

 **URBAN & BLATTENBERGER** P.C.  
ATTORNEYS AT LAW

October 30, 2012

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

**Re: Northeast Energy Advisors, LLC  
Docket No. A-2012-2322722**

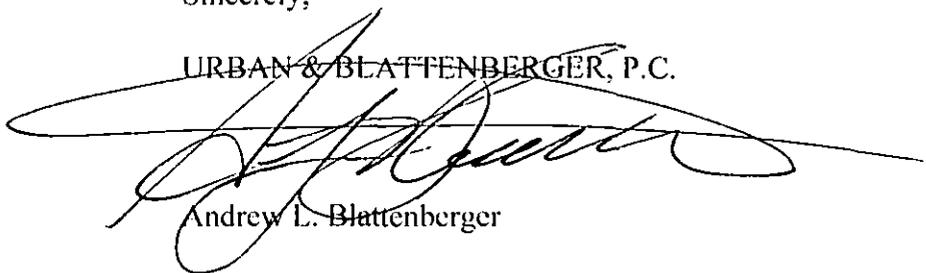
Dear Secretary Chiavetta,

Enclosed for filing, please find three copies of the response being filed by Northeast Energy Advisors, LLC to the Commission's letter request dated October 19, 2012.

Please time-stamp one of the copies and return it to me in the enclosed self-addressed stamped envelope. Should you have any questions or wish to discuss this matter, please feel free to contact me.

Sincerely,

URBAN & BLATTENBERGER, P.C.

  
Andrew L. Blattenberger

Enclosures

RECEIVED  
2012 NOV -1 AM 10:56  
PA, P.U.C.  
SECRETARY'S BUREAU

David Mikula, President  
Northeast Energy Advisors, LLC  
10900 Perry Highway, #210  
Pittsburgh, PA 15090  
Phone (412) 337-6099  
Facsimile (412) 202-4233  
dmikula@northeastenergyadvisors.com

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SECRETARY'S BUREAU

October 29, 2012

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

**Re: Northeast Energy Advisors, LLC – EGS License Application  
Docket No. A-2012-2322722**

Dear Secretary Chiavetta,

In response to the letter and corresponding data request dated October 19, 2012 received from Paul Diskin, Director of the Bureau of Technical Utility Services, I am providing the following information:

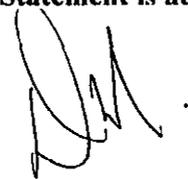
1. Alternate contact person and associated information.

**The alternate contact person for consumer service and complaints is as follows:**

**Erich Landis, Vice President and Treasurer  
Northeast Energy Advisors, LLC  
10900 Perry Highway, #210  
Pittsburgh, PA 15090  
Telephone: (412) 389-7290  
Facsimile: (41) 202-4223  
Email: dmikula@northeastenergyadvisors.com**

2. Tax Certification Statement.

**The completed Tax Certification Statement was attached to the original Application. An additional copy of the Tax Certification Statement is attached hereto and provided herewith**

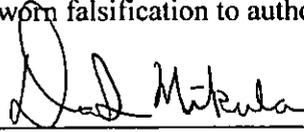


3. Comprehensive resumes for Northeast Energy Advisors, LLC's officers.

**Resumes for David Mikula and Erich Landis, the company's sole officers, are attached hereto and provided herewith.**

Additionally, in reviewing the Application, we noted that two pages of the Entities Certificate of Organization were missing from the packet. A complete copy of the Certificate of Organization is attached hereto.

I, David Mikula, hereby state that the facts above set forth are true and correct to the best of my knowledge, information and belief, and that I expect to be able to prove the same at a hearing held in this matter. I understand that the statements herein are made subject to the penalties of 18 Pa.C.S. § 4904 (relating to unsworn falsification to authorities).



David Mikula

cc: Marc Hoffer (*via email to mhoffer@pa.gov*)





**David M. Mikula**  
**1401 North Mill Street**  
**North East, Pennsylvania 16428**  
**412-337-6099**

## **SUMMARY**

Nearly 20 years of consultative and executive professional business experience in all facets of the electricity and natural gas supply marketplace, including profit and loss responsibility, operations, maintenance, product development, risk evaluation, strategic planning, customer credit assurances, sales channel development, affinity programs, C-level presentations, retail direct sales and marketing.

