

Application Type: Initial Application

Renewal- Provide Docket No. A- _____ - _____

BEFORE THE PENNSYLVANIA PUBLIC UTILITY COMMISSION

Application of Energy Initiatives Inc., d/b/a Energy Initiatives Inc., for registration as a Conservation Service Provider ("CSP") in the Commonwealth of Pennsylvania.

To the Pennsylvania Public Utility Commission:

1. **IDENTITY OF THE APPLICANT:** The legal name, address, telephone number, FAX number and email address of the Applicant are:

Please identify any predecessor(s) of the Applicant and provide other names under which the Applicant has operated as a CSP within the preceding five (5) years, including name, address, and telephone number.

2. **CONTACT PERSON:** The name, title, address, telephone number, FAX number and email address of the person to whom questions about this Application should be addressed are:

Michael T. DeCarlo, President Office – 610-358-3721
P.O. Box 479, Chester Heights, PA 19017

3. **REGISTERED AGENT:** If the Applicant does not maintain a principal office in the Commonwealth, the required name, address, telephone number and FAX number of the Applicant's Registered Agent in the Commonwealth are:

N/A

4. **FICTITIOUS NAME:** (select and complete appropriate statement)

The Applicant will be using a fictitious name or doing business as ("d/b/a"):

Provide proof of compliance with appropriate Pennsylvania Department of State filing requirements.

or

XX The Applicant will not be using a fictitious name.

5. **BUSINESS ENTITY AND DEPARTMENT OF STATE FILINGS:** (select and complete appropriate statement)

The Applicant is a sole proprietor.

If the Applicant is located outside the Commonwealth, provide proof of compliance with 15 Pa. C.S. §4124 relating to Department of State filing requirements.

or

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The Applicant is a:

- domestic general partnership (*)
- domestic limited partnership (15 Pa. C.S. §8511)
- foreign general or limited partnership (15 Pa. C.S. §4124)
- domestic limited liability partnership (15 Pa. C.S. §8201)
- foreign limited liability general partnership (15 Pa. C.S. §8211)
- foreign limited liability limited partnership (15 Pa. C.S. §8211)

Provide proof of compliance with appropriate Department of State filing requirements as indicated above. Please attach a copy of the proof of compliance to the Application.

Give name, d/b/a, and address of partners. If any partner is not an individual, identify the business nature of the partner entity and identify its partners or officers.

* If a corporate partner in the Applicant's domestic partnership is not domiciled in Pennsylvania, attach a copy of the Applicant's Department of State filing pursuant to 15 Pa. C.S. §4124.

OR

The Applicant is a:

- domestic corporation (none)
- foreign corporation (15 Pa. C.S. §4124)
- domestic limited liability company (15 Pa. C.S. §8913)
- foreign limited liability company (15 Pa. C.S. §8981)
- Other _____

SECRETARY'S BUREAU
 COMPANY ID: 31
 15-0119

Provide proof of compliance with appropriate Department of State filing requirements as indicated above. Please attach a copy of the proof of compliance to the Application. Additionally, provide a copy of the Applicant's Articles of Incorporation.

Give name, title, telephone number and address of officers, partners or directors.

Michael T. DeCarlo – President P.O. Box 479 610-358-3721 (Office)
 Susan B. DeCarlo – Secretary Chester Heights, PA 19017

The Applicant is incorporated in the state of Pennsylvania . Articles of Incorporation Attached

6. **AFFILIATES AND PREDECESSORS WITHIN PENNSYLVANIA:** (select and complete appropriate statement)

Affiliate(s) of the Applicant doing business in Pennsylvania as a CSP or an electric distribution company ("EDC") are:

Give name and address of the affiliate(s). Applicant has always done business as:

Energy Initiatives Inc. (since 1995),
 Mid Atlantic Power Partners LLC (since 2006)

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7. **APPLICANT'S PRESENT OPERATIONS:** (select and complete the appropriate statement)

XX The Applicant is presently doing business in Pennsylvania as a Energy Initiatives Inc. currently does business in PA as a provider of energy services such as energy Lighting, window envelop services, energy supply as well as utility analysis and monitoring. Affiliate, Mid Atlantic Power Partners currently does business in PA/PJM as a PJM member (CSP) providing curtailment services aas a CSP to the commercial and industrial sectors. Mid Atlantic Power Partners Attained PJM member status in 2006/

See Attached Capability Statement – Exhibit "A"

The Applicant is not presently doing business in Pennsylvania.

