

BEFORE THE PENNSYLVANIA PUBLIC UTILITY COMMISSION

Application of Hovey Energy, LLC, d/b/a Hovey Energy, LLC, 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:
Hovey Energy, LLC
4000 North Lincoln Avenue, 2nd Floor, Chicago, IL 60618
www.hoveyenergy.com
(773) 904-5300
- 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.
InCorp Services, Inc.
7208 Red Top Road, Hummelstown, PA 17036
(800) 246-2677
- 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.
Shayna Desai, Account Manager
LicenseLogix, 150 Grand Street, 4th Floor, White Plains, NY 10601
Phone: (800) 292-0909 x303, Fax: (212) 672-1105
sdesai@licenselogix.com
- 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.
Joseph R. Ziccardi
20 North Clark Street, Suite 1100, Chicago, IL 60602
Phone: (312) 372-3477, Fax: 312-372-4686
jziccardi@ziccardilaw.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.
Melissa Hovey
VP of Operations
4000 North Lincoln Avenue, 2nd Floor, Chicago, IL 60618
Phone: (855) 303-1100, Fax: (877) 598-4937

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

or

The Applicant is a:

- domestic corporation (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.
- Provide the state in which the business is incorporated/organized/formed and provide a copy of the Applicant's charter documentation. Illinois
- Give name and address of officers.
Robert E. Hovey, Jr., 3422 North Claremont Avenue, Chicago, IL 60618
Hovey Enterprises, Inc., 3422 North Claremont Avenue, Chicago, IL 60618

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 doing business

- 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.

Hovey Energy, LLC is a call center that represents electric and gas energy suppliers in order to market their services to small and medium size commercial and residential customers.

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

Applicant proposes to provide service with all Electric Distribution Companies in Pennsylvania.

- 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.

Upon licensure

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.

Neither the Applicant, an affiliate, a predecessor of either, nor a person identified in this application, have been or is currently the defendant of a criminal or civil proceeding within the last five (5) years.

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

N/A

- 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.

Applicant has no actions or complaints to list.

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

N/A

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.

Allegheny Power:

Legal Department
West Penn Power d/b/a Allegheny Power
800 Cabin Hill Drive
Greensburg, PA 15601-1689

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

Met-Ed, Penelec, and Penn Power:

Legal Department
First Energy
2800 Pottsville Pike
Reading PA, 19612

UGI:

UGI Utilities, Inc.
Attn: Rates Dept. – Choice Coordinator
2525 N. 12th Street, Suite 360
Post Office Box 12677
Reading, Pa 19612-2677

Citizens' Electric Company:

Citizens' Electric Company
Attn: EGS Coordination
1775 Industrial Boulevard
Lewisburg, PA 17837

Pike County Light & Power Company:

Director of Customer Energy Services
Orange and Rockland Company
390 West Route 59
Spring Valley, NY 10977-5300

Wellsboro Electric Company:

Wellsboro Electric Company
Attn: EGS Coordination
33 Austin Street
P. O. Box 138
Wellsboro, PA 16901

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.

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.

Lori Bush, CPA, 2150 West Addison Street, Chicago, IL 60618

Phone: (773) 609-5323, Fax: (312) 268-6244

lbush@ledgerkey.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 identifications 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.

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

Robert E. Hovey, Jr.
Melissa Hovey

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:

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.

Not applicable for an applicant applying for a license exclusively as a broker/marketer.

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.

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.

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).

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.

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.

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.

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.

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.

AGREED

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

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.

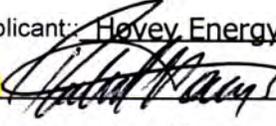
Proof of newspaper publications must be filed with the initial application. Applicants **do not** need a docket number in their publication. Docket numbers will be issued when all criteria on the item 14 checklist (see below) are satisfied.

	<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)

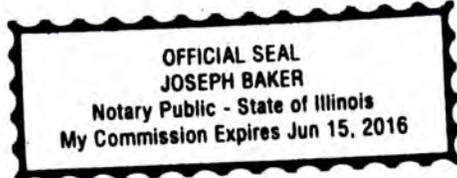
13. SIGNATURE

Applicant: Hovey Energy, LLC

By: 

Title: President/CEO

6/26/13
R RL



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.

Applicant: Hovey Energy, LLC

X	Signature	
X	Filing Fee	
X	Application Affidavit	
X	Operations Affidavit	
X	Proof of Publication	
X	Bond or Letter of Credit	
X	Tax Certification Statement	
X	Commonwealth Department of State Verification	
X	Certificate of Service	

Applicant's Use

PUC Secretary's Bureau Use

Appendix A

APPLICATION AFFIDAVIT

[Commonwealth/State] of Illinois :

ss.

County of Cook :

Robert E. Hovey, Jr., Affiant, being duly [sworn/affirmed] according to law, deposes and says that:

[He/she is the President/CEO (Office of Affiant) of Hovey Energy, LLC (Name of Applicant);]

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

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

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

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


Signature of Affiant

Sworn and subscribed before me this 26 day of JUNE, 2013.



Signature of official administering oath

My commission expires JUNE 15, 2016.



Appendix B

OPERATIONS AFFIDAVIT

[Commonwealth/State] of Illinois :

ss.

County of Cook :

Robert E. Hovey, Jr., Affiant, being duly [sworn/affirmed] according to law, deposes and says that:

[He/she is the President/CEO (Office of Affiant) of Hovey Energy, LLC (Name of Applicant);]

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

That Hovey Energy, 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 Hovey Energy, 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 Hovey Energy, 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 Hovey Energy, 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.

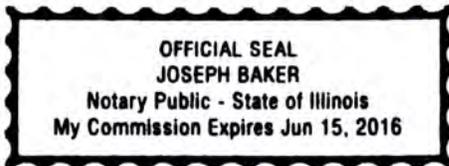
That the Applicant agrees to provide all consumer education materials and information in a timely manner as requested by the Bureau of Public Liaison or other Commission bureaus. Materials and information requested may be analyzed by the Commission to meet obligations under applicable sections of the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

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



Signature of Affiant

Sworn and subscribed before me this 26 day of JUNE, 20 13.





Signature of official administering oath

My commission expires JUNE 15, 2016.

