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October 5, 2012

**VIA HAND DELIVERY**

Secretary Rosemary Chiavetta  
Pennsylvania Public Utility Commission  
Commonwealth Keystone Building  
P.O. Box 3265  
Harrisburg, PA 17105-3265

**Re: Application of Park Power, LLC for Approval to Offer, Render, Furnish  
or Supply Electric Generation Services  
Docket No. A-\_\_\_\_\_**

Dear Secretary Chiavetta:

Enclosed for filing please find an original plus one copy of the Application of Park Power, LLC for Approval to Offer, Render, Furnish or Supply Electric Generation Services, along with all required affidavits and attachments. **Please note that Appendix F (Tax Certification) and Attachment 2 (Description of Financial Fitness) to this filing contain Confidential information, and have been marked as such and provided in a separate envelope.** The Applicant requests that Attachment Appendix F and Attachment 2 be filed under Seal.

Also enclosed herewith are:

- A check in the amount of \$350.00 for payment of the filing fee.
- An original plus two copies of a bond in the amount of \$250,000, and
- A CD-Rom containing a .pdf copy of the Application.

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• Wilkes-Barre • Princeton • Cherry Hill • New York • Wilmington

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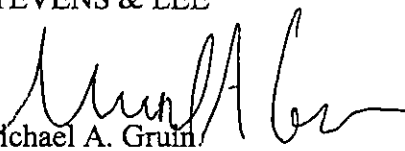
**STEVENS & LEE**  
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VIA HAND DELIVERY  
Secretary Rosemary Chiavetta  
October 5, 2012  
Page 2

Copies of the Application have been served in accordance with the attached Certificate of Service. If you have questions, please do not hesitate to contact me.

Very truly yours,

STEVENS & LEE

  
Michael A. Gruff

Encl.  
cc: Certificate of Service

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# BEFORE THE PENNSYLVANIA PUBLIC UTILITY COMMISSION

Application of Park Power LLC, d/b/a \_\_\_\_\_, for approval to offer, render, furnish, or supply electricity or electric generation services as a(n) [as specified in item #4b below] to the public in the Commonwealth of Pennsylvania (Pennsylvania).

To the Pennsylvania Public Utility Commission:

## 1. IDENTIFICATION AND CONTACT INFORMATION

- a. **IDENTITY OF THE APPLICANT:** Provide name (including any fictitious name or d/b/a), primary address, web address, and telephone number of Applicant:

Park Power, LLC  
150 N. Radnor Chester Road  
Suite A130  
Radnor, PA 19087  
[www.parkpower.com](http://www.parkpower.com)  
610-971-9000

- b. **PENNSYLVANIA ADDRESS / REGISTERED AGENT:** If the Applicant maintains a primary address outside of Pennsylvania, provide the name, address, telephone number, and fax number of the Applicant's secondary office within Pennsylvania. If the Applicant does not maintain a physical location within Pennsylvania, provide the name, address, telephone number, and fax number of the Applicant's Registered Agent within Pennsylvania.

- c. **REGULATORY CONTACT:** Provide the name, title, address, telephone number, fax number, and e-mail address of the person to whom questions about this Application should be addressed.

Michael A. Gruin, Esq.  
Stevens & Lee, P.C.  
17 N. 2<sup>nd</sup> Street, 16<sup>th</sup> Fl.  
Harrisburg, PA 17101  
Tel: 717-255-7365  
Fax: 610-908-0852  
[mag@stevenslee.com](mailto:mag@stevenslee.com)

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- d. **ATTORNEY:** Provide the name, address, telephone number, fax number, and e-mail address of the Applicant's attorney. If the Applicant is not using an attorney, explicitly state so.

Michael A. Gruin, Esq.  
Stevens & Lee, P.C.  
17 N. 2<sup>nd</sup> Street, 16<sup>th</sup> Fl.  
Harrisburg, PA 17101  
Tel: 717-255-7365  
Fax: 610-908-0852  
[mag@stevenslee.com](mailto:mag@stevenslee.com)

- e. **CONTACTS FOR CONSUMER SERVICE AND COMPLAINTS:** Provide the name, title, address, telephone number, FAX number, and e-mail of the person and an alternate person responsible for addressing customer complaints. These persons will ordinarily be the initial point(s) of contact for resolving complaints filed with the Applicant, the Electric Distribution Company, the Pennsylvania Public Utility Commission, or other agencies. The main contact's information will be listed on the Commission website list of licensed EGSs.

Joe Colia  
COO  
150 N. Radnor Chester Road  
Suite A130  
Radnor, PA 19087  
610-971-9000  
610-971-4895 fax  
[jcolia@parkpower.com](mailto:jcolia@parkpower.com)

Gail Ceniviva  
VP  
150 N. Radnor Chester Road  
Suite A130  
Radnor, PA 19087  
610-971-9000  
610-971-4895 fax  
[gceniviva@parkpower.com](mailto:gceniviva@parkpower.com)

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## 2. BUSINESS ENTITY FILINGS AND REGISTRATION

- a. **FICTITIOUS NAME:** *(Select appropriate statement and provide supporting documentation as listed.)*

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

Provide a copy of the Applicant's filing with Pennsylvania's Department of State pursuant to 54 Pa. C.S. §311, Form PA-953.

**or**

The Applicant will not be using a fictitious name.

- b. **BUSINESS ENTITY AND DEPARTMENT OF STATE FILINGS:**

*(Select appropriate statement and provide supporting documentation. As well, understand that Domestic means being formed within Pennsylvania and foreign means being formed outside Pennsylvania.)*

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**

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.
- 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.
- Provide the state in which the business is organized/formed and provide a copy of the Applicant's charter documentation.

Pennsylvania

- \* 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

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- The Applicant is a:
  - domestic corporation (15 Pa. C.S. §1308)
  - 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 (Describe):

- Provide proof of compliance with appropriate Department of State filing requirements as indicated above.  
**SEE ATTACHMENT 1**
- Provide the state in which the business is incorporated/organized/formed and provide a copy of the Applicant's charter documentation.  
**SEE ATTACHMENT 1**
- Give name and address of officers.

Gary DeSanto, President  
 150 N. Radnor Chester Road  
 Suite A130  
 Radnor, PA 19087  
 610-971-9000  
 610-971-4895 fax

Gail Ceniviva, Vice-President  
 150 N. Radnor Chester Road  
 Suite A130  
 Radnor, PA 19087

610-971-9000  
610-971-4895 fax

Dean Pagano, Vice-President  
150 N. Radnor Chester Road  
Suite A130  
Radnor, PA 19087  
610-971-9000  
610-971-4895 fax

Joe Colia, Chief Operating Officer  
150 N. Radnor Chester Road  
Suite A130  
Radnor, PA 19087  
610-971-9000  
610-971-4895 fax

### 3. AFFILIATES AND PREDECESSORS

*(both in state and out of state)*

- a. **AFFILIATES:** Give name and address of any affiliate(s) currently doing business and state whether the affiliate(s) are jurisdictional public utilities. If the Applicant does not have any affiliates doing business, explicitly state so. Also, state whether the applicant has any affiliates that are currently applying to do business in Pennsylvania.

***Applicant does not have any affiliates currently doing business or applying to do business in PA***

- b. **PREDECESSORS:** Identify the predecessor(s) of the Applicant and provide the name(s) under which the Applicant has operated within the preceding five (5) years, including address, web address, and telephone number, if applicable. If the Applicant does not have any predecessors that have done business, explicitly state so.

***Applicant does not have any predecessors that have done business***

### 4. OPERATIONS

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

- The Applicant is presently doing business in Pennsylvania as a
- municipal electric corporation
  - electric cooperative
  - local gas distribution company
  - provider of electric generation, transmission or distribution services
  - Other; Identify the nature of service being rendered.

or

The Applicant is not presently doing business in Pennsylvania.

b. **APPLICANT'S PROPOSED OPERATIONS:** The Applicant proposes to operate as a (*may check multiple*):

Generator of electricity

Supplier of electricity

Aggregator engaged in the business of supplying electricity

Broker/Marketer engaged in the business of supplying electricity services

Electric Cooperative and supplier of electric power

Other (Describe):

Definitions

- Supplier – an entity that sells electricity to end-use customers utilizing the jurisdictional transmission and distribution facilities of an EDC.
- Aggregator - an entity that purchases electric energy and takes title to electric energy as an intermediary for sale to retail customers.
- Broker/Marketer - an entity that acts as an intermediary in the sale and purchase of electric energy but does not take title to electric energy.

c. **PROPOSED SERVICES:** Describe in detail the electric services or the electric generation services which the Applicant proposes to offer.

