

# BEFORE THE PENNSYLVANIA PUBLIC UTILITY COMMISSION

Application of Energy Initiatives Inc., d/b/a \_\_\_\_\_, for approval to offer, render, furnish, or as a(n) Broker/Marketer [as specified in item #8 below] to the public in the Commonwealth of Pennsylvania.

To the Pennsylvania Public Utility Commission:

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

Energy Initiatives Inc.  
P.O. Box 479  
Chester Heights, PA 19017

Web: [www.energyinitiatives.biz](http://www.energyinitiatives.biz)  
Office: 610-358-3721  
Fax: 610-558-3048  
Email: [energyinitiatives@msn.com](mailto:energyinitiatives@msn.com)

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

N/A

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

Michael T. DeCarlo  
President, Energy Initiatives Inc.  
P.O. Box 479  
Chester heights, PA 19017

Office: 610-358-3721  
Fax: 610-558-3048  
Email: [energyinitiatives@msn.com](mailto:energyinitiatives@msn.com)

- b. **CONTACT PERSON-PENNSYLVANIA EMERGENCY MANAGEMENT AGENCY:** The name, title, address telephone number and FAX number of the person with whom contact should be made by PEMA:

Michael T. DeCarlo, President  
Nicholas J. DeCarlo, Vice President  
P.O. Box 479  
Chester Heights, PA 19017

Office: 610-358-3721  
Fax: 610-558-3048  
Email: [energyinitiatives@msn.com](mailto:energyinitiatives@msn.com)

- 3.a. **ATTORNEY:** If applicable, the name, address, telephone number, and FAX number of the Applicant's attorney are:

N/A

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

N/A

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

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

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

**OR**

The Applicant will not be using a fictitious name.

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

The Applicant is a sole proprietor.

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

**OR**

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.

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

or

The Applicant is a:

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

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

**X – Articles of Incorporation are Attached – CONFIDENTIAL – Exhibit D**

Give name and address of officers.

Michael T. DeCarlo  
Susan B. DeCarlo  
41 Carter Way  
Glen Mills, PA 19342

The Applicant is incorporated in the state of \_\_\_\_\_.

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

Affiliate(s) of the Applicant doing business in Pennsylvania are:

Give name and address of the affiliate(s) and state whether the affiliate(s) are jurisdictional public utilities.

Mid Atlantic Power Partners, LLC  
P.O. Box 479  
Chester Heights, PA 19017

Mid Atlantic Power Partners is not a Public Utility.

- Does the Applicant have any affiliation with or ownership interest in:
- (a) any other Pennsylvania retail natural gas supplier licensee or licensee applicant,
  - (b) any other Pennsylvania retail licensed electric generation supplier or license applicant,
  - (c) any Pennsylvania natural gas producer and/or marketer,
  - (d) any natural gas wells or
  - (e) any local distribution companies (LDCs) in the Commonwealth

If the response to parts a, b, c, or d above is affirmative, provide a detailed description and explanation of the affiliation and/or ownership interest. **No Interests as listed above.**

- Provide specific details concerning the affiliation and/or ownership interests involving:
- (a) any natural gas producer and/or marketers,
  - (b) any wholesale or retail supplier or marketer of natural gas, electricity, oil, propane or other energy sources.

- Provide the Pa PUC Docket Number if the applicant has ever applied:
- (a) for a Pennsylvania Natural Gas Supplier license, or
  - (b) for a Pennsylvania Electric Generation Supplier license.

Energy Initiatives Inc.  
License for Electric Generation  
Broker/Marketer  
#A2011-2247118  
August 12, 2011

- If the Applicant or an affiliate has a predecessor who has done business within Pennsylvania, give name and address of the predecessor(s) and state whether the predecessor(s) were jurisdictional public utilities.

N/A

**or**

- The Applicant has no affiliates doing business in Pennsylvania or predecessors which have done business in Pennsylvania.

Applicant has always done business as:  
Energy Initiatives Inc. (Since 1995)  
Mid Atlantic Power Partners, LLC (Since 2006)

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

- The Applicant is presently doing business in Pennsylvania as a

- natural gas interstate pipeline.
- municipal providing service outside its municipal limits.
- local gas distribution company
- retail supplier of natural gas services in the Commonwealth
- a natural gas producer

- Other. (Identify the nature of service being rendered.)

Energy Initiatives Inc. currently does business in PA as a provider of energy efficient lighting and window services, electric supply broker/marketer services as well as utility monitoring in the energy services market. Affiliate: Mid Atlantic Power Partners does business in PJM as a PJM member providing curtailment services as a Curtailment Service Provider.

Exhibit "A" Attached – EI Capability Outline

**or**

The Applicant is not presently doing business in Pennsylvania.

8. **APPLICANT'S PROPOSED OPERATIONS:** *The Applicant proposes to operate as a:*

- supplier of natural gas services.
- Municipal supplier of natural gas services.
- Cooperative supplier of natural gas services.
- Broker/Marketer engaged in the business of supplying natural gas services.**
- Aggregator engaged in the business of supplying natural gas services.
- Other (Describe):

9. **PROPOSED SERVICES:** Generally describe the natural gas services which the Applicant proposes to offer.

Energy Initiatives proposes to represent various Natural Gas Suppliers as a Broker/Marketer of supply services to the commercial, industrial, and residential markets in PA. EI will offer analysis and monitoring of client's gas consumption for the purposes of offering competitive supply alternatives to its' clients.

See Exhibits "A" and "B"

10. **SERVICE AREA:** Provide each Natural Gas Distribution Company (NGDC) in which Applicant proposes to offer services.

PECO, PGW, UGI, UGI Penn Natural, UGI Central Penn, Columbia Gas

11. **CUSTOMERS:** Applicant proposes to initially provide services to:

- Residential Customers
- Commercial Customers - (Less than 6,000 Mcf annually)
- Commercial Customers - (6,000 Mcf or more annually)
- Industrial Customers
- Governmental Customers
- All of above
- Other (Describe):

12. **START DATE:** The Applicant proposes to begin delivering services on ASAP – 10/1/13 (approximate date).

13. **NOTICE:** Pursuant to Section 5.14 of the Commission's Regulations, 52 Pa. Code §5.14, serve a copy of the signed and verified Application with attachments on the following:

Irwin A. Popowsky  
Office of Consumer Advocate  
5th Floor, Forum Place  
555 Walnut Street  
Harrisburg, PA 17120-1921

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

William R. Lloyd, Jr.  
Commerce Building, Suite 1102  
Small Business Advocate  
300 North Second Street  
Harrisburg, PA 17101

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

Any of the following Natural Gas Distribution Companies through whose transmission and distribution facilities the applicant intends to supply customers:

<p><b>Valley Energy Inc.</b> Robert Crocker 523 South Keystone Avenue Sayre