CERTIFICATE OF SERVICE

On this 16th day of July, 2013, 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

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

Legal Department
West Penn Power dba Allegheny Power
800 Cabin Hill Driver
Greensburg, PA 15601

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

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

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

Legal Department
First Energy
2800 Pottsville Pike
Reading, PA 19612

UGI Utilities, Inc.
Attn: Rates Dept. – Choice Coordinator
2525 North 12th Street, Suite 360
PO Box 126777
Reading, PA 19612

Citizens' Electric Company
Attn: EGS Coordination
1775 Industrial Boulevard
Lewisburg, PA 17837

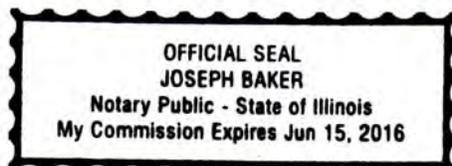
Director of Customer Energy Services
Orange and Rockland Company
390 West Route 59
Spring Valley, NY 10977

Wellsboro Electric Company
Attn: EGS Coordination
33 Austin Street
PO Box 138
Wellsboro, PA 16901

J. R. 6/26/13



Robert E. Hovey, Jr.
President/CEO, Hovey Energy, LLC



Illinois Articles of Organization



OFFICE OF THE SECRETARY OF STATE

JESSE WHITE • Secretary of State

MARCH 22, 2012

0385015-3

JOSEPH R ZICCARDI
20 N CLARK ST STE 1100
CHICAGO, IL 60602-0000

RE HOVEY ENERGY, LLC

DEAR SIR OR MADAM:

IT HAS BEEN OUR PLEASURE TO APPROVE AND PLACE ON RECORD THE ARTICLES OF ORGANIZATION THAT CREATED YOUR LIMITED LIABILITY COMPANY. WE EXTEND OUR BEST WISHES FOR SUCCESS IN YOUR NEW VENTURE.

PLEASE NOTE! THE LIMITED LIABILITY COMPANY MUST FILE AN ANNUAL REPORT PRIOR TO THE FIRST DAY OF THIS ANNIVERSARY MONTH NEXT YEAR. FAILURE TO TIMELY FILE WILL RESULT IN A \$300 PENALTY AND/OR DISSOLUTION/REVOCATION. A PRE-PRINTED ANNUAL REPORT WILL BE MAILED TO THE REGISTERED AGENT AT THE ADDRESS ON OUR RECORDS APPROXIMATELY 45 DAYS BEFORE THE DUE DATE.

FOR A LIMITED LIABILITY COMPANY THAT INTENDS TO PROVIDE CERTAIN PROFESSIONAL SERVICES FOR WHICH INDIVIDUALS ARE REQUIRED TO BE LICENSED, A CERTIFICATE OF REGISTRATION MUST BE OBTAINED FROM THE ILLINOIS DEPARTMENT OF FINANCIAL AND PROFESSIONAL REGULATION. IF THE LLC IS SO REGISTERED, THE CURRENT ADDRESS FROM WHICH THE PROFESSIONAL SERVICES ARE PROVIDED MUST ALSO BE ON RECORD WITH THIS OFFICE.

MANY OF OUR SERVICES ARE AVAILABLE AT OUR CONTINUOUSLY UPDATED WEBSITE. VISIT WWW.CYBERDRIVEILLINOIS.COM TO VIEW THE STATUS OF THIS COMPANY, PURCHASE A CERTIFICATE OF GOOD STANDING, OR EVEN FILE THE ANNUAL REPORT REFERRED TO IN THE EARLIER PARAGRAPH.

SINCERELY YOURS,

JESSE WHITE
SECRETARY OF STATE
DEPARTMENT OF BUSINESS SERVICES
LIMITED LIABILITY DIVISION
(217) 524-8008

Form **LLC-5.5**
October 2010

Secretary of State
Department of Business Services
Limited Liability Division
501 S. Second St., Rm. 351
Springfield, IL 62756
217-524-8008
www.cyberdriveillinois.com

Payment must be made by certified check, cashier's check, Illinois attorney's check, C.P.A.'s check or money order payable to Secretary of State.

Illinois
Limited Liability Company Act
Articles of Organization



LC0818660

This space for use by Secretary of State.

Date:
Filing Fee: \$500
Approved: **LB**

FILE # 0385 015 3

This space for use by Secretary of State.

FILED

3/22/2012

JESSE WHITE

SECRETARY OF STATE

1. Limited Liability Company Name: Hovsy Energy, LLC
The LLC name must contain the words Limited Liability Company, L.L.C. or LLC and cannot contain the terms Corporation, Corp., Incorporated, Inc., Ltd., Co., Limited Partnership or L.P.

2. Address of Principal Place of Business where records of the company will be kept: (P.O. Box alone or c/o is unacceptable.)

3422 N. Claremont Ave.

Chicago, Illinois 60618

3. Articles of Organization effective on: (check one)

the filing date

a later date (not to exceed 90 days after the filing date): _____
Month, Day, Year

4. Registered Agent's Name and Registered Office Address:

Registered Agent: Joseph R. Ziccardi

First Name

Middle Initial

Last Name

Registered Office: 20 N. Clark Street, Suite 1100

(P.O. Box alone or c/o is unacceptable.)

Number

Street

Suite #

Chicago

City

IL

60602

ZIP Code

5. Purpose(s) for which the Limited Liability Company is organized:

The transaction of any or all lawful business for which Limited Liability Companies may be organized under this Act. (LLCs organized to provide professional services must list the address(es) from which those services will be rendered if different from item 2. If more space is needed, use additional sheets of this size.)

6. Latest date, if any, upon which the company is to dissolve: _____
Month, Day, Year
(Leave blank if duration is perpetual.)

FM

LLC-5.5

7. (Optional) Other provisions for the regulation of the internal affairs of the Company: (If more space is needed, attach additional sheets of this size.)

8. The Limited Liability Company: (Check either a or b below.)

a. is managed by the manager(s) (List names and addresses.)

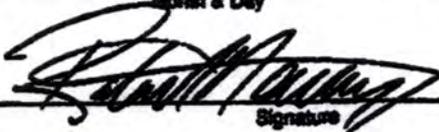
b. has management vested in the member(s) (List names and addresses.)

Howey Enterprises, Inc.
3422 N. Claremont Ave
Chicago IL 60618

9. Name and Address of Organizer(s):

I affirm, under penalties of perjury, having authority to sign hereto, that these Articles of Organization are to the best of my knowledge and belief, true, correct and complete.