Park Power intends to be an electric supplier to retail residential and small commercial customers in Pennsylvania.

d. **PROPOSED SERVICE AREA:** Provide a list of each Electric Distribution Company for which the Applicant proposes to provide service.

Peco Energy Company, PPL Electric Utilities, and Duquesne Light Company

e. **CUSTOMERS:** Applicant proposes to provide services to:

Residential Customers

Small Commercial Customers - (25 kW and Under)

Large Commercial Customers - (Over 25 kW)

Industrial Customers

Governmental Customers

- All of above
- Other (Describe):

**f. PROPOSED MARKETING METHOD** (*check all that apply*)

- Internal – Applicant will use its own internal resources/employees for marketing
- External EGS – Applicant will contract with a PUC **LICENSED EGS** broker/marketer
- Affiliate – Applicant will use a **NON-EGS** affiliate marketing company and or individuals.
- External Third-Party – Applicant will contract with a **NON-EGS** third party marketing company and or individuals
- Other (Describe):

**g. DOOR TO DOOR SALES:** Will the Applicant be implementing door to door sales activities?

- Yes
- No

If yes, will the Applicant be using a Third Party Verification procedure?

- Yes
- No

If yes, describe the Applicant's Third Party Verification procedures.

**h. START DATE:** Provide the approximate date the Applicant proposes to begin services within the Commonwealth.

***12/1/12, or upon approval by the Pennsylvania Public Utility Commission***

**5. COMPLIANCE**

**a. CRIMINAL/CIVIL PROCEEDINGS:** State specifically whether the Applicant, an affiliate, a predecessor of either, or a person identified in this Application, has been or is currently the defendant of a criminal or civil proceeding within the last five (5) years.

Identify all such proceedings (active or closed), by name, subject and citation; whether before an administrative body or in a judicial forum. If the Applicant has no proceedings to list, explicitly state such.

**Park Power's President, Gary DeSanto, is currently a party to an active civil arbitration (Hodges vs DeSanto, JAMS arbitration ref# 1450001698). The matter involves a claim related to a real estate investment.**



- b. **SUMMARY:** If applicable; provide a statement as to the resolution or present status of any such proceedings listed above.

**The matter is active and is awaiting arbitration. The matter involves a claim related to a real estate investment.**

- c. **CUSTOMER/REGULATORY/PROSECUTORY ACTIONS:** Identify all formal or escalated actions or complaints filed with or by a customer, regulatory agency, or prosecutory agency against the Applicant, an affiliate, a predecessor of either, or a person identified in this Application, for the prior five (5) years, including but not limited to customers, Utility Commissions, and Consumer Protection Agencies such as the Offices of Attorney General. If the Applicant has no actions or complaints to list, explicitly state such.

***The Applicant has no such actions or complaints to list***

- d. **SUMMARY:** If applicable; provide a statement as to the resolution or present status of any actions listed above.

## **6. PROOF OF SERVICE**

*(Example Certificate of Service is attached at Appendix C)*

- a.) **STATUTORY AGENCIES:** Pursuant to Section 5.14 of the Commission's Regulations, 52 Pa. Code §5.14, provide proof of service of a signed and verified Application with attachments on the following:

Office of Consumer Advocate  
5th Floor, Forum Place  
555 Walnut Street  
Harrisburg, PA 17120

Office of the Attorney General  
Bureau of Consumer Protection  
Strawberry Square, 14th Floor  
Harrisburg, PA 17120

Office of the Small Business Advocate  
Commerce Building, Suite 1102  
300 North Second Street  
Harrisburg, PA 17101

Commonwealth of Pennsylvania  
Department of Revenue  
Bureau of Compliance  
Harrisburg, PA 17128-0946

- b.) **EDCs:** Pursuant to Sections 1.57 and 1.58 of the Commission's Regulations, 52 Pa. Code §§1.57 and 1.58, provide Proof of Service of the Application and attachments upon each of the Electric Distribution Companies the Applicant proposed to provide service in. Upon review of the Application, further notice may be required pursuant to Section 5.14 of the Commission's Regulations, 52 Pa. Code §5.14. Contact information for each EDC is as follows.

**PECO:**  
Manager Energy Acquisition  
PECO Energy Company  
2301 Market Street  
Philadelphia, PA 19101-8699

**Duquesne Light:**  
Regulatory Affairs  
Duquesne Light Company  
411 Seventh Street, MD 16-4  
Pittsburgh, PA 15219

**PPL:**  
Legal Department  
Attn: Paul Russell  
PPL  
Two North Ninth Street  
Allentown, PA 18108-1179

## 7. FINANCIAL FITNESS

a. **BONDING:** In accordance with 66 Pa. C.S. Section 2809(c)(1)(i), the Applicant is required to file a bond or other instrument to ensure its financial responsibilities and obligations as an EGS. Therefore, the Applicant is...

Furnishing the **original** (along with copies) of an initial bond, letter of credit or proof of bonding to the Commission in the amount of \$250,000.

Furnishing the **original** (along with copies) of another initial security for Commission approval, to ensure financial responsibility.

Filing for a modification to the \$250,000 requirement and furnishing the **original** (along with copies) of an initial bond, letter of credit or proof of bonding to the Commission in the amount of \$10,000. Applicant is required to provide information supporting an amount less than \$250,000. Such supporting information must include indication that the Applicant will not take title to electricity and will not pay electricity bills on behalf of its customers. Further details for modification may be described as well.

- *At the conclusion of Applicant's first year of operation it is the intention of the Commission to tie security bonds to a percentage of Applicant's gross receipts resulting from the sale of generated electricity consumed in Pennsylvania. The amount of the security bond will be reviewed and adjusted on an annual basis.*
- *Example version of a bond and letter of credit are attached at Appendix D & E, Applicant's security must follow language from these examples.*
- *Any deviation from these examples must be identified in the application and may not be acceptable to the Commission.*

**b. FINANCIAL RECORDS, STATEMENTS, AND RATINGS:** Applicant must provide sufficient information to demonstrate financial fitness commensurate with the service proposed to be provided. Examples of such information which may be submitted include the following:

- Actual (or proposed) organizational structure including parent, affiliated or subsidiary companies.
- Published Applicant or parent company financial and credit information (i.e. 10Q or 10K). (SEC/EDGAR web addresses are sufficient)
- Applicant's accounting statements, including balance sheet and income statements for the past two years.
- Evidence of Applicant's credit rating. Applicant may provide a copy of its Dun and Bradstreet Credit Report and Robert Morris and Associates financial form, evidence of Moody's, S&P, or Fitch ratings, and/or other independent financial service reports.
- A description of the types and amounts of insurance carried by Applicant which are specifically intended to provide for or support its financial fitness to perform its obligations as a licensee.
- Audited financial statements exhibiting accounts over a minimum two year period.
- Bank account statement, tax returns from the previous two years, or any other information that demonstrates Applicant's financial fitness.

**See Description of Financial Fitness and accompanying documentation, attached hereto as CONFIDENTIAL Attachment 2**

**c. ACCOUNTING RECORDS CUSTODIAN:** Provide the name, title, address, telephone number, FAX number, and e-mail address of Applicant's custodian for its accounting records.

**Kevin Drobnes, CPA, MST**  
**300 Yorktown Plaza**  
**Elkins Park, PA 19027**  
**215-517-5600 ext 157**  
**215-517-5610 fax**  
**kevin@siegaldrossner.com**

**d. TAXATION:** Complete the TAX CERTIFICATION STATEMENT attached as Appendix F to this application.

*All sections of the Tax Certification Statement must be completed. Absence (submitting N/A) of any of the TAX identification numbers (items 7A through 7C) shall be accompanied by supporting documentation or an explanation validating the absence of such information.*

*Items 7A and 7C on the Tax Certification Statement are designated by the Pennsylvania Department of Revenue. Item 7B on the Tax Certification Statement is designated by the Internal Revenue Service.*

## **8. 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.

**a.) EXPERIENCE, PLAN, STRUCTURE:** such information may include:

- Applicant's previous experience in the electricity industry.
- Summary and proof of licenses as a supplier of electric services in other states or jurisdictions.

- Type of customers and number of customers Applicant currently serves in other jurisdictions.
- Staffing structure and numbers as well as employee training commitments.
- Business plans for operations within the Commonwealth.
- Documentation of membership in PJM, ECAR, MAAC, other regional reliability councils, or any other membership or certification that is deemed appropriate to justify competency to operate as an EGS within the Commonwealth.
- Any other information appropriate to ensure the technical capabilities of the Applicant.