## **PROFESSIONAL EXPERIENCE**

**North East Energy Advisors** **2010 - Present**  
Co-founding Partner and President

Co-founded North East Energy Advisors in 2008 with partner Erich Landis

**Co-Exprise (CX) Energy Marketplace** **2006 - 2010**  
Director of Energy Marketplace Procurement

Recruited by Co-Exprise to provide technical expertise, strategic development and customer acquisition in the start up of an on-line energy supply procurement business called CX Energy Marketplace. CX Energy Marketplace was initially created to provide a revenue stream to complement existing technology already developed by Co-Exprise Enterprise software group.

- . Completed a first successful on-line auction for DLCO-based customers in the Fall of 2006
- . Expanded markets beyond DLCO to include all of PJM, ERCOT and the District of Columbia
- . Largest auction included District of Columbia Council of Governments (COG's)
- . In 2011 CX Energy Marketplace energy supply procurement business was purchased by World Energy Solutions

**Reliant Energy Solutions** **2004-2006**  
PJM Energy Marketing Manager

Responsible for energy supply marketing and execution of customer retail electricity sales agreements to support targeted market share and sales growth in the PJM and other assigned markets.

- . Marketed directly to some of the largest single-metered loads in the PJM DLCO region
- . Products included Fixed Price and various Index based product offerings
- . Ensured COGS and energy product aligned with cost and margin expectations

**Strategic Energy (Direct Energy), Pittsburgh PA**

**1998-2004**

Senior Business Development Manager - Midwest Region

Strategic Energy is a \$1.1B nationwide electricity supplier and natural gas and electricity consulting company owned by Great Plains Energy (GXP).

Recruited in 1998 to kick-off electricity supply direct sales efforts for Strategic Energy's initial market entry into Pennsylvania's Electric Choice Program which began in January of 1999. Responsibility included cultivating direct sales relationships with commercial and industrial accounts of all sizes and rate classes, primarily focused in the Pittsburgh (DLCO) market. In 2002 promoted to National Accounts Executive to develop the commercial real estate vertical market segment in support of our national growth. Marketing territory included Pennsylvania, New York, Texas and Massachusetts. The following year directed efforts to spearhead initial entry into the Michigan market establishing a viable commercial and industrial market share for Strategic Energy in 2003. In 2004 expanded to encompass the sales territory of Western Pennsylvania, Michigan and Ohio.

**Sales Accomplishments:**

- . Exceeded annual sales goals four out of five years
- . Four-times awarded Salesperson of the Quarter (SOQ) for exceeding 125% of quarterly sales goal
- . Managed a book of business in excess of 1.8 million kWh's
- . Successfully signed a majority of customer base to long-term agreements
- . Proven track record of developing and networking relationships
- . Consistently maintained customer retention of >85%
- . Developed and managed multiple sales affiliates in multiple states
- . Most notable Pittsburgh accounts include Mellon Arena, PPG Place, Pittsburgh Convention Center, County of Allegheny, Bally's Total Fitness and Giant Eagle Supermarkets.

**Specific Industry Knowledge:**

- . Wholesale electricity and natural gas markets (NYMEX)
- . Working understanding of the regional power pools (PJM, ERCOT and NEPOOL)
- . Understanding of all cost components associated with the build-up of supply side offerings
- . Thorough knowledge and ability to negotiate electricity supply contracts
- . Able to identify potential accounts based on submitted load profiles
- . Able to optimize and present best time, best term, best rate and best service value

**High Voltage Maintenance Corporation, Pittsburgh, PA**  
Pittsburgh Division Manager

**1993- 1998**

High Voltage Maintenance Corporation (HVM) is a \$28M electrical distribution maintenance services company owned by Emerson Electric (EMR) with 6 branch offices throughout the midwest. HVM specifically provides electrical system maintenance, also known as preventative maintenance, to larger commercial and industrial accounts that own and maintain their own high distribution system.