Dated March 20 Month & Day, 2012 Year

1. 
Signature
ROBERT E. HOVEY JR.
Name (type or print)

Howey Enterprises, Inc. by Robert Howey, President
Name if a Corporation or other Entity, and Title of Signer

2. _____
Signature

Name (type or print)

Name if a Corporation or other Entity, and Title of Signer

1. 3422 N. Claremont Ave.
Number Street
Chicago
City/Town

Illinois 60618
State ZIP Code

2. _____
Number Street

City/Town

State ZIP Code

Signatures must be in black ink on an original document. Carbon copy, photocopy or rubber stamp signatures may only be used on conformed copies.

Pennsylvania Certificate of Authority

**PENNSYLVANIA DEPARTMENT OF STATE
CORPORATION BUREAU**

Application for Registration - Foreign

(15 Pa.C.S.)

- Registered Limited Liability General Partnership (§ 8211)
 Registered Limited Liability Limited Partnership (§ 8211)
 Limited Partnership (§ 8582)
 Limited Liability Company (§ 8981)

Name <u>Hovey Energy, LLC</u>		
Address <u>4000 North Lincoln Avenue, 2nd Floor</u>		
City <u>Chicago</u>	State <u>IL</u>	Zip Code <u>60618</u>

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

Commonwealth of Pennsylvania
APPLICATION FOR REGISTRATION 4 Page(s)



T1319260069

Fee: \$250

In compliance with the requirements of the applicable provisions (relating to registration), the undersigned, desiring to register to do business in this Commonwealth, hereby states that:

1. The name of the limited liability company/limited liability partnership/limited partnership in the jurisdiction in which it is formed:

Hovey Energy, LLC

2. The name under which the limited liability company/limited liability partnership/limited partnership proposes to register and do business in this Commonwealth is:

Hovey Energy, LLC

3. The name of the jurisdiction under the laws of which it was organized and the date of its formation:

Jurisdiction: IL Date of Formation: 3/22/2012

4. The (a) address of its initial registered office in this Commonwealth or (b) name of its commercial registered office provider and the county of venue is:

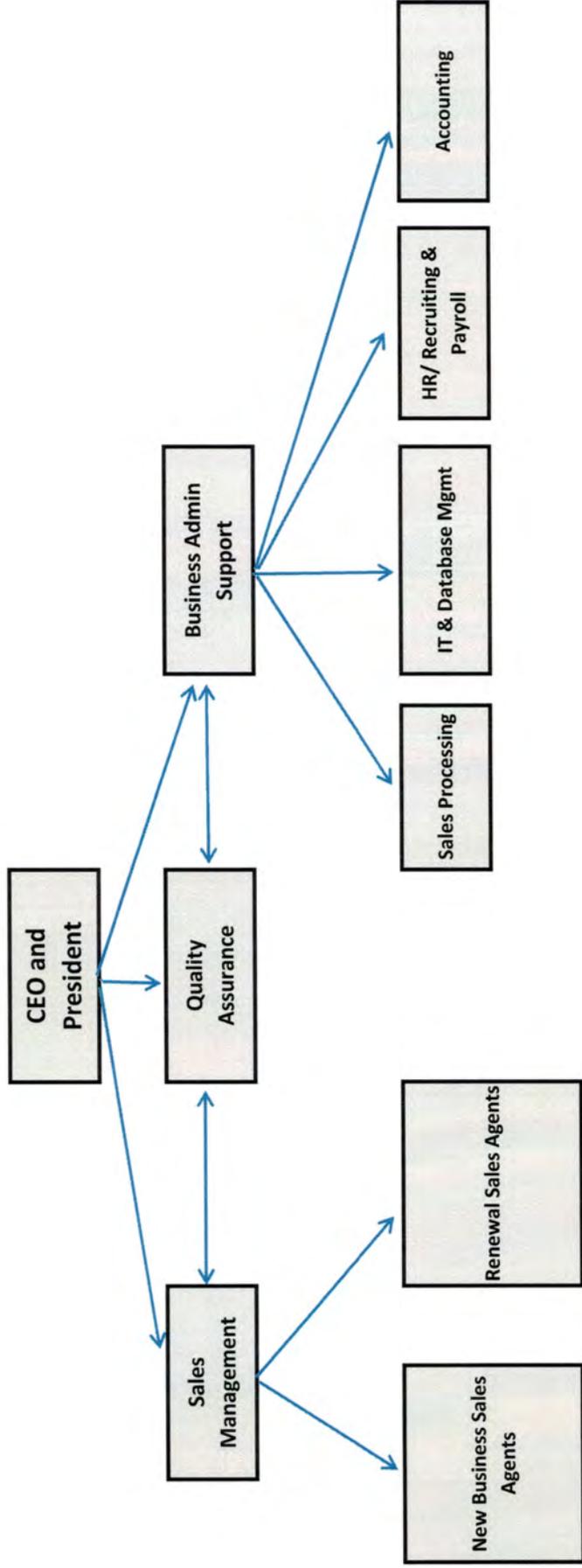
(a) Number and street	City	State	Zip	County
-----------------------	------	-------	-----	--------

(b) Name of Commercial Registered Office Provider <u>InCorp Services, Inc.</u>	County <u>Dauphin</u>
---	--------------------------

Organizational Chart

Hovey Energy, LLC

Organization Chart



Financials

HOVEY ENERGY

4000 N. Lincoln Ave. 2nd Fl • Chicago, IL 60618 • Toll Free (855)303-1100 • Fax: (887)598-4937

www.hoveyenergy.com

June 15, 2013

To Whom It May Concern,

As the Chief Executive Officer of Hovey Energy, LLC, I hereby certify that the attached financial statements covering the life of the business are true and accurate.

Sincerely,



Robert E. Hovey, Jr.

