxon, president, and his partners. Their goal then was to help human needs customers—such as nonprofits, churches, and small businesses—efficiently manage their natural gas and electric costs. To this day, the company counts several of Cincinnati's oldest and most well-known nonprofits among its customers.

Trout, Faxon's daughter, has been involved with the business for nearly two decades, working in a variety of roles before becoming CEO in 2015. She says she was warned repeatedly that being a young, female leader (the company is a Cincinnati-certified, woman-owned corporation) in the typically male-dominated energy industry might be "challenging."

"But it wasn't," she says. "I'm conscious of the potential for bias, but I believe that when you are smart and passionate, people recognize it. I've been successful at demonstrating my leadership abilities."

That's not all Trout has been successful at. Energy Alliances, Inc. has procured on behalf of its commercial and industrial customers alone more than one-half billion kilowatt hours of electricity; manages the purchase of hundreds of millions of dollars of energy every year; and, between electricity and natural gas, currently helps communities manage programs that service nearly a half million residents.

The company is actively expanding throughout Ohio under the leadership of Rich Surace, chief operating officer, and growing overall market share in the area of residential customers.

### **The Benefits of Aggregation**

"Ohio is a friendly market for deregulation, and if we want to continue to grow—strategically and at a controlled and methodical pace—we have to be involved in everything from introducing our programs to the public to managing and directing pre- and post-ballot services," says Surace.

Of course, the primary benefit of energy aggregation is that when customers buy as a group, they get better rates. But working with Energy Alliances, Inc. provides additional benefits. Selected suppliers are all fully vetted; they are guaranteed to not only have the experience to do the job but also the financial backing required to ensure they will be able to honor their commitments for the long term.

"We're proud that our relationships with many of our human needs customers exceed more than 30 years and that we've put in place aggregation programs in 41 individual communities so far," says Trout. "The bottom line is that when it comes to the energy consulting field, we're the leaders, and we save our customers millions of dollars on utility costs."



8469 Blue Ash Road, #1 | Cincinnati, OH 45236  
513-794-5555 | [energyalliances.com](http://energyalliances.com)