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8. **APPLICANT'S PROPOSED OPERATIONS**

Describe the type(s) of services that the Applicant is able to provide to an EDC, the EDCs the Applicant is able to serve, and the types of energy efficiency and conservation measures on which the Applicant can provide information and technical assistance to an EDC.

See Attached Exhibits "A" (Capability Statement) and Exhibit "B"

9. **TAXATION:** Complete the TAX CERTIFICATION STATEMENT attached as Appendix A to this application. Attached

10. **COMPLIANCE:** State specifically whether the Applicant, an affiliate, a predecessor of either, or a person identified in this Application is currently under investigation for or has been convicted of a crime involving fraud, theft, larceny, deceit, violation of consumer protection law, violation of deceptive trade law or similar activity. Identify all proceedings, by name, subject and citation, dealing with business operations, in the last three (3) years, whether before an administrative body or in a judicial forum, in which the Applicant, an affiliate, a predecessor of either, or a person identified herein has been a defendant or a respondent. Provide a statement as to the resolution or present status of any such proceedings.

N/A

11. **DELINQUENCY:** State specifically whether the Applicant, an affiliate, or a predecessor of either is currently delinquent with any taxing authority in Pennsylvania.

N/A

12. **BANKRUPTCY:** Identify all bankruptcy or liquidation proceedings for prior three years. Provide a statement as to the resolution or present status of any such proceedings.

N/A

13. **CUSTOMER COMPLAINTS:** Identify all customer complaints filed with a regulatory or prosecutory agency for prior three years. Provide a statement as to the resolution or present status of any complaints.

N/A

14. **FINANCIAL RESPONSIBILITY:**

A. Applicant shall provide sufficient information to demonstrate financial responsibility commensurate with the service proposed to be provided. Examples of such information which may be submitted include the following:

- Organizational structure including parent, affiliated or subsidiary companies. Exhibit "C"
- Published parent company financial and credit information. Letter of Assets Attached – Exhibits "D"
- A description of the types and amounts of insurance carried by Applicant. Zurich N.A. - Certificate Attached

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B. Applicant must provide the following information:

- Identify Applicant's principal officers (owners, executives, partners and/or directors, as appropriate for organizational structure, including names, titles, business addresses, telephone numbers and their professional resumes.

Exhibit "C" Attached

15. **TECHNICAL FITNESS:** To ensure that the present quality and availability of service provided by electric utilities does not deteriorate, the Applicant shall provide sufficient information to demonstrate technical fitness commensurate with the service proposed to be provided. Examples of such information which may be submitted include the following:

- The identity of the Applicant's management directly responsible for operations, including names, titles, business addresses, telephone numbers and their professional resumes.
- Copies of any certification(s) or similar documentation that would demonstrate technical fitness, such as membership in a trade association.
Energy Initiatives Inc. – PA PUC EGS License, 2011
Mid Atlantic Power Partners LLC – PJM Member, CSP

16. **FALSIFICATION:** The Applicant understands that the making of false statement(s) herein may be grounds for denying the Application or, if later discovered, for revoking any authority granted pursuant to the Application. This Application is subject to 18 Pa. C.S. §§4903 and 4904, relating to perjury and falsification in official matters.

17. **FEE:** The Applicant has enclosed the appropriate fee:

XX For an initial application the Applicant has enclosed the required fee of \$125 payable to the Commonwealth of Pennsylvania.

OR

For a renewal application the Applicant has enclosed the required fee of \$25 payable to the Commonwealth of Pennsylvania.

Applicant: *[Signature]*
 By: *Michael T. DeCarlo*
 Title: *PRESIDENT*

SECRETARY'S OFFICE
 PENNSYLVANIA
 100 NORTH SECOND STREET
 HARRISBURG, PA 17133

AFFIDAVIT

[Commonwealth/State] of PA _____ :

ss.

County of Delaware _____ :

Michael T. DeCarlo , Affiant, being duly [sworn/affirmed] according to law, deposes and says that:

[He/she is the President (Office of Affiant) of Mid Atlantic Power Partners LLC (Name of Applicant);]

[That he/she is authorized to and does make this affidavit for said Applicant;]

That the Applicant herein Energy Initiatives Inc. has the burden of producing information and supporting documentation demonstrating its technical and financial fitness to be registered as a conservation service provider pursuant to Act 129 of 2008.

