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Livia Whisenhunt Leads PS Energy
to a Bright Future

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Editorial

MISSION STATEMENT

To Provide Maximum Value to our Advertisers, Sponsors and Readers, while Striving to Deliver Top Quality News and Information to Affect a Positive Change in the Professional, Women and Small Business Community

St. George's Group Deserved Better Treatment from the Bermuda Government

An American-based company was recently named the new developer of the former Club Med resort at Bermuda's east end, even though another Caribbean-based developer, St. George's Renaissance Consortium, had been heavily favored to acquire the property.

KJA Development Inc. was mysteriously awarded the contract, despite the fact that St. George's Renaissance Consortium had spent more than two years and millions of dollars on a project that would have brought a Four Seasons hotel to Bermuda.

What makes this news truly disturbing is the unceremonious way that the St. George's Group, led by the Canada-based Quorum, was dumped by the Bermuda government without an explanation. Instead, Tourism Minister Ewart Brown would only speak about KJA Development Inc., an organization who did not even have their representatives attend the press conference that announced the deal for them to develop the property. Brown offered the excuse that the developers "prefer to have someone else speak with the public and they get on with the business of doing the work."

When another online media outlet pressed further on why St. George did not adequately meet the government's conditions for developing the property, Brown issued the following statement: "I will not elaborate further at this time. It is a policy of mine to limit discussions regarding financial details to the principals and the Cabinet."

The Bermuda government, which is trying to rebuild their slumping tourism industry, is drawing skepticism and negative press for their suspicious handling of the situation. Other local and overseas companies who would want to build hotels and other tourist destinations on the island might think twice before bringing their business to Bermuda, feeling that they might be cast aside the same way St George's Renaissance Consortium was.

The Bermuda government cannot afford to alienate developers by acting in such an unprofessional manner, especially without accounting for their actions to St. George's, the press and the people of Bermuda. Not much is known about KJA Development, but one hopes the group has the resources and vision to build a luxury resort that can help revive the island's tourism industry.

Livia Whisenhunt

Leads PS Energy Towards a Bright Future

PS Energy prides itself on being the only full-service energy company in the country. Says CEO and founder Livia Whisenhunt, “We provide a vast menu of services for both the production industry and the fleet industry. This includes natural gas, including propane and diesel, credit cards and transportation fuels, in addition to emergency fueling. I would say that for a competitor to offer the entire menu of services would be very slim. There are a lot of people that sell fuel. There are credit card companies and there are GPS providers and natural gas providers, but as far as being all under one roof, I really don’t know of anybody.”

Founded in 1985, PS Energy boasts \$160 million in revenue with 138 dedicated employees. It offers the broadest range of traditional and innovative energy markets; a range of energy products as well as diverse, value-added companion services. PS Energy is SDB certified and one of the top 50 diverse firms in the country. The company handles mostly U.S. utility and corporate, as well as some government accounts.

PS Energy’s solutions are offered through customized plans to result in profitability, uninterrupted operations, and access to a full range of energy sources. Whisenhunt says, “One of the nice things about us is because we are a transportation based company, everything we deliver our customers we customize. On our website, we give everyone a login so they can download their transactions at their leisure. We customize the formats in any way they need to see them. The GPS is big technology; we used that extensively while we were doing the fleet on the Gulf Coast, during [hurricanes] Katrina, Rita, and actually Dennis.”

The company got its big break in 1986 when it won its first major contract with The Southern Company/Georgia Power, with whom they still do business.

Says Supplier Relations Manager Willie Palmer, “During power outages, service restoration is critical. Georgia Power relies on PS Energy Group to help keep our fleet of service vehicles moving with their emergency fuel program. At Georgia Power, we believe finding and developing relationships with small businesses like PS Energy Group, allows us to better serve our customers and our community.”



“I would like PS Energy to be remembered as the company that was run by the woman that wrote the bestseller after she sold her business.”

For over 20 years, Livia Whisenhunt has led in the company’s strategic direction and growth in energy transportation and production. Since 1985, her company has been committed to customer service, dependable delivery and competitive pricing. “There are three main things to the success of any business - your customer, your employees

and capital. Once you ignore any of those, it’s a struggle,” says Whisenhunt. She continues, “Our strategic alliances are formed with our customers but most of all our agreements are very long term. We’re an in-house force for them so it requires us to get really integrated with their operations, and for them to put a lot of trust in us and then for us to really go the extra mile for them.” It’s the extra mile that has led to being the recipient of various awards and recognitions for outstanding products and services as well as excellent customer service.

Through Whisenhunt’s leadership, PS Energy has won the “Administrator’s Award for Excellence” from the Small Business Administration for five years and in 1997 the “Hammer Award” from Vice President Gore’s National Performance Review Board. Whisenhunt herself has been named one of the “Top 40 Under 40” by Entrepreneur magazine, the “Small Business Person of the Year” by the Atlanta Chamber of Commerce, and “Southeast Wholesale Entrepreneur” of the Year by Ernst & Young. She also received the entrepreneur “Blueprint Award” by Atlanta’s Women Looking Ahead magazine.

In June 2005, the Governor Purdue appointed Livia to the Board of Directors of the Georgia Regional Transportation Authority (GRTA), the State of Georgia authority that works to improve the state’s mobility, air quality, and land-use practices.

Livia also comes from a large family which includes 36 cousins, a dozen aunts and uncles in both the U.S. and Columbia. She has traveled around the world, including Columbia, and lived in Mobile, Alabama and Atlanta, Georgia. Asked how she would like PS Energy to be remembered, she says, “I would like PS Energy to be remembered as the company that was run by the woman that wrote the bestseller after she sold her business.”