**See Description of Technical Fitness and Accompanying Documentation, attached hereto as Attachment 3**

**b.) OFFICERS:** Identify Applicant's chief officers including names and their professional resumes.

Gary DeSanto See Attachment 3  
Joseph Colia See Attachment 3

**c.) FERC FILING:** Applicant has:

- Filed an Application with the Federal Energy Regulatory Commission to be a Power Marketer.
- Received approval from FERC to be a Power Marketer at Docket or Case Number \_\_\_\_\_.
- Not applicable

## **9. DISCLOSURE STATEMENT:**

**a. Disclosure Statements:** If proposing to serve Residential and/or Small Commercial (under 25 kW) customers, provide a Residential and/or Small Commercial disclosure statement. A sample disclosure statement is provided as Appendix G to this Application.

- Electricity should be priced in clearly stated terms to the extent possible. Common definitions should be used. All consumer contracts or sales agreements should be written in plain language with any exclusions, exceptions, add-ons, package offers, limited time offers or other deadlines prominently communicated. Penalties and procedures for ending contracts should be clearly communicated.

## 10. VERIFICATIONS, ACKNOWLEDGEMENTS, AND AGREEMENTS

a. **PJM LOAD SERVING ENTITY REQUIREMENT:** As a prospective EGS, the applicant understands that those EGSs which provide retail electric supply service (i.e. takes title to electricity) must provide either:

- proof of registration as a PJM Load Serving Entity (LSE), or
- proof of a contractual arrangement with a registered PJM LSE that facilitates the retail electricity services of the EGS.

The Applicant understands that compliance with this requirement must be filed within 120 days of the Applicant receiving a license. As well, the Applicant understands that compliance with this requirement may be filed with this instant application.

*(Select only one of the following)*

- AGREED** - Applicant has included compliance with this requirement in the instant application, labeled in correspondence with this section (10).
- AGREED** - Applicant will provide compliance with this requirement within 120 days of receiving its license
- ACKNOWLEDGED** - Applicant is not proposing to provide retail electric supply service at this time, and therefore is not presently obligated to provide such information

b. **STANDARDS OF CONDUCT AND DISCLOSURE:** As a condition of receiving a license, Applicant agrees to conform to any Uniform Standards of Conduct and Disclosure as set forth by the Commission. Further, the Applicant agrees that it must comply with and ensure that its employees, agents, representatives, and independent contractors comply with the standards of conduct and disclosure set out in Commission regulations at 52 Pa. Code § 54.43.

**AGREED**

c. **REPORTING REQUIREMENTS:** Applicant agrees to provide the following information to the Commission or the Department of Revenue, as appropriate:

- **Retail Electricity Choice Activity Reports:** The regulations at 52 Pa. Code §§ 54.201--54.204 require that all active EGSs report sales activity information. An EGS will file an annual report reporting for customer groups defined by annual usage. Reports must be filed using the appropriate report form that may be obtained from the PUC's Secretary's Bureau or the forms officer, or may be down-loaded from the PUC's internet web site.
- **Reports of Gross Receipts:** Applicant shall report its Pennsylvania intrastate gross receipts to the Commission on a quarterly and year to date basis no later than 30 days following the end of the quarter.
- **The Treasurer or other appropriate officer of Applicant shall transmit to the Department of Revenue by March 15, an annual report, and under oath or affirmation, of the amount of gross receipts received by Applicant during the prior calendar year.**

- Applicant shall report to the Commission the percentages of total electricity supplied by each fuel source on an annual basis:
- Applicant will be required to meet periodic reporting requirements as may be issued by the Commission to fulfill the Commission's duty under Chapter 28 pertaining to reliability and to inform the Governor and Legislature of the progress of the transition to a fully competitive electric market.

**X**      AGREED

- d. **TRANSFER OF LICENSE:** The Applicant understands that if it plans to transfer its license to another entity, it is required to request authority from the Commission for permission prior to transferring the license. See 66 Pa. C.S. Section 2809(D). Transferee will be required to file the appropriate licensing application.

**X**      AGREED

- e. **ASSESSMENT:** The Commission does not presently assess Electric Generation Suppliers for the purposes of recovery of regulatory expenses; see *PPL Energyplus, LLC v. Commonwealth*, 800 A.2d 360 (Pa. Cmwlth. 2002).

**X**      ACKNOWLEDGED

- f. **FURTHER DEVELOPMENTS:** Applicant is under a continuing obligation to amend its application if substantial changes occur to the information upon which the Commission relied in approving the original filing. See 52 Pa. Code § 54.34.

**X**      AGREED

- g. **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.

**X**      AGREED

- h. **NOTIFICATION OF CHANGE:** If your answer to any of these items changes during the pendency of your application or if the information relative to any item herein changes while you are operating within the

Commonwealth of Pennsylvania, you are under a duty to so inform the Commission, within twenty (20) days, as to the specifics of any changes which have a significant impact on the conduct of business in Pennsylvania. See 52 Pa. Code § 54.34.

**X**      **AGREED**

- i. **CEASING OF OPERATIONS:** Applicant is also required to officially notify the Commission if it plans to cease doing business in Pennsylvania, 90 days prior to ceasing operations.

**X**      **AGREED**

- j. **Electronic Data Interchange:** The Applicant acknowledges the Electronic Data Interchange (EDI) requirements and the relevant contacts for each EDC, as listed at appendix J.

**X**      **AGREED**

- k. **FEE:** The Applicant has enclosed or paid the required initial licensing fee of \$350.00 payable to the Commonwealth of Pennsylvania.

**X**      **PAYMENT ENCLOSED**

## **11.      AFFIDAVITS**

- a.) **APPLICATION AFFIDAVIT:** Complete and submit with your filing an officially notarized Application Affidavit stating that all the information submitted in this application is truthful and correct. An example copy of this Affidavit can be found at Appendix A.
- b.) **OPERATIONS AFFIDAVIT:** Provide an officially notarized affidavit stating that you will adhere to the reliability protocols of the North American Electric Reliability Council, the appropriate regional reliability council(s), and the Commission, and that you agree to comply with the operational requirements of the control area(s) within which you provide retail service. An example copy of this Affidavit can be found at Appendix B.

## **12.      NEWSPAPER PUBLICATIONS**

Notice of filing of this Application must be published in newspapers of general circulation covering each county in which the applicant intends to provide service. Below is a list of newspapers which cover the publication requirements for Electric Generation Suppliers looking to do business in Pennsylvania.

The newspapers in which proof of publication is required is dependent on the service territories the applicant is proposing to serve. The chart below dictates which newspapers are necessary for each EDC. If the applicant is proposing to serve the entire Commonwealth, please file proof of publication in all seven newspapers.

Please file with the Commission the Certification of Publication, along with a photostatic copy of the notice to complete the notice requirements.

Proof of newspaper publications must be filed with the initial application. Applicants **do not** need a docket number in their publication. Docket numbers will be issued when all criteria on the item 14 checklist (see below) are satisfied.

	<u>Duquesne</u>	<u>Met Ed</u>	<u>PECO</u>	<u>Penelec</u>	<u>Penn Power</u>	<u>PPL</u>	<u>UGI</u>	<u>West Penn</u>	<u>Entire Commonwealth</u>
Philadelphia Daily News		X	X			X			X
Harrisburg Patriot-News		X		X		X		X	X
Scranton Times Tribune		X		X		X	X		X
Williamsport Sun Gazette				X		X		X	X
Johnstown Tribune Democrat				X				X	X
Erie Times-News				X	X				X
Pittsburgh Post-Gazette	X				X			X	X

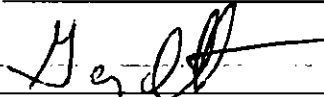
(Example Publication is provided at Appendix H)

**See Proofs of Publication attached hereto as Attachment 4**

**13. SIGNATURE**

PARK POWER, LLC

Applicant: \_\_\_\_\_

By:  \_\_\_\_\_

PRESIDENT

Title: \_\_\_\_\_

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## 14. CHECKLIST

For the applicant's convenience, please use the following checklist to ensure all relevant sections are complete. The Commission Secretary's Bureau will not accept an application unless each of the following sections are complete.