That the Applicant herein Mid Atlantic Power Partners LLC .has answered the questions on the application correctly, truthfully, and completely and provided supporting documentation as required.

That the Applicant herein Mid Atlantic Power Partners LLC acknowledges that it is under a duty to update information provided in answer to questions on this application and contained in supporting documents.

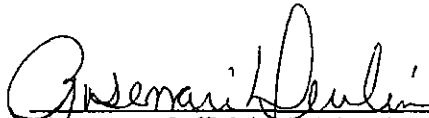
That the Applicant herein Mid Atlantic Power Partners LLC acknowledges that it is under a duty to supplement information provided in answer to questions on this application and contained in supporting documents as requested by the Commission.

That the facts above set forth are true and correct to the best of his/her knowledge, information, and belief, and that he/she expects said Applicant to be able to prove the same at hearing.



Signature of Affiant

Sworn and subscribed before me this 09 day of May, 2012.



Signature of official administering oath

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NOTARIAL PUBLIC

My commission expires 11/01/2015

COMMONWEALTH OF PENNSYLVANIA
NOTARIAL SEAL
ROSEMARIE DEVLIN, Notary Public
Chadds Ford Twp., Delaware County
My Commission Expires November 1, 2015

Exhibit "A"

ENERGY INITIATIVES specializes in energy efficient lighting and window systems. With 26 years of lighting and energy conservation experience, we provide the following services targeting the commercial office, retail, industrial, and institutional markets.

CONSULTATION AND PLANNING

Provide Lighting System Evaluation and Technical Guidance

PROJECT MANAGEMENT AND CONSTRUCTION SERVICES

Perform Preliminary Scoping Audits
Perform Comprehensive Investment Grade Audits
Pre Construction Project Management
Full Service Project Management
Project Construction
Coordinate Post Construction Inspection
Prepare Operating and General Maintenance Reports
Coordinate Disposal of HAZMAT Materials
Planned System Maintenance

DESIGN

Develop Custom Fluorescent and HID Lighting System Design
Design Custom Fluorescent and HID Retrofit Lighting Systems
Lighting Control Technologies
LED Technologies

CONSTRUCTION/ELECTRICAL SERVICES

Lighting Project Construction
Lighting System Maintenance
General Electrical Services
Outdoor Lighting Maintenance

WINDOW FILMS

Sun Control and Designer Style Window Films
Safety and Security Films
Anti Graffiti and Privacy Films

UTILITY SERVICES

Demand Response – CSP Services
Commodity Contracting
Smart Metering And Demand Response Software System Integration
Hardware Monitoring
Shadow Metering and Sub Metering Services
Communication and Alerting Services
Automated Control Integration and Services

FINANCING

Lease Options Available
Performance Contracting

Phone (610) 358-3721/Fax (610) 558-3048

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EXHIBIT "B"

Energy Initiatives plans to market directly to the commercial, industrial and manufacturing markets. Energy Initiative currently maintains a direct sales force to introduce its services to potential clients.

Energy Initiatives utilizes energy consultants and former utility persons to assist in the development of customer proposals and the training of its staff. Depending on the utility zone and product requirements. Energy Initiatives typically has a bi weekly sales meeting to set and adjust goals, handle customer issues and discuss new proposal product option. Technical training is an ongoing process with formal sessions scheduled on a monthly basis.

Energy Initiatives employs a Director of Technical Operations, a full time customer service representative, two full time field technicians and a part time customer service representative. Energy Initiatives has the capability to contract with outside energy consultants in such areas as rate analysis, training, etc.

NEW YORK STATE
DEPARTMENT OF
ENERGY & ENVIRONMENT
OFFICE OF GENERAL COUNSEL

EXHIBIT "C"

***Energy Initiatives
Company Structure***

Michael T. DeCarlo- President

Susan B. DeCarlo- Secretary

Nicholas J. DeCarlo- Director of Sales

Lance Wheeler- Director of Technical Operations

David Anzaldo- Manager of Field Technical Operations

Address

P.O. Box 479
Chester Heights, PA 19017

Phone - (610) 358-3721

Fax – (610) 558-3048

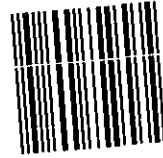
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ENERGY INITIATIVES

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Chester Heights, PA 19017-0479



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Pennsylvania Public Utility Commission

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