President and CEO

Hovey Energy, LLC

Two Year Forecast

	ACTUAL	FORECAST	FORECAST
	Jan - Dec 12	Jan - Dec 13	Jan - Dec 14
Ordinary Income/Expense			
Income			
Commission Income	111,566.07	1,252,824.30	1,623,800.00
Total Income	<u>111,566.07</u>	<u>1,252,824.30</u>	<u>1,623,800.00</u>
Cost of Goods Sold			
Leads	956.11	11,801.20	6,600.00
Telemarketing Employees	90,542.68	483,019.11	635,400.00
Vicidial Hosting	6,547.50	25,675.00	35,300.00
Total COGS	<u>98,046.29</u>	<u>520,495.31</u>	<u>677,300.00</u>
Gross Profit	<u>13,519.78</u>	<u>732,328.99</u>	<u>946,500.00</u>
Expense			
Depreciation Expense	20,741.55	6,557.16	12,075.36
Rent Expense	15,276.00	45,828.00	47,202.84
Professional Fees	10,935.00	77,303.25	195,600.00
Office Supplies	9,173.51	21,337.50	22,800.00
Telephone Expense	3,003.15	4,566.79	4,560.00
Advertising and Promotion	2,951.92	7,434.69	7,800.00
All Other Overhead Expenses	12,642.36	67,754.89	134,328.00
Total Expense	<u>74,723.49</u>	<u>230,782.28</u>	<u>424,366.20</u>
Net Ordinary Income	<u>-61,203.71</u>	<u>501,546.71</u>	<u>522,133.80</u>
Net Income	<u><u>-61,203.71</u></u>	<u><u>501,546.71</u></u>	<u><u>522,133.80</u></u>
	Dec 31, 12	Dec 31, 13	Dec 31, 14
ASSETS			
Current Assets			
Total Current Assets	27,141.92	420,694.74	959,903.90
Total Fixed Assets	14,668.31	9,665.60	-7,409.76
Total Other Assets	9,982.66	9,982.66	9,982.66
TOTAL ASSETS	<u><u>51,792.89</u></u>	<u><u>440,343.00</u></u>	<u><u>962,476.80</u></u>
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Total Current Liabilities	10,886.60	0.00	0.00
Total Long Term Liabilities	102,110.00	0.00	0.00
Total Liabilities	<u>112,996.60</u>	<u>0.00</u>	<u>0.00</u>
Equity			
Members Equity (RE)	0.00	-61,203.71	440,343.00
Net Income	-61,203.71	501,546.71	522,133.80
Total Equity	<u>-61,203.71</u>	<u>440,343.00</u>	<u>962,476.80</u>
TOTAL LIABILITIES & EQUITY	<u><u>51,792.89</u></u>	<u><u>440,343.00</u></u>	<u><u>962,476.80</u></u>

Hovey Energy, LLC
Balance Sheet
 As of May 31, 2013

	<u>May 31, 13</u>
ASSETS	
Current Assets	
Checking/Savings	
Chase Business Checking	142,433.67
Total Checking/Savings	<u>142,433.67</u>
Other Current Assets	
Payroll Advance	1,087.00
Prepaid Expenses	1,804.00
Total Other Current Assets	<u>2,891.00</u>
Total Current Assets	145,324.67
Fixed Assets	
Accumulated Depreciation	-23,171.44
Computer Equipment	19,693.49
Furniture and Equipment	17,833.54
Signage	1,373.74
Total Fixed Assets	<u>15,729.33</u>
Other Assets	
Security Deposits	9,982.66
Total Other Assets	<u>9,982.66</u>
TOTAL ASSETS	<u>171,036.66</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
Credit Card at Chase Web Downl	1,755.06
Total Credit Cards	<u>1,755.06</u>
Other Current Liabilities	
Aflac	879.12
Coffee/Water WH	350.00
Payroll Liabilities	
Federal Taxes (941/944)	9,645.31
Federal Unemployment (940)	803.38
IL Income Tax	1,775.54
IL Unemployment Tax	3,720.46
Total Payroll Liabilities	<u>15,944.69</u>
Total Other Current Liabilities	<u>17,173.81</u>
Total Current Liabilities	18,928.87
Long Term Liabilities	
Member Loan	59,327.00
Total Long Term Liabilities	<u>59,327.00</u>
Total Liabilities	78,255.87
Equity	
Members Draw	-30,000.00
Members Equity (RE)	-61,203.71
Net Income	183,984.50
Total Equity	<u>92,780.79</u>
TOTAL LIABILITIES & EQUITY	<u>171,036.66</u>

Biographies

Experience & Plans

Hovey Energy is a telemarketing company that has experience enrolling over 1500 customers in the energy sector and successfully processing over 80 million kilowatt hours. Once a customer decides to enroll, the terms and conditions are explained by our agent and any questions are answered. Then, the customer is transferred to a third party verification company contracted by the supplier. All calls are recorded. The third party company verifies the customer's information and the customer's agreement of the enrollment, including early termination fees, how the billing will appear, the right to rescind without penalty, and a toll free number to call. If the customer does not understand, or clearly agree with the terms of service, the verification is terminated. Hovey Energy's agent answers any further questions for the customer before attempting to re-verify the enrollment. Each verification recording is kept on file by Hovey Energy and the supplier. After the recorded verification is completed, a confirmation code is generated. Lastly, a faxed copy of the customer's bill is faxed or emailed to us and forwarded to the supplier's processing department to confirm the data.

After the call is completed, Hovey Energy enters the customer's information into an online portal system or fills out an "Order Submission Form" with the customer's information and sends each day's submissions to the supplier for processing the enrollment. Once the information has been sent to the supplier, Hovey Energy has completed its primary role. The supplier sends the customer a "Welcome Packet" with the "Terms of Service" containing the rescission period, any early termination fees, and a toll-free number to call. The supplier handles all further correspondence regarding their service, including customer service inquiries, complaints, cancellations and all billing with the customer. If the customer wishes to speak to the sales agent directly, the customer is also given an additional phone number to call back.

There is no monetary transaction or contract with Hovey Energy that takes place. Hovey Energy simply procures the enrollment on behalf of the supplier and transmits all the data to the supplier for processing the enrollment. From that point on, all correspondence and further communication with the customer occurs directly with the supplier's corporate office. Our company tracks each customer's enrollment for our records and the customer's approximate contract expiration date for renewals.

Hovey Energy plans on marketing in Pennsylvania for more than one supplier in order to provide customers with the widest variety of suppliers and programs available to best suit the customer's needs. Hovey Energy has increased in size from 9 to 18 employees and plans on growing to 30 by mid-2014. In this time, we anticipate enrolling an additional 160 million kilowatt hours and 3000 new customers. We plan on at least 25% of this business occurring in Pennsylvania and estimate 20 million kilowatt hours with 750 new customers.