- . Responsible for a \$1.4M Pittsburgh division budgeting
- . Sales territory included Pennsylvania, Ohio, Maryland and West Virginia
- . Increased annual sales from \$.75M in FY93 to \$1.25M in FY97
- . Successfully negotiated multi-year long-term service contracts
- . Supervised labor including Assistant Engineer, Administrative Assistant, Shop Foreman, and five IBEW Local#5 Test Technicians
- . Knowledge and familiarity of electrical power and distribution equipment (600V to 138 kV)
- . Coordinated, conducted and supervised customers' electrical projects which included acceptance testing of new equipment, scheduled electrical maintenance, system upgrades, and emergency power restoration
- . Provided on-site equipment evaluation and recommendations

**High Voltage Maintenance Corporation, Mentor, Ohio**  
Cleveland Division Electrical Engineer

**1990-1993**

**EDUCATION**

Pennsylvania State University, Behrend Campus, Erie, Pennsylvania  
Bachelor of Science, BSEET  
Major: Electrical Engineering Technology  
Concentration: Power Systems Engineering

Graduated 1989

Pennsylvania State University, McKeesport Campus, McKeesport, Pennsylvania  
Associate in Engineering, ASEET  
Major: Electrical Engineering Technology

Graduated 1986

**PERSONAL**

Native of Western Pennsylvania, married, two children. Enjoy spending time with my family, sailing, golfing and fly-fishing.

**PROFESSIONAL REFERENCES**

Available upon request.

**ERICH LANDIS**  
578 Olive Street  
Pittsburgh, Pennsylvania 15237  
412.389.7290  
erich578@comcast.net

## **EMPLOYMENT**

### **NORTHEAST ENERGY ADVISORS, Pittsburgh, PA**

Partner, 2007-present

- Provider of consulting services, energy supply advice, analysis services and management tools.

### **GREEN MOUNTAIN ENERGY, Pittsburgh, PA**

Vice President, 2004-2006

- Leader in turn around effort for Green Mountain Energy Commercial division
- Formulated and implemented strategy that cut overhead by more than 30%, boosted customer service, created new products, introduced new sales training and developed an indirect sales channel program
- Implementation resulted in adding over 2,000 profitable accounts and canceling over 1,000 non-profitable accounts
- Improved performance by \$5 million net annual margin in 18 months.
- Team leader in the creation of eMission Solutions, a new division of Green Mountain Energy that provides carbon emission solutions to commercial and utility customers nationwide

### **STRATEGIC ENERGY, Pittsburgh, PA**

National Sales Manager, 1999-2004

- Instrumental in the creation of National Accounts program
- Duties included strategic and tactical direct sales focused on the restaurant, large-box and small-box retail customer segments in 9 deregulated states
- Supervised account management and team members to provide best possible service to customers and channel partners
- Originated and managed over \$200 million in annual revenue. Exceeded 125% of new sales goal for 15 consecutive quarters and was top revenue generator for Strategic Energy in 4 of 5 years
- Other duties included sales training and various budgeting, personnel and management duties for the National Accounts team

### **CENTRAL AND SOUTHWEST (Now AEP), Austin, Texas**

Regional Manager – East Coast, 1997-1999

- Prospected, closed and retained business with large commercial users and energy service providers to provide “smart metering”, data and outsourced meter reading revenue
- Expanded the client base, developed customer relationships, created proposals, managed negotiations and developed nationwide service contracts.
- Coordinated project implementation, administered contracts and ensured customer satisfaction following sale
- Surpassed sales goals and closed over \$2 million dollars in new, yearly revenue
- Performed select regulatory and lobbyist duties

**WASTE MANAGEMENT, INC., Austin, TX**

Manager, Public Sector Services, 1995 – 1996

- Managed direct sales, marketing and retention of federal, state, city and select private sector clients
- Managed over \$4 million dollars in annual revenue and added an additional \$2 million dollars to the corporate revenue stream
- Involved in all contract negotiations and compliance with state regulations
- Managed and coordinated solid waste and recycling services for state and local government facilities, eight cities, five utility districts and numerous private entities

**BILL LANGFORD ASSOCIATES, Austin, TX**

Utility Consultant, 1994 - 1995

- Recruited new clients and provided project management on public utilities (water, sewer, electric, gas) and economic development projects to over twenty-five city utilities
- Obtained and managed millions of dollars for infrastructure projects
- Conducted numerous public hearings and made presentations before city councils on a regular basis
- Wrote, managed, and ensured compliance for grants and economic development projects

**CITY OF BRYAN, Bryan, TX**

Management Assistant, 1994

- Assisted the City Manager of municipal electric utility in various projects, provided reports and recommendations
- Majority of the emphasis on economic development, electric utilities, business retention and planning issues
- Recruited and retained economic development projects
- Involved in day-to-day operations of Public Works, Transportation, and Protection Services