Park Power, LLC  
**Applicant:** \_\_\_\_\_

✓	<b>Signature</b>	
✓	<b>Filing Fee</b>	
✓	<b>Application Affidavit</b>	
✓	<b>Operations Affidavit</b>	
✓	<b>Proof of Publication</b>	
✓	<b>Bond or Letter of Credit</b>	
✓	<b>Tax Certification Statement</b>	
✓	<b>Commonwealth Department of State Verification</b>	
✓	<b>Certificate of Service</b>	

Applicant's Use

PUC Secretary's Bureau Use

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Appendix A

APPLICATION AFFIDAVIT

Commonwealth of Pennsylvania

: ss.

County of Delaware

Gary DeSanto, Affiant, being duly [sworn/affirmed] according to law, deposes and says that:

I am the President of Park Power, LLC, the Applicant

I am authorized to and do make this affidavit for said Applicant;

That the Applicant herein Park Power LLC has the burden of producing information and supporting documentation demonstrating its technical and financial fitness to be licensed as an electric generation supplier pursuant to 66 Pa. C.S. § 2809 (B).

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

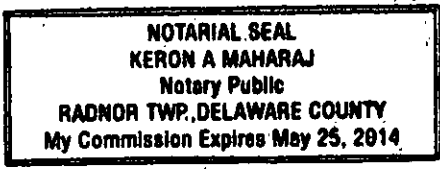
That the Applicant herein Park Power LLC acknowledges that it is under a duty to update information provided in answer to questions on this application and contained in supporting documents.

That the Applicant herein Park Power 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]  
Signature of Affiant

Sworn and subscribed before me this 3 day of October, 2012.



[Signature]  
Signature of official administering oath

My commission expires May 25, 2014

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Appendix B

OPERATIONS AFFIDAVIT

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SECRETARY'S BUREAU

Commonwealth of Pennsylvania :  
:  
County of Delaware :

ss.

Gary DeSanto, Affiant, being duly sworn/affirmed according to law,  
deposes and says that:

I am the President of Park Power, LLC, the Applicant herein

I am authorized to and do make this affidavit for said Applicant;

That Park Power, LLC, the Applicant herein, acknowledges that Applicant may have obligations pursuant to this Application consistent with the Public Utility Code of the Commonwealth of Pennsylvania, Title 66 of the Pennsylvania Consolidated Statutes; or with other applicable statutes or regulations including Emergency Orders which may be issued verbally or in writing during any emergency situations that may unexpectedly develop from time to time in the course of doing business in Pennsylvania.

That Park Power LLC the Applicant herein, asserts that [he/she/it] possesses the requisite technical, managerial, and financial fitness to render electric service within the Commonwealth of Pennsylvania and that the Applicant will abide by all applicable federal and state laws and regulations and by the decisions of the Pennsylvania Public Utility Commission.

That Park Power, LLC the Applicant herein, certifies to the Commission that it is subject to , will pay, and in the past has paid, the full amount of taxes imposed by Articles II and XI of the Act of March 4, 1971 (P.L. 6, No. 2 ), known as the Tax Reform Act of 1971 and any tax imposed by Chapter 28 of Title 66. The Applicant acknowledges that failure to pay such taxes or otherwise comply with the taxation requirements of Chapter 28, shall be cause for the Commission to revoke the license of the Applicant. The Applicant acknowledges that it shall report to the Commission its jurisdictional Gross Receipts and power sales for ultimate consumption, for the previous year or as otherwise required by the Commission. The Applicant also acknowledges that it is subject to 66 Pa. C.S. §506 (relating to the inspection of facilities and records).

As provided by 66 Pa. C.S. §2810 (C)(6)(iv), Applicant, by filing of this application waives confidentiality with respect to its state tax information in the possession of the Department of Revenue, regardless of the source of the information, and shall consent to the Department of Revenue providing that information to the Pennsylvania Public Utility Commission.

**Appendix B (Continued)**

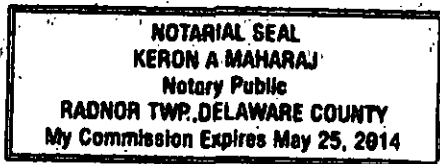
That Park Power, LLC, the Applicant herein, acknowledges that it has a statutory obligation to conform with 66 Pa. C.S. §506, §2807 (C), §2807(D)(2), §2809(B) and the standards and billing practices of 52 PA. Code Chapter 56.

That the Applicant agrees to provide all consumer education materials and information in a timely manner as requested by the Bureau of Public Liaison or other Commission bureaus. Materials and information requested may be analyzed by the Commission to meet obligations under applicable sections of the law.

That the facts above set forth are true and correct/true and correct to the best of his/her knowledge, information, and belief.

*[Handwritten Signature]*  
Signature of Affiant

Sworn and subscribed before me this 3 day of October, 2012.



*[Handwritten Signature]*  
Signature of official administering oath

My commission expires May 25, 2014.

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**Sample Disclosure Statement Format  
for Electric Generation Suppliers**

This is an agreement for electric generation service, between EGS name and customer's name and full address.

**Background**

- We at Park Power, LLC are licensed by the Pennsylvania Public Utility Commission to offer and supply electric generation services in Pennsylvania. Our PUC license number is A-XXXX-XXXXXXX.
- We set the generation prices and charges that you pay. The Public Utility Commission regulates distribution prices and services. The Federal Energy Regulatory Commission regulates transmission prices and services.
- Include one of the two following options:  
  
You will receive a single bill from your utility that will contain distribution utility name charges and Park Power's charges.
- Right of Rescission - You may cancel this agreement at any time before midnight of the third business day after receiving this disclosure.

**Definitions**

- Generation Charge - Charge for production of electricity.
- Transmission Charge - Charge for moving high voltage electricity from a generation facility to the distribution lines of an electric distribution company.
- Nonbasic Charges - *Define each nonbasic service being offered.*

**Terms of Service**

**1. (a) Basic Service Prices** - *Itemize Basic Services you are billing for and their prices.*

You will pay TBD – Park Power's rate per kWh for electric generation service.  
*Suppliers are to include any variable pricing conditions and limits, if charging a variable rate.*

You will pay TBD – Park Power's rate per kWh for transmission service

**(b) Nonbasic Service Prices** - *Itemize Nonbasic Services you are offering and their prices.*

**2. Length of Agreement**

You will buy your electricity generation service for the above street address from Park Power, LLC beginning date through date of expiration, if any.

**3. Special Terms and Conditions - List and explain all that apply.**

- Sign-up bonuses
- Add-ons
- Limited time offers
- Other Sales Promotions
- Exclusions

(At this time, Park Power has not yet determined the specific terms and conditions under which it will offer electricity supply services)

**4. Special Services - Provide explanation of price, terms and conditions, including advanced metering deployment, if applicable.**

(At this time, Park Power has not yet determined the specific terms and conditions under which it will offer electricity supply services)

**5. Penalties, Fees and Exceptions - List any that apply including a late payment charge. The print size for this section must be larger than the print in the rest of the agreement.**

(At this time, Park Power has not yet determined the specific terms and conditions under which it will offer electricity supply services)

**6. Cancellation Provisions - This category may consist of both customer initiated cancellation provisions and supplier initiated cancellation provisions.**

**7. Renewal Provision/Agreement Expiration/Change in Terms**

If you have a fixed term agreement with us and it is approaching the expiration date or if we propose to change our terms of service, we will send you two advance written notices either in our bills or in separate mailings between 45 and 90 days before either the expiration date or the effective date of the changes. We will explain your options in these two advance notices.

**8. Dispute Procedures**

Contact us with any questions concerning our terms of service. You may call the PUC if you are not satisfied after discussing your terms with us.

**9. Contact Information**

Generation Supplier Name:

Park Power, LLC (Attn: Joe Colia)

Address:

1500 Radnor Chester Rd, Ste. A130

Radnor, PA 19087

610-971-9000

Phone Number:

Internet Address:

www.parkpower.com

Electric Distribution Company Name:

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**Appendix G (Continued)**

Provider of Last Resort Name:

\_\_\_\_\_

Address:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone Number:

\_\_\_\_\_

Public Utility Commission (PUC)

Address:

P.O. Box 3265 Harrisburg, PA 17105-3265

Choice Hotline Number:

1-800-692-7380

Universal Service Program Name:

\_\_\_\_\_

Phone Number:

\_\_\_\_\_

**Attachment 1  
To  
Application of Park Power LLC**

**Certificate of Organization (in response to section 2 of Application)**

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COMMONWEALTH OF PENNSYLVANIA  
DEPARTMENT OF STATE  
CORPORATION BUREAU  
401 NORTH STREET, ROOM 206  
P.O. BOX 8722  
HARRISBURG, PA 17105-8722  
WWW.CORPORATIONS.STATE.PA.US/CORP

Park Power, LLC

THE CORPORATION BUREAU IS HAPPY TO SEND YOU YOUR FILED DOCUMENT. THE CORPORATION BUREAU IS HERE TO SERVE YOU AND WANTS TO THANK YOU FOR DOING BUSINESS IN PENNSYLVANIA.