Company History

Hovey Energy, LLC was incorporated in March of 2012 and is primarily owned by its holding company, Hovey Enterprises, Inc., which is owned by its President, Robert Hovey. Hovey Energy is a Chicago, Illinois based call center led by an experienced management team, Robert and Melissa Hovey. Hovey Energy, LLC was inspired by electricity and natural gas deregulation and the President and CEO, Robert Hovey's desire to be a part of helping people control the cost of their energy consumption. Robert sought out to add to his successful career of managing call centers by creating Hovey Energy and reaching as many consumers as possible to give them the power to choose an alternative energy solution. Over 2 years of planning, networking, and gaining experience with top energy experts in the business were a critical component in the development of this company. Robert's call center experience, leadership, ethics, and customer service skills are a perfect match for this industry.

Hovey Energy, LLC opened its doors on August 6th, 2012 with nine employees, including Melissa Hovey as its VP of Business Operations and Marketing. Melissa's corporate experience at the executive management level has allowed her to successfully oversee an administration department for Hovey Energy in charge of processing customer information for the supplier, human resource functions, quality assurance, IT management and database control. With Robert managing all sales aspects of the business and Melissa managing the administration department, it has proven to be a winning combination for the company.

Each agent, or energy expert, is screened to ensure the utmost professionalism. There is a thorough orientation and training process that includes, deregulation education, telemarketing and regulatory requirements, presentation roleplaying, and advanced customer service training. Each phone call is recorded, randomly monitored and reviewed with our agents for quality assurance and a better customer experience.

To date, Hovey Energy has been focused on small and medium sized businesses on behalf of only one supplier, but would like to expand its abilities by calling for multiple suppliers. In its short, ten month history, Hovey Energy has processed over 1500 electricity enrollments and over 80 million kilowatt hours. Hovey Energy started with a capital contribution from its President that is being repaid over time after expenses. The existing business model is steadily paying for itself already. The company's immediate plan is to steadily double in size over the next two years. As our organization expands, we plan on hiring additional administrative staff to assist with processing enrollments, ensure quality assurance, and a full time IT director. Although our company is young, there are no individuals more committed and driven to success as we are. Our vision is to become the leader in this industry and an example to all other marketing companies.

Summary of Experience

Hovey Energy, LLC is an independent energy broker. As of this time, Hovey Energy has procured the enrollment of over 80 million kilowatt hours for its supplier. The average size commercial customer is approximately 40,000 annual kilowatt hours, with the smallest accounts ranging from 2,000 kilowatt hours per year to over 6 million kilowatt usage per year. In the case of the 6 million kWh account, a written contract was drafted by the supplier and sent by Hovey Energy to the customer. Hovey Energy reviewed it with the customer, answered questions, and secured the customer's agreement for the enrollment. This size customer was an exception.

Hovey Energy's President, Robert Hovey is a Marine Corps veteran and the inspirational force behind Hovey Energy. He is passionate about helping others save money because of energy deregulation. With over 25 years of sales and marketing experience, his dynamic selling style and solid leadership has catapulted every organization he has led into major successes. In addition to Robert's particularly strong telemarketing skills, his experience as a top producing energy broker sets Hovey Energy apart from all other call centers. Some of Robert's career highlights include his role as the Chief Marketing Officer of one of the largest automotive direct mail companies in the US. He was a Managing Partner of Rush Hour Events, the number one super sale company in the U.S., as well as the top closer for International Profit Associates, a management consulting firm, listed in Inc. 500's Top Ten Fastest Growing Companies in North America while he was there. He has successfully created and managed several telemarketing companies in a variety of industries.

Over 2 years of preparation specific to the energy industry went into Hovey Energy before it was launched in August 2012. Time was spent speaking with, and learning from, suppliers, marketing companies, and other industry professionals. Prior to Hovey Energy opening its doors, Mr. Hovey called upon commercial and residential customers for two of the top marketing companies in the country. He successfully sold alternative energy solutions, including electricity and natural gas, in the Pennsylvania, New York, and California markets. The average kilowatt and natural gas usage varied depending on the size of the account, but electricity customers typically ranged from 30,000 annual kilowatts to 100,000.

Additionally, Melissa Hovey brings over 20 years of marketing and business operations experience with a full service agency background as Senior Vice President and Partner at Legacy Marketing, as well as a Senior Director at KBA Marketing. Melissa's vast experience and strength in business operations, development skills, strategic analysis of new markets and trends, ensure quantifiable results to ignite Hovey Energy as a top performing organization in the field of energy marketing. She has a long and successful track record of thinking outside the box for creative solutions and creating profitable alliances. Melissa's ability to effectively manage national clients at the highest level, negotiate sophisticated business contracts, coordinate and execute large marketing campaigns, create and manage multi-million dollar budgets, and supervise large numbers of employees and contractors, have all contributed to her extraordinary achievements. Melissa has a Bachelor of Science degree in Business Administration from the University of Illinois at Chicago.

Resumes

Executive Profile

A successful and accomplished call center owner and executive with over 25 years in a variety of inside sales environments. I bring passion, dedication, and immediate financial results to any organization I lead. My bold vision and talent as a top performing closer, trainer, and motivator, sets me apart from all others in the telemarketing industry. I am experienced at managing all aspects of a call center, including supplier relationships, customer service, quality assurance, IT, and legal affairs. I am a well-versed energy broker and have quickly ranked as the undisputed rainmaker. My dynamic leadership, hard work, and ability to get things done with no excuses, all contribute to my uniqueness and success.

- Top performing closer in all owned and managed businesses
- Results driven sales motivator
- Dynamic public speaker and sales trainer
- Consistently received top achievement awards
- Owned and operated three successful call centers since 1998
- Energy and other category experience
- Business entrepreneur mindset

Professional Experience

Hovey Energy, LLC, Chicago, IL

August 2012- present

President and CEO

Hovey Energy is a professional call center dedicated to helping electric and natural gas suppliers increase their revenue and market share by being an instrumental part of their sales and marketing team. We are energy experts in providing the most successful telemarketing campaigns for commercial and residential energy suppliers using state of the art internet telephony and technology.

Rush Hour Events, Chicago, IL

2005-2011

Partner

Staffed event super sale company that provides full service advertising (direct mail, TV, radio) and management of high powered sales events for automotive dealer's nationwide using Rush Hour sales teams. A recognized leader in the automotive super-sale industry.