**U. S. BUREAU OF LABOR STATISTICS, Dallas, TX**

Economist, 1991-1993

- Solicited, interviewed, developed and maintained contacts with numerous private firms to generate economic data in a five-state region
- Used background in economic theory to collect, analyze and interpret information on compensation structures, relationships, patterns, and the economic trends
- Extensive technical writing and detailed economic analysis

### **EDUCATION**

**TEXAS A&M UNIVERSITY**, College Station, TX

Master of Public Administration, 1994

**TEXAS TECH UNIVERSITY SYSTEM**, San Angelo, TX

Bachelor of Science (Economics), 1990

COMMONWEALTH OF PENNSYLVANIA

DEPARTMENT OF STATE

JANUARY 6, 2012

TO ALL WHOM THESE PRESENTS SHALL COME, GREETING:

**Northeast Energy Advisors, LLC**

I, Carol Alchele, Secretary of the Commonwealth of Pennsylvania

do hereby certify that the foregoing and annexed is a true and correct  
copy of

Certificate of Organization filed on February 19, 2008

which appear of record in this department.



IN TESTIMONY WHEREOF, I have  
hereunto set my hand and caused  
the Seal of the Secretary's Office to  
be affixed, the day and year above  
written.

*Carol Alchele*

Secretary of the Commonwealth

ST, PAO4B

From: pao4b@state.pa.us  
Sent: Saturday, February 16, 2008 4:43 PM  
To: ra-st-pao4b@state.pa.us  
Subject: PAO4B New Registration 206989

PENNSYLVANIA DEPARTMENT OF STATE  
CORPORATION BUREAU  
Certificate of Organization  
Domestic Limited Liability Company  
(15 Pa.C.S. § 8913)

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

Name

dave mikula  
Address  
578 Olive Street  
Address

City State Zip Code  
Pittsburgh PA 15237

Email: makomik@verizon.net

Fee: \$125

Commonwealth of Pennsylvania  
CERTIFICATE OF ORGANIZATION 2 Page(s)



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:

- The name of the limited liability company (designator is required, i.e., "company", "limited" or "limited liability company" or abbreviation):  
Northeast Energy Advisors, LLC
- The (a) address of 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
578 Olive Street	Pittsburgh	PA	15237	02

(b) Name of Commercial Registered Office	County
--	--------
- The name and address, including street and number, if any, of each organizer is (all organizers must sign on page 2):  

Name	Address
Erich Landis	578 Olive Street Pittsburgh PA 15237
- Strike out if inapplicable term  
A member's interest in the company is to be evidenced by a certificate of membership interest.
- Strike out if inapplicable  
Management of the company is vested in a manager or managers.
- The specified effective date, if any is:  

03	01	2008
Month	Day	Year

hour, if any
--------------
- Strike out if inapplicable term: The company is a restricted professional company organized to render the following restricted professional service(s):
- For additional provisions of the certificate, if any, attach an 8½ x 11 sheet.

cc-\$125

IN TESTIMONY WHEREOF, the organizer(s)

2/20/2008

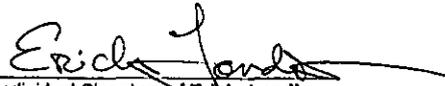
**PENNSYLVANIA DEPARTMENT OF STATE  
CORPORATION BUREAU  
Domestic Signature Form**

**Document must be completed and mailed to the address listed below.**

Department of State  
Corporation Bureau  
P.O. Box 8722  
Harrisburg, PA 17105-8722  
(717) 787-1057

1. The enterprise structure is:  
**Limited Liability Company**
2. The enterprise legal name is:  
**Northeast Energy Advisors, LLC**
3. The enterprise's fictitious name is:

IN TESTIMONY WHEREOF, the undersigned have caused this application to be executed this  
17<sup>th</sup> day of Feb, 2008.

  
Individual Signature of Erich Landis

0698920080216

To avoid any delay or rejection, signature form(s) should be received within 7-10 days  
of the registration submission date.

FIRST CLASS

FIRST CLASS



Liberty  
FOREVER

Equality  
FOREVER

Justice  
FOREVER

Freedom  
FOREVER

**FIRST CLASS MAIL**  
Johnstown PA 15  
JUL 30 10 11 2012

**III URBAN & BLATTENBERGER** PC  
ATTORNEYS AT LAW

513 Allegheny Street - Hollidaysburg, PA 16648

To:

Pennsylvania Public Utility Commission  
Rosemary Chiavetta, Secretary  
PO Box 3265  
Harrisburg, PA 17105-3265