IF YOU HAVE ANY QUESTIONS PERTAINING TO THE CORPORATION BUREAU, PLEASE VISIT OUR WEB SITE LOCATED AT WWW.CORPORATIONS.STATE.PA.US/CORP OR PLEASE CALL OUR MAIN INFORMATION TELEPHONE NUMBER (717)787-1057. FOR ADDITIONAL INFORMATION REGARDING BUSINESS AND / OR UCC FILINGS, PLEASE VISIT OUR ONLINE "SEARCHABLE DATABASE" LOCATED ON OUR WEB SITE.

ENTITY NUMBER: 4130989

Melissa Zeiders of Stevens & Lee ( Counter )  
counter pickup

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SECRETARY'S BUREAU

**PENNSYLVANIA DEPARTMENT OF STATE  
 CORPORATION BUREAU**

Entity Number

**Certificate of Organization  
 Domestic Limited Liability Company  
 (15 Pa.C.S. § 8913)**

Name  
**Melissa Zeiders of Stevens & Lee (counter pick up)**

---

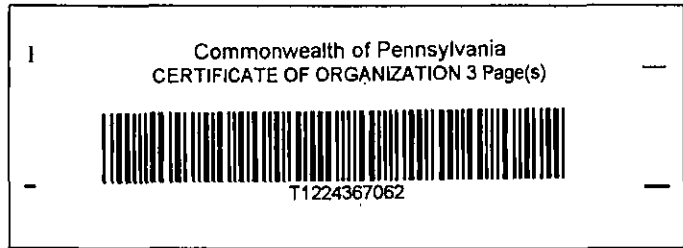
Address  
**17 N 2<sup>nd</sup> St. 16<sup>th</sup> Floor**

---

City	State	Zip Code
<b>Harrisburg</b>	<b>PA</b>	<b>17101</b>

Document will be returned to the name and address you enter to the left.

Fee: \$125



In compliance with the requirements of 15 Pa.C.S. § 8913 (relating to certificate of organization), the undersigned desiring to organize a limited liability company, hereby certifies that:

1. The name of the limited liability company (*designator is required, i.e., "company", "limited" or "limited liability company" or abbreviation*):  
**Park Power, LLC**

2. The (a) address of the limited liability company's initial registered office in this Commonwealth or (b) name of its commercial registered office provider and the county of venue is:

(a) Number and Street	City	State	Zip	County
<b>150 North Radnor-Chester Road, Suite A-130</b>	<b>Radnor</b>	<b>PA</b>	<b>19087</b>	<b>Delaware</b>

---

(b) Name of Commercial Registered Office Provider  
 c/o: \_\_\_\_\_

3. The name and address, including street and number, if any, of each organizer is (*all organizers must sign on page 2*):

Name	Address
<b>Melissa Zeiders of Stevens &amp; Lee</b>	<b>17 N. 2<sup>nd</sup> Street, 16<sup>th</sup> Floor, Harrisburg, PA 17101</b>

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SECRETARY'S BUREAU  
 PA FUC

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DSCB:15-8913-2

4. ~~Strike out if inapplicable term~~

~~—A member's interest in the company is to be evidenced by a certificate of membership interest.~~

5. ~~Strike out if inapplicable:~~

~~—Management of the company is vested in a manager or managers.~~

6. The specified effective date, if any is: \_\_\_\_\_  
month date year hour, if any

7. ~~Strike out if inapplicable: The company is a restricted professional company organized to render the following~~  
~~restricted professional service(s):~~

8. For additional provisions of the certificate, if any, attach an 8½ x 11 sheet.

IN TESTIMONY WHEREOF, the organizer(s) has (have)  
signed this Certificate of Organization this

29 day of August, 2012.

Melina M. Zeiders  
Melissa M. Zeiders, Organizer

**Attachment3  
To  
Application of Park Power LLC**

**Description of Technical Fitness (in response to section 8 of Application)**

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## **ATTACHMENT 3 to Application of Park Power, LLC**

### **Description of Technical Fitness**

#### Company Background and Business Plan

Park Power, LLC was formed with the express purpose of capitalizing on the market opportunity brought about by the deregulation of the energy industry to build a large, multi-state competitive retail energy supply company.

The addressable market for the company's products is substantial. To date, there are seventeen states that have deregulated their electric markets and 24 states that have deregulated their natural gas markets.

In the U.S. deregulated electric market there are approximately 52M electric users and to date only 20% of them have switched to alternate energy suppliers. That leaves approximately 40M electric users in Park Power's target market nationwide.

Enrolling even a small percentage of the currently available electric market would guarantee the success and profitability of Park Power. Park Power will initially focus its marketing efforts on states which have incorporated Purchase of Receivables (POR) into their deregulation laws. The initial targeted states include Pennsylvania, Maryland, Ohio, Illinois, District of Columbia, Connecticut, New York, and New Jersey.

Operating in multiple states provides a level of protection in that if headroom in a particular state decreases, a slight increase in price in the other states can help maintain overall margins. It also helps to mitigate regulatory risk.

From a marketing perspective, Park Power will use a variety of industry standard approaches as well as some innovative marketing and customer acquisition strategies that will allow the Park Power to quickly grow its customer base. It will also develop new creative products to attract a wider base of customers. Park Power will utilize a variety of distribution channels including traditional advertising, affinity brokers, and call centers. These channel strategies will allow Park Power to acquire thousands of customers within 12-to-24 months.

#### Qualifications

Park Power LLC meets the appropriate technical qualifications necessary to successfully and properly do business as a Pennsylvania-licensed EGS. Park Power is led by a team of experienced management professionals, and has retained the services of leading energy procurement and EDI transaction firms to support the company's initial operations and expected growth.

Park Power has retained GP Renewables & Trading to provide procurement support and assist Park Power in supervising and managing short and long term wholesale procurement and supply obligations. GP Renewables and Trading will also provide the following services to Park Power as needed:

Load Forecasting on a long and short term basis

Day-ahead Bidding and Scheduling

Energy Trading

Financial /Physical Hedging Execution

Trading Control Services

Compliance Reporting

ISDA Negotiation

Collateral Management

Settlement Tracking

More information about GP Renewables is available on their website at [www.gprenew.com](http://www.gprenew.com)

Gabriel Phillips, the President of GP Renewables & Trading, will be primarily responsible for managing Park Power LLC's energy procurement operations. Mr. Phillips' resume, as well as the pertinent resumes of the GP Renewables' team that will be supporting him, are attached hereto.

Park Power has contracted with EC Infosystems to provide a range of back-office support and electronic data interface ("EDI") services. EC Infosystems is a leading EDI firm, and currently processes several million transactions for its 150 clients. EC Infosystems currently interfaces with over 70 utility companies on behalf of its clients. The firm's clients range from medium to large energy marketers to utilities across 19 states. EC Infosystems is currently the largest EDI Transaction Management provider in New York serving more than 51 energy marketers and growing. EC Infosystems provides robust transaction processing services in CAISO, ERCOT, NEPOOL, NYISO, PJM and other ISOs.

Park Power's sales, marketing, and financial operations will be overseen by its President, Gary DeSanto. Mr. DeSanto has extensive managerial experience, and is currently the Chief Executive Officer of DeSanto Realty Group, a nationally recognized real estate investment company. As CEO of DeSanto Realty Group since 2000, Mr. DeSanto has overseen the acquisition and/or management of properties

in six states with 925,000-square feet of office/flex space and nearly 2,000 residential units. Mr. DeSanto has led the company through real estate acquisitions and transactions totaling over \$300 million on behalf of 270 investors. Mr. DeSanto manages the cash flow of the DeSanto Realty Group's portfolio properties, oversees the operations of the various properties, and is responsible for quarterly and annual report to investors on the performance of the portfolio.

Mr. DeSanto has also served as a marketing agent and consultant for an electricity supplier, and successfully built a sales force that generated a combined book of business with 20 million kWh per month in electricity supply. He regularly advises commercial property owners on electricity supply issues and opportunities. Relying on this experience, Mr. DeSanto will manage Park Power's sales and marketing operations.