Chicago Mortgage Acceptance, Chicago, IL

2000-2006

Partner

Chicago Mortgage Acceptance was one of Chicago's largest mortgage companies specifically catering to the residential market from its LaSalle Street location with over 35 loan officers. The company utilized a predictive dialer in its call center to generate leads for loan officers to help customers save money by lowering their interest rate on their current mortgage.

Xtreme Traffic Builders, Inc., Chicago, IL

1998-2005

Partner

Provided direct mail services and staffing for auto dealers and mortgage companies to become the largest provider in the category. Sales were generated using a call center business model with floor managers closing deals for inside reps. In addition to overseeing, recruiting, training, and the overall management of this fast paced, growing organization, Robert holds several copywrites and the patent for many ground breaking promotional devices.

International Profit & Associates, Buffalo Grove, IL, WXLC Radio, Waukegan, IL, American Hotel Registry, Northbrook, IL, K&D Products, Corporate Bank Services, CDS Supply, Las Vegas, NV

1987-1998

Inside Sales Positions

Top closer in short time span at every company.

Education

Harold Washington College, Chicago, IL 2010

Certified Collections Specialist, Chicago, IL 2005

Radio Marketing Associate Certification, Chicago, IL 1995

National Broadcasting School, Las Vegas, NV 1989

U.S. Marine Corp., 1984

Interests

Avid marathoner, drumming, community volunteering and spending time with family.

Melissa P. Hovey

3422 N. Claremont, Chicago, Illinois 60618
773-904-5301 mhovey@hoveyenergy.com

Executive Profile

An accomplished, dynamic, senior-level business executive with over 15 years in marketing and strategy development and implementation, business operations, relationship management and business development. I am an effective leader and manager in our personally owned and managed mid-size business as well as in large agency management. Versed in all areas of business technology and operations, marketing strategy and tactics as well as client development, I am skilled in leading and managing existing as well as new business. I have an ability to cultivate, lead, and advance relationships with suppliers and new business channels, to facilitate strategic partnerships, develop affinity programs and co-branding opportunities, to grow exposure, awareness and revenue. I excel in developing new and dynamic ways to approach things and work equally well in the boardroom, on the sales floor or in the back office.

Skill Highlights

- Develop and grow successful relationships with senior level clients over multi-year relationships
- Prepare and lead presentations and proposals for effective marketing and sales programs
- P&L, budget and revenue forecasting
- Gather and analyses effective metrics for telemarketing campaigns
- Able to develop strategy as well as operational plans to achieve goals
- Experienced in using new media and digital tactics to communicate
- Equal parts left and right brain thinker able to visualize the big picture as well as the details
- Persuasive presenter and negotiator

Core Accomplishments

- Planned and opened Hovey Energy, LLC in summer 2012 and grew company size 500% in 10 months.
- Automated strategic company operations for agent and back office data entry to facilitate company growth and quality control simultaneously.
- Grew revenue for marketing agency by 25-50% per year for multiple blue chip clients including L'Oreal USA, Burger King, Kmart/Sears.
- Created new selling/marketing platforms for experiential marketing clients resulting in award-winning programs in 2008, 2009 and 2010.

Professional Experience

-Owner, Hovey Energy, LLC -Chicago, IL
June 2012- present

Hovey Energy, LLC is a mid-size telemarketing company specialized in the energy field. Using state of the art internet telephony, Hovey Energy executes successful energy campaigns to small and medium size commercial businesses.

-SVP, Partner, Client Service Biz Dev, Legacy Marketing Partners- Chicago, IL
January 2004 to May 2012

A top experiential marketing agency in Chicago and ranked in the top 100 agencies nationally. I was an integral member of the senior executive team responsible for all major decisions affecting agency growth and staff, and responsible for growing agency from a small boutique to a top ranked mid-size exp

-VP, Account Director, Drafftcb (formerly DraftWorldwide) – Chicago, IL

April 2001 to December 2004

A leading agency in the traditional promotional and digital disciplines and pioneer of the holding company model to house multiple agencies under one entity.

-Account Director, Senior Account Supervisor, KBA Marketing – Chicago, IL

April 1998 to March 2001

A marketing agency specializing in brand advocacy and trend influence marketing.

-General Manager, Operations, Shelter – Chicago, Illinois

June 1994 to March 1998

A leading nationally known nightspot to the most relevant and dynamic entertainment and live music in the city of Chicago. As general manager of operations responsible for all business operations, cash management, and staff management.

-Principal, Melissa Anderson & Associates – Chicago, IL

June 1989 to June 1994

Special event production for local non-profits Open Hand Chicago and local chapter of Art Against Aides, produced art auctions and events at local nightclubs and restaurants, developed corporate art program for Lettuce Entertain You and other Chicago restaurant chains.

-Marketing Specialist, Lettuce Entertain You Enterprises – Chicago, IL

May 1986 to June 1989

A nationally known restaurant group with over 50 local concept and fine dining restaurants. Responsible for developing food and beverage costs for all restaurants and management of proprietary software program for food and beverage cost analysis. Developed and managed the corporate art program for individual restaurant and corporate office acquisitions.

Education

University of Illinois at Chicago 1986

Chicago, Illinois, USA

Business Administration and Marketing

Bachelor of Science Degree

Director, College of Business Alumnae Association, 1986-1988

Served on the University of Illinois College of Business Administration Alumnae Association Board to pioneer new mentor and business programming for alumnae and students.

Non-Profit Experience

Willow Creek Chicago Advisory Council for Pastor Jon Klinepeter, existing to advise the pastor on all strategy, positioning and communication elements for Willow Creek Chicago Campus.

Volunteer leadership position on numerous Breakthrough Ministries programs and projects such as developing initial marketing materials for the Dream Big Capital Campaign, volunteer in the Breakthrough Runners Program (2 years), volunteer mentor and adult chaperone for 1st annual South Africa trip program STRIDES, pioneered Breakthrough's first AA meeting, Women's facility crafts night, Men's and Women's meal serving, created 'Drink Coffee. Do Good for Breakthrough' fundraising' partnership between Breakthrough and The Land of a Thousand Hills Coffee Company, negotiated coffee partnership for Breakthrough with Willow Chicago, developed 2008 E-Stamp Click Campaign, and Annual Breakthrough Benefit Table Host.

Safe Family since 2010 through Chicago Lydia Home Agency with several placements in our home of children aged 17 months to 4 years.

World Vision sponsor family of 5 children, World Vision Party Host to engage others to become a sponsor family, World Vision National Running Team member for local fundraising efforts.