Joseph Colia, will be primarily responsible for ensuring Park Power's legal and regulatory compliance. Mr. Colia is currently the Chief Operating Officer of DeSanto Realty Group. Prior to joining DRG, Mr. Colia was employed management experience with Boeing and Thomas & Betts, where he was responsible for running operations and staff of up to 125 people with annual budgets of more than \$25 million. Mr. Colia holds a B.S. Degree in Industrial Engineering and Operations Research from The Pennsylvania State University and also has a M.S. in Industrial Management from Widener University. In his role as COO of DeSanto Realty Group, Mr. Colia is responsible for overseeing the company's day to day operations, including employment issues, financial controls, and preparation/distribution of legal and financial documents to investors.

Gale Ceniviva will serve as Park Power's Vice-President and customer service manager. Ms. Ceniviva is a licensed realtor and experienced commercial property asset manager. In her role as a commercial asset manager, Ms. Ceniviva accumulated extensive experience on energy supply products, rates, terms and conditions, and will apply this experience to ensure high quality service to Park Power's residential and commercial customers.

# Gabriel Phillips

## Professional History:

### **GP Renewables & Trading; Founder & CEO- June 2010 – Present; New York, NY**

- Managed the daily forecasting, bidding, and scheduling for over 10 ARES with over 500 MW load portfolios in the NYISO, ISO-NE, PJM.
- Created financial hedging strategies for ARES customers
- Executed financial hedging strategies with a variety of counterparties
- Managed daily collateral and P&L for ARES customer with counterparties and ISOs
- Procured RECs to satisfy ARES customer RPS needs

### **Sempra Energy Trading; Term Power Trader/Assistant Trader- September 2007 – May 2010; Stamford, CT**

- Traded a portfolio of short and long term financial and physical power and natural gas positions spanning four ISO territories, the NYISO, ISO-NE, PJM and the Ontario IMO.
- Priced deals to service customer flow business with an average duration of less than 2 years.
- Managed basis risk to 75 different locations using over the counter basis markets and Financial Transmission rights (FTR) markets to hedge exposure.
- Utilized the virtual market to diversify risk between the day ahead and real time as well as take incremental risk.
- Managed financial tolling deals for two NY power plants totaling 600mws modeled as options driven by various fuel prices and internal option models.
- Utilized the virtual market to diversify risk between the day ahead and real time as well as take incremental risk.
- Gained proficiency in managing and mitigating the financial impact of doing physical and financial direct customer and cleared speculative business in various regions by initiating transactions to reduce ancillary services costs generated by carrying large physical positions and to reduce Original Margin requirements with various exchanges including NYMEX and ICE.
- Built various stack and transmission models for Day Ahead and Term trading; including calibrating the model DAYZER to run in conjunction with internal systems for PJM, and two excel based stack models for NYISO and ISO-NE respectively.

### **Sempra Energy Trading; Real Time Power Trader- September 2006 – September 2007; Stamford, CT**

- Traded day-ahead and hour-ahead financial and physical power in the WECC region, including California Independent System Operator (CAISO) and the Alberta Electric System Operator (AESO).
- Built and capitalized on customer relationships in taking advantage of arbitrage and spread opportunities.
- Took day-ahead transmission positions to be utilized in real time.
- Gained proficiency in creating NERC required tags to represent the flow of energy in Real Time.
- Studied the fundamentals of the power industry as they relate Hour Ahead and Day Ahead trading; including the affect of the generation stack, transmission constraints, congestion, load forecasts and weather on prices at the various trading hubs in the WECC.

### **Sempra Energy Trading; Day-Ahead Power Scheduler- July 2006-September 2006; Stamford, CT**

- Coordinated the flow of long term and day-ahead physical power transactions for the West Coast Power Desk in the WECC region.
- Communicated with a large number of customers daily to search for Bookout opportunities in order to reduce overhead in each of the profit centers on the desk.
- Provided the desk with market intelligence gathered during communication with customers and scheduling/tagging process.
- Learned to make NREC required tags to represent the flow of energy from generator to sink anywhere in the WECC region.

### **Sempra Energy Trading; Collateral Analyst- December 2005- July 2006; Stamford, CT**

- Processed and executed all collateral requests made by and on Sempra Energy Trading Corp, Sempra Energy Europe Ltd and Sempra Oil Trading Sarl., covering all counter parties worldwide.
- Assisted in managing basic liquidity needs by coordinating with CCO and Treasury department in the deployment of cash collateral and letters of credit.
- Reconciled the value of all types of transactions in all of SET's portfolios against the counter parties for the purpose of increasing the coverage of our credit exposure during a margin call dispute resolution. This process must be accomplished in a timely fashion without divulging sensitive information.
- Consistently work towards improved process efficiency and accuracy by increasing automation and enhancing the features of the Java application used as the Margin System.

### **Sempra Energy Trading; Business Analyst- September 2005-December 2005; Stamford, CT**

- Supported the trading floor by interpreting the intricacies of how SET's internal trading and reporting system (Affinity) calculates the value of various deals and stores/displays information for the entire trading staff in Stamford, CT alongside only two other Business Analysts.



- Translated elements of the trading business from settlements and trade entry to P&L calculation to aid the development staff in creating more efficient and accurate systems.
- Coordinated and ensured the accuracy of pricing feeds and reporting updated our systems' information feeds from the nation's ISO's as well as maintained connectivity with data providers such as Reuters and LJM.

# JONATHAN SPIVAK

50 Prince st., Apt. 6L New York, NY 10012 • Mobile: (203) 858-0696 • Email: jonspiv@gmail.com

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## EXPERIENCE

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### **GP Renewables & Trading, , New York, NY**

April 2011 – Present

*Director*

- Provide daily load forecasts for several energy suppliers spanning four states, and three ISOs with a combined client book of over 500,000 customers.
- Schedule power in the day-ahead markets. Forecasted and maintained physical power hedges in the forward market.
- Create daily, weekly, and monthly settlements reports in order to analyze costs to maximize book profitability.
- Facilitate New York ISO ICAP monthly auctions for clients

### **RBS Semptra Commodities, New York, NY**

August 2008 – April 2011

*Financial Risk Analyst*

November 2009 – April 2011

- Scheduled power in the day-ahead market in the New England and PJM ISOs.
- Maintained firm-wide official profit and loss, generating integral and time-sensitive company reports pivotal to all of risk management
- Prepare and maintain excel based reports using various data sources such as pricing, P&L, positions, VaR, stress etc. under rapidly changing requirements
- Verified and corrected in-house trades within various trading platforms, implemented process to verify and track explanations on trades generating substantial revenue, submitted external price reporting of physical basis and fixed natural gas trading activities on regular schedules
- Provide daily profit and loss explanations for physical and financial natural gas revenue

*Margin/Credit Analyst*

August 2008 – November 2009

- Responsible for all margin activities including daily calls to over fifty counterparties, confirm settlements, and manage letter of credit activities.
- Primary contact for dispute resolution including exposure, interest rate and contract discrepancies
  - Identify forward pricing issues via excel pivot table analyses
- Generate ideas to improve the efficiency and accuracy of the Credit Management System
- Communicate daily cash flow and letter of credit movements through intraday reports.

## EDUCATION

---

**Bucknell University, Lewisburg, PA**

Degree: Bachelor of Arts, Major: Economics Minor: Political Science

Dean's List: Fall 2004 – Spring 2005

Fall 2001 – Spring 2005

## **ALEXANDRE BALDASSANO**

247 Parkview Avenue, Apt 5S, Bronxville, NY 10708

203.391.4990 aabaldassano@gmail.com

### **EXPERIENCE**

#### **GP Renewables & Trading – Stamford, CT**

**11/10 – Present**

*Director, Renewables & Environmental Services*

- Analyze federal and regional renewable energy and environmental policy
- Create and market compliance and voluntary environmental credit products
- Expand renewable generation project pipeline
- Analyze state Renewable Portfolio Standard market fundamentals
- Develop spot and futures environmental credit trading strategies for managed accounts and proprietary portfolios
- Use proprietary forecasting models to purchase day-ahead hourly wholesale power from PJM and ISO New England

#### **Natsource Asset Management – New York, NY**

**04/08 – 10/10**

*Contract Manager*

**10/09 – 10/10**

- Manage all worldwide institutional relationships for \$500mm carbon commodity fund
- Compose monthly and quarterly investor reports for all hedge funds, managed accounts, and commodity funds
- Supervise ongoing contractual commitments between institutional investors, investment manager, and underlying investment

*Operations, Sales, and Risk Associate*

**04/08-10/09**

- Determined end of month beta exposures and asset allocation breakdowns for all portfolios
- Acted as a liaison between existing and potential investors, and the Director of Marketing and Sales
- Researched and grew marketing distribution channels for the Director of Marketing and Sales
- Analyzed and communicated daily carbon and FX beta exposure for largest fund directly to Senior Management
- Identified and rectified daily trade and cash reconciliations while acting as liaison between the trading desk and prime brokerage