Additional contributions to the following: International Justice Mission, Children's Memorial Hospital, and Greater Chicago Food Depository.

Proofs of Publication

COMMONWEALTH OF PENNSYLVANIA }
 County of Cambria } SS

PENNSYLVANIA PUBLIC UTILITY COMMISSION NOTICE
Application of Hovey Energy, LLC For Approval To Offer, Render, Furnish, Or Supply Electricity Or Electric Generation Services As A Generator And 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.
 Hovey Energy, 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 broker/marketer engaged in the business of supplying electricity. Hovey Energy, LLC proposes to sell electricity and related services throughout all of Pennsylvania under the provisions of the new 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 Hovey Energy, 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 Hovey Energy, LLC's representative at the address listed below.

On this 11th day of July A.D. 2013, before me, the subscriber, a Notary Public in and for said County and State, personally appeared Christine Marhefka, who being duly sworn according to law, deposes and says as Classified Advertising Manager of the Tribune-Democrat, Johnstown, PA, a newspaper of general circulation as defined by the "Newspaper Advertising Act", a merger September 8, 1952, of the Johnstown Tribune, established December 7, 1853; and of the Johnstown Democrat, established March 5, 1863,

published that the subject matter of said notice or advertising and that all of the allegations as to time, place and character of said publication are true.

LicenseLogix
 150 Grand Street, 4th Floor
 White Plains, NY 10601

of Cambria, and Commonwealth of Pennsylvania and the matter published in said publication in the regular issues of the Tribune-Democrat, Johnstown, PA, on June 28, 2013; and that the Affiant is not interested in the subject matter of said notice or advertising and that all of the allegations as to time, place and character of said publication are true.

Christine Marhefka

STATEMENT OF ADVERTISING COSTS

Sworn and Subscribed before me this 11th day of July, 2013.

Jillian Ohs

0.00 Lines @ \$2.50 per line	0.00
5.75 Inches @ \$25.00 per inch	143.75
Notary Fee	5.00
Clerical Fee	2.50
Total Cost	151.25

COMMONWEALTH OF PENNSYLVANIA
 Notarial Seal
 Vivian Ohs, Notary Public
 City of Johnstown, Cambria County
 My Commission Expires Dec. 6, 2016
 MEMBER, PENNSYLVANIA ASSOCIATION OF NOTARIES

To The Tribune-Democrat, Johnstown, PA
 For publishing the notice or publication attached hereto on the above stated dates.

PUBLISHER'S RECEIPT FOR ADVERTISING COSTS

_____ for publisher of _____
 a newspaper of general circulation, hereby acknowledges receipt of the aforesaid and publication costs and certifies that the same has been duly paid.

 (Name of Newspaper)

By _____

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:

June 29, 2013

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 all the allegations in the foregoing statement as to time, place and character of publication are true.

PENNSYLVANIA PUBLIC UTILITY COMMISSION NOTICE

Application of Hovey Energy, LLC For Approval To Offer, Render, Furnish, Or Supply Electricity Or Electric Generation Services As A Generator And 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.

Hovey Energy, 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 broker/marketer engaged in the business of supplying electricity. Hovey Energy, LLC proposes to sell electricity and related services throughout all of Pennsylvania under the provisions of the new 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 Hovey Energy, 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 Hovey Energy, LLC's representative at the address listed below.

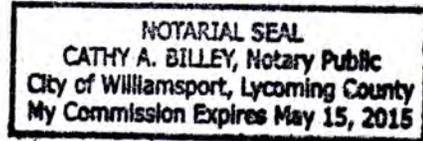
LicenseLogix
150 Grand Street,
4th Floor
White Plains, NY 10601

Bernard A. Oravec

SUN-GAZETTE COMPANY

Sworn to and subscribed before me
the 2nd day of July 2013

Cathy A. Billey
Notary Public



STATEMENT OF ADVERTISING COSTS

To the Sun-Gazette Company, Dr.:
For publishing the notice attached
hereto on the above state dates.....\$ 775.04
Probated same.....\$
Total.....\$ 775.04

DR'S RECEIPT FOR ADVERTISING COSTS

THE SUN-GAZETTE
and certifies that it

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

SUN-GAZETTE COMPANY

BY Bernard A. Oravec

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

LICENSELOGIX
MARY DUBITSKY
4TH FLOOR 150 GRAND ST
WHITE PLAINS NY 10601

Account # 570967
Order # 81260971
Ad Price: 197.10

LEGAL NOTICE PENNSYLVANIA

Amanda Kakareka

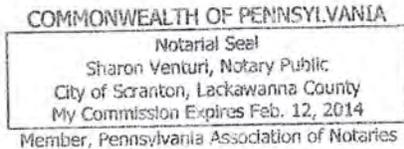
Being duly sworn according to law deposes and says that she is Billing clerk for The Scranton Times, owner and publisher of The Scranton Times, a newspaper of general circulation, established in 1870, published in the city of Scranton, county and state aforesaid, and that the printed notice or publication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

06/28/2013

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 Amanda Kakareka.

Sworn and subscribed to before me
this 28th day of June A.D., 2013

Sharon Venturi
(Notary Public)



LEGAL NOTICE

PENNSYLVANIA PUBLIC UTILITY
COMMISSION NOTICE

Application of Hovey Energy, LLC For Approval To Offer, Render, Furnish, Or Supply Electricity Or Electric Generation Services As A Generator And 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.

Hovey Energy, 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 broker/marketer engaged in the business of supplying electricity. Hovey Energy, LLC proposes to sell electricity and related services throughout all of Pennsylvania under the provisions of the new 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 Hovey Energy, 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 Hovey Energy, LLC's representative at the address listed below.

LicenseLogix
150 Grand Street, 4th Floor
White Plains, NY 10601

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 C. Mohamed, 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:

28 of June, 2013

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.

C. Mohamed

PG Publishing Company

Sworn to and subscribed before me this day of:
June 28, 2013

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

STATEMENT OF ADVERTISING COSTS

LicenseLogix LLC
150 GRAND ST FL 4
Attn: Sandra Erickson
WHITE PLAINS NY 10601-4846

To PG Publishing Company

Total ----- \$472.50

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 Marcia Jones

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 Hovey Energy, LLC For Approval To Offer, Render, Furnish, Or Supply Electricity Or Electric Generation Services As A Generator And 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.