### **EDUCATION**

**Fordham University Graduate School of Business – New York, NY**

**M.B.A – Finance and Marketing Concentration (Expected 2012)**

**Haverford College – Haverford, PA**

**B.A. – Economics, May 2003**

**Temple University – Rome, Italy**

**General Coursework, 8/01-12/01**

**Attachment 4  
To  
Application of Park Power LLC  
Proofs of Publication (in response to section 12 of Application)**

**RECEIVED**

**2012 OCT -5 PM 12: 08**

**PA PUC  
SECRETARY'S BUREAU**

Proof of Publication in The Philadelphia Daily News  
Under Act. No 587, Approved May 16, 1929

STATE OF PENNSYLVANIA  
COUNTY OF PHILADELPHIA

Florence Devlin being duly sworn, deposes and says that **The Philadelphia Daily News** is a newspaper published daily, except Sunday, at Philadelphia, Pennsylvania, and was established in said city in 1925, since which date said newspaper has been regularly issued in said County, and that a copy of the printed notice of publication is attached hereto exactly as the same was printed and published in the regular editions and issues of the said newspaper on the following dates:

September 10, 2012

Affiant further deposes and says that she is an employee of the publisher of said newspaper and has been authorized to verify the foregoing statement and that she is not interested in the subject matter of the aforesaid notice of publication, and that all allegations in the foregoing statement as to time, place and character of publication are true.



Sworn to and subscribed before me this 10<sup>th</sup> day of  
September, 2012.



Notary Public

My Commission Expires:

NOTARIAL SEAL  
Mary Anne Logan, Notary Public  
City of Philadelphia, Phila. County  
My Commission Expires 3/30/2013

Copy of Notice of Publication

PENNSYLVANIA  
PUBLIC UTILITY COMMISSION  
NOTICE

Application of Park Power, LLC For Approval To Offer, Render, Furnish Or Supply Electricity Or Electric Generation Services As A Supplier Of Electric Power, A Marketer/Broker Engaged In The Business Of Supplying Electricity, And An Aggregator Engaged In The Business Of Supplying Electricity, To The Public In The Commonwealth Of Pennsylvania.

Park Power, LLC will be filing an application with the Pennsylvania Public Utility Commission ("PUC") for a license to supply electricity or electric generation services as a supplier of electric power, a broker/marketer engaged in the business of supplying electricity, and an aggregator engaged in the business of supplying electricity. Park Power, LLC propose to sell electricity and related services throughout Pennsylvania under the provisions of the Electricity Generation Customer Choice and Competition Act.

The PUC may consider this application without a hearing. Protests directed to the technical or financial fitness of Park Power, LLC may be filed within 15 days of the date of this notice with the Secretary of the PUC, P.O. Box 3265, Harrisburg, PA 17105-3265. You should send copies of any protest to Park Power, LLC's attorney at the address listed below.

By and through Counsel:

Michael A. Grun, Esq.  
Stevens & Lee, P.C.  
17 N. 2nd St., 16th Fl.  
Harrisburg, PA 17101

Tel: 717-255-7366

Fax: 610-985-0852

Attorney for Park Power, LLC

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FA PUC  
SECRETARY'S BUREAU

The Scranton Times (Under act P.L. 877 No 160. July 9, 1976)  
Commonwealth of Pennsylvania, County of Lackawanna

STEVENS & LEE  
16TH FLOOR  
17 N 2ND ST HARRISBURG PA 17101

Account # 63029  
Order # 81016172  
Ad Price: 223.40

Gina Krushinski  
Being duly sworn according to law deposes and says that she is Billing clerk for The Scranton Times, owner and publisher of The Scranton Times, a newspaper of general circulation, established in 1870, published in the city of Scranton, county and state aforesaid, and that the printed notice or publication hereto attached is exactly as printed in the regular editions of the said newspaper on the following dates:

09/08/2012

Affiant further deposes and says that neither the affiant nor The Scranton Times is interested in the subject matter of the aforesaid notice or advertisement and that all allegations in the foregoing statement as time, place and character or publication are true Gina Krushinski

Sworn and subscribed to before me  
this 4th day of October A.D., 2012

Sharon Venturi  
(Notary Public)

COMMONWEALTH OF PENNSYLVANIA  
Notarial Seal  
Sharon Venturi, Notary Public  
City of Scranton, Lackawanna County  
My Commission Expires Feb. 12, 2014  
Member, Pennsylvania Association of Notaries

LEGAL NOTICE  
PENNSYLVANIA PUBLIC  
UTILITY COMMISSION NOTICE  
PARK POWER, LLC  
1700 N. 2ND ST. SUITE 200  
HARRISBURG, PA 17101  
ATTORNEY AT LAW  
PARK POWER, LLC  
1700 N. 2ND ST. SUITE 200  
HARRISBURG, PA 17101  
ATTORNEY AT LAW

### Proof of Publication of Notice in Pittsburgh Post-Gazette

Under Act No 587, Approved May 16, 1929, PL 1784, as last amended by Act No 409 of September 29, 1951

Commonwealth of Pennsylvania, County of Allegheny, ss M. Goodwin, being duly sworn, deposes and says that the Pittsburgh Post-Gazette, a newspaper of general circulation published in the City of Pittsburgh, County and Commonwealth aforesaid, was established in 1993 by the merging of the Pittsburgh Post-Gazette and Sun-Telegraph and The Pittsburgh Press and the Pittsburgh Post-Gazette and Sun-Telegraph was established in 1960 and the Pittsburgh Post-Gazette was established in 1927 by the merging of the Pittsburgh Gazette established in 1786 and the Pittsburgh Post, established in 1842, since which date the said Pittsburgh Post-Gazette has been regularly issued in said County and that a copy of said printed notice or publication is attached hereto exactly as the same was printed and published in the \_\_\_\_\_ regular \_\_\_\_\_ editions and issues of the said Pittsburgh Post-Gazette a newspaper of general circulation on the following dates, viz:

**11 of September, 2012**

Affiant further deposes that he/she is an agent for the PG Publishing Company, a corporation and publisher of the Pittsburgh Post-Gazette, that, as such agent, affiant is duly authorized to verify the foregoing statement under oath, that affiant is not interested in the subject matter of the afore said notice or publication, and that all allegations in the foregoing statement as to time, place and character of publication are true.

M. Goodwin  
PG Publishing Company

Sworn to and subscribed before me this day of:  
September 11, 2012

Linda M. Gaertner

COMMONWEALTH OF PENNSYLVANIA  
Notarial Seal  
Linda M. Gaertner, Notary Public  
City of Pittsburgh, Allegheny County  
My Commission Expires Jan. 31, 2015  
MEMBER, PENNSYLVANIA ASSOCIATION OF NOTARIES

RECEIVED

2012 OCT -5 PM 12:08

#### STATEMENT OF ADVERTISING COSTS

Stevens & Lee  
170 N 2ND ST FL 16  
ATTN: Karen Duncan  
HARRISBURG PA 17101-1638

To PG Publishing Company

Total ----- \$532.50

#### Publisher's Receipt for Advertising Costs

PG PUBLISHING COMPANY, publisher of the Pittsburgh Post-Gazette, a newspaper of general circulation, hereby acknowledges receipt of the aforesaid advertising and publication costs and certifies that the same have been fully paid.

Office  
34 Boulevard of the Allies  
PITTSBURGH, PA 15222  
Phone 412-263-1338

PG Publishing Company, a Corporation, Publisher of  
Pittsburgh Post-Gazette, a Newspaper of General Circulation

By Maria Lucia

I hereby certify that the foregoing is the original Proof of Publication and receipt for the Advertising costs in the subject matter of said notice.

#### COPY OF NOTICE OR PUBLICATION

##### PENNSYLVANIA PUBLIC UTILITY COMMISSION NOTICE

Application of Park Power, LLC For Approval To Offer, Render, Furnish Or Supply Electricity Or Electric Generation Services As A Supplier Of Electric Power, A Marketer/Broker Engaged In The Business Of Supplying Electricity, And An Aggregator Engaged In The Business Of Supplying Electricity, To The Public In The Commonwealth Of Pennsylvania.

Park Power, LLC will be filing an application with the Pennsylvania Public Utility Commission ("PUC") for a license to supply electricity or electric generation services as a supplier of electric power, a broker/marketer engaged in the business of supplying electricity, and an aggregator engaged in the business of supplying electricity. Park Power, LLC proposes to sell electricity and related services throughout Pennsylvania under the provisions of the Electricity Generation Customer Choice and Competition Act.

The PUC may consider this application without a hearing. Protests directed to the technical or financial fitness of Park Power, LLC may be filed within 15 days of the date of this notice with the Secretary of the PUC, P.O. Box 3265, Harrisburg, PA 17105-3265. You should send copies of any protest to Park Power, LLC's attorney at the address listed below.

By and through Counsel:  
Michael A. Grinn, Esq.  
Stevens & Lee, P.C.  
17 N. 2nd St., 16th Fl.  
Harrisburg, PA 17101  
Tel: 717-255-7365  
Fax 610-988-0852  
Attorney for  
Park Power, LLC

PROOF OF PUBLICATION OF NOTICE IN THE WILLIAMSPORT SUN-GAZETTE UNDER ACT NO. 587, APPROVED MAY 16, 1929

STATE OF PENNSYLVANIA  
COUNTY OF LYCOMING

SS:

Bernard A. Oravec Publisher of the Sun-Gazette Company, publishers of the Williamsport, Sun-Gazette, successor to the Williamsport Sun and the Gazette & Bulletin, both daily newspapers of general circulation, published at 252 West Fourth Street, Williamsport, Pennsylvania, being duly sworn, deposes and says that the Williamsport Sun was established in 1870 and the Gazette & Bulletin was established in 1801, since which dates said successor, the Williamsport Sun-Gazette, has been regularly issued and published in the County of Lycoming aforesaid, and that a copy of the printed notice is attached hereto exactly as the same was printed and published in the regular editions of said Williamsport Sun-Gazette on the following dates, viz:

September 11, 2012

Affiant further deposes that he is an officer daily authorized by the Sun-Gazette Company, publisher of the Williamsport Sun-Gazette, to verify the foregoing statement under oath and also declares that affiant is not interested in the subject matter of the aforesaid notice of publication, and that the foregoing statement as to time, place and character of publication are true.

PENNSYLVANIA  
PUBLIC UTILITY  
COMMISSION  
NOTICE

Application of Park Power, LLC For Approval To Offer, Render, Furnish Or Supply Electricity Or Electric Generation Services As A Supplier Of Electric Power, A Marketer/Broker Engaged In The Business Of Supplying Electricity, And An Aggregator, Engaged In The Business Of Supplying Electricity, To The Public In The Commonwealth Of Pennsylvania.

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of supplying electricity, and an aggregator engaged in the business of supplying electricity. Park Power, LLC proposes to sell electricity and related services throughout Pennsylvania under the provisions of the Electricity Generation Customer Choice and Competition Act.

The PUC may consider this application without a hearing. Protests directed to the technical or financial fitness of Park Power, LLC, may be filed within 15 days of the date of this notice, with the Secretary of the PUC, P.O. Box 3285, Harrisburg, PA 17105-3285. You should send copies of any protest to Park Power, LLC's attorney at the address listed below.

By and through Counsel:  
Michael A. Gruin, Esq.  
Stevens & Lee, P.C.  
17 N. 2nd St., 18th Fl.  
Harrisburg, PA 17101  
Tel: 717-255-7365  
Fax 610-888-0852  
Attorney for Park Power, LLC

THE SUN-GAZETTE  
and certifies that

Bernard A. Oravec

SUN-GAZETTE COMPANY

Sworn to and subscribed before me  
the 11<sup>th</sup> day of September, 2012

Cathy A. Billey  
Notary Public

NOTARIAL SEAL  
CATHY A. BILLEY, Notary Public  
City of Williamsport, Lycoming County  
My Commission Expires May 15, 2015

STATEMENT OF ADVERTISING COSTS

To the Sun-Gazette Company, Dr.:  
For publishing the notice attached  
hereto on the above state dates.....\$ 768.52  
Probated same.....\$  
Total.....\$ 768.52

RECEIPT FOR ADVERTISING COSTS

by acknowledges receipt of the aforesaid advertising and publication costs fully paid.

SUN-GAZETTE COMPANY

BY Bernard A. Oravec

RECEIVED  
2012 SEP -5 PM 12:07  
PA PUC  
SECRETARY'S BUREAU



The Patriot-News Co.  
2020 Technology Pkwy  
Suite 300  
Mechanicsburg, PA 17050  
Inquiries - 717-255-8213

The Patriot-News  
Now you know

STEVENS & LEE  
17 NORTH SECOND STREET  
16TH FLOOR

HARRISBURG PA 17101

THE PATRIOT NEWS  
THE SUNDAY PATRIOT NEWS

Proof of Publication

Under Act No. 587, Approved May 16, 1929  
Commonwealth of Pennsylvania, County of Dauphin} ss

Holly Blain, being duly sworn according to law, deposes and says:

That she is a Staff Accountant of The Patriot News Co., a corporation organized and existing under the laws of the Commonwealth of Pennsylvania, with its principal office and place of business at 2020 Technology Pkwy, Suite 300, in the Township of Hampden, County of Cumberland, State of Pennsylvania, owner and publisher of The Patriot-News and The Sunday Patriot-News newspapers of general circulation, printed and published at 1900 Patriot Drive, in the City, County and State aforesaid; that The Patriot-News and The Sunday Patriot-News were established March 4th, 1854, and September 18th, 1949, respectively, and all have been continuously published ever since;

That the printed notice or publication which is securely attached hereto is exactly as printed and published in their regular daily and/or Sunday/ Community Weekly editions which appeared on the date(s) indicated below. That neither she nor said Company is interested in the subject matter of said printed notice or advertising, and that all of the allegations of this statement as to the time, place and character of publication are true; and

That she has personal knowledge of the facts aforesaid and is duly authorized and empowered to verify this statement on behalf of The Patriot-News Co. aforesaid by virtue and pursuant to a resolution unanimously passed and adopted severally by the stockholders and board of directors of the said Company and subsequently duly recorded in the office for the Recording of Deeds

Dauphin in Miscellaneous Book "M", Volume 14, Page 317.

This ad # 0002228858 ran on the dates shown below:

September 12, 2012

Sworn to and subscribed before me this 12 day of September, 2012 A.D.

Notary Public

COMMONWEALTH OF PENNSYLVANIA  
Notarial Seal  
Sherrie L. Owens, Notary Public  
Lower Paxton Twp., Dauphin County  
My Commission Expires Nov. 26, 2015  
MEMBER, PENNSYLVANIA ASSOCIATION OF NOTARIES

PA PUC  
SECRETARY'S BUREAU

2012 OCT -5 PM 12:07

RECEIVED

PENNSYLVANIA  
PUBLIC UTILITY COMMISSION  
NOTICE  
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By and through Counsel:  
Michael A. Gruin, Esq.  
Stevens & Lee, P.C.  
17 N. 2nd St., 16th Fl.  
Harrisburg, PA 17101  
Tel: 717-255-7365  
Fax 610-988-0852  
Attorney for Park Power, LLC

**Appendix C**

**CERTIFICATE OF SERVICE**

On this the 5<sup>n</sup> day of October 2012, I certify that a true and correct copy of the foregoing application form for licensing within the Commonwealth of Pennsylvania as an Electric Generation Supplier and all attachments have been served upon the following:

Office of Consumer Advocate  
5th Floor, Forum Place  
555 Walnut Street  
Harrisburg, PA 17120

Small Business Advocate  
Commerce Building, Suite 1102  
300 North Second Street  
Harrisburg, PA 17101

Regulatory Affairs  
Duquesne Light Company  
411 Seventh Street, MD 16-4  
Pittsburgh, PA 15219

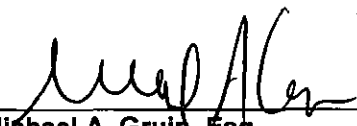
Office of the Attorney General  
Bureau of Consumer Protection  
Strawberry Square, 14th Floor  
Harrisburg, PA 17120

Commonwealth of Pennsylvania  
Department of Revenue  
Bureau of Compliance  
Harrisburg, PA 17128-0946

Manager Energy Acquisition  
PECO Energy Company  
2301 Market Street  
Philadelphia, PA 19101-8699

Legal Department  
Attn: Paul Russell  
PPL  
Two North Ninth Street  
Allentown, PA 18108-1179

RECEIVED  
2012 OCT -5 PM 12:07  
PA PUC  
SECRETARY'S BUREAU

  
\_\_\_\_\_  
Michael A. Gruin, Esq  
Attorney for Park Power, LLC