Hovey Energy, 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 broker/marketer engaged in the business of supplying electricity. Hovey Energy, LLC proposes to sell electricity and related services throughout all of Pennsylvania under the provisions of the new 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 Hovey Energy, 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 Hovey Energy, LLC's representative at the address listed below.

LicenseLogix
150 Grand Street,
4th Floor
White Plains, NY
10601

**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:

July 1, 2013

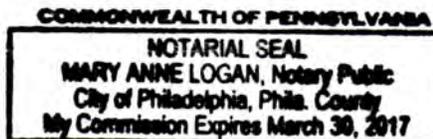
Affiant further deposes and says that she is an employee of the publisher of said newspaper and has been authorized to verify the foregoing statement and that she is not interested in the subject matter of the aforesaid notice of publication, and that all allegations in the foregoing statement as to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



Sworn to and subscribed before me this 1st day of July, 2013.


Notary Public

My Commission Expires:



Copy of Notice of Publication

**PENNSYLVANIA PUBLIC UTILITY
COMMISSION NOTICE**

Application of **Hovey Energy, LLC** For Approval To Offer, Render, Furnish, Or Supply Electricity Or Electric Generation Services As A Generator And 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. **Hovey Energy, 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 broker/ marketer engaged in the business of supplying electricity. **Hovey Energy, LLC** proposes to sell electricity and related services throughout all of Pennsylvania under the provisions of the new 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 **Hovey Energy, 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 **Hovey Energy, LLC's** representative at the address listed below.

Licensee: Logix
150 Grand Street, 4th Floor
White Plains, NY 10601

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

The Patriot-News
Now you know

LICENSELOGIX
150 GRAND ST. 4TH FLOOR
ATTN: MARY DUBITSKY

WHITE PLAINS NY 10601

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

Marianne Miller, 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;

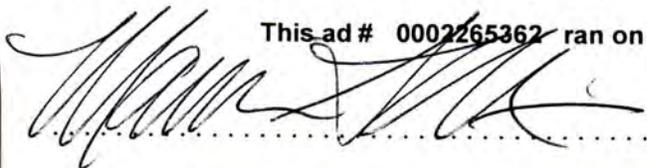
That the printed notice or publication which is securely attached hereto is exactly as printed and published in their regular daily and/or Sunday/ Community Weekly editions which appeared on the date(s) indicated below. That neither she nor said Company is interested in the subject matter of said printed 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 in and for said County of Dauphin in Miscellaneous Book "M", Volume 14, Page 317.

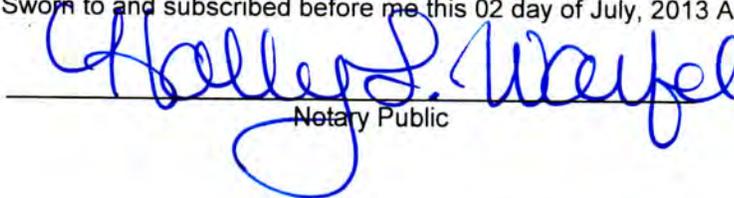
PUBLICATION COPY

This ad # 0002265362 ran on the dates shown below:

July 02, 2013



Sworn to and subscribed before me this 02 day of July, 2013 A.D.


Notary Public

PENNSYLVANIA PUBLIC UTILITY COMMISSION NOTICE
Application of Hovey Energy, LLC For Approval To Offer, Render, Furnish, Or Supply Electricity Or Electric Generation Services As A Generator And 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.

Hovey Energy, 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 broker/marketer engaged in the business of supplying electricity. Hovey Energy, LLC proposes to sell electricity and related services throughout all of Pennsylvania under the provisions of the new 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 Hovey Energy, 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 Hovey Energy, LLC's representative at the address listed below.

LicenseLogix
150 Grand Street, 4th Floor
White Plains, NY 10601

COMMONWEALTH OF PENNSYLVANIA

Notarial Seal

Holly Lynn Warfel, Notary Public
Washington Twp., Dauphin County
My Commission Expires Dec. 12, 2016

MEMBER, PENNSYLVANIA ASSOCIATION OF NOTARIES

PROOF OF PUBLICATION
In
THE ERIE TIMES-NEWS
COMBINATION EDITION

LICENSE LOGIX
150 GRAND ST 4TH FLOOR
WHITE PLAINS NY 10601

REFERENCE: L0005793
2124576 PUC NOTICE

STATE OF PENNSYLVANIA)
COUNTY OF ERIE) SS:

Debra McGraw, being duly sworn, deposes and says that: (1) she is a designated agent of the Times Publishing Company (TPC) to execute Proofs of Publication on behalf of the TPC; (2) the TPC, whose principal place of business is at 205 W. 12th Street, Erie, Pennsylvania, owns and publishes the Erie Times-News, established October 2, 2000, a daily newspaper of general circulation, and published at Erie, Erie County Pennsylvania; (3) the subject notice or advertisement, a true and correct copy of which is attached, was published in the regular edition(s) of said newspaper on the date(s) referred to below. Affiant further deposes that he/she is duly authorized by the TPC, owner and publisher of the Erie Times-News, to verify the foregoing statement under oath, and affiant is not interested in the subject matter of the aforesaid notice or advertisement, and that all allegations in the foregoing statement as to time, place and character of publication are true.

PUBLISHED ON: 06/29

TOTAL COST: 294.00 AD SPACE: 7.000 INCH
FILED ON: 06/29/13

**PENNSYLVANIA
PUBLIC UTILITY COMMISSION
NOTICE**

Application of Hovey Energy, LLC For Approval To Offer, Render, Furnish, Or Supply Electricity Or Electric Generation Services As A Generator And 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.

Hovey Energy, 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 broker/marketer engaged in the business of supplying electricity. Hovey Energy, LLC proposes to sell electricity and related services throughout all of Pennsylvania under the provisions of the new 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 Hovey Energy, 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 Hovey Energy, LLC's representative at the address listed below.

**LICENSE LOGIX
150 Grand Street, 4th Floor
White Plains, NY 10601**

adloc=2124576

Sworn to and subscribed before me this
1st day of July 2013 Affiant: Debra McGraw
NOTARY: Barbara J. Moore

COMMONWEALTH OF PENNSYLVANIA
Notarial Seal
Barbara J. Moore, Notary Public
City of Erie, Erie County
My Commission Expires March 23, 2016
MEMBER, PENNSYLVANIA ASSOCIATION OF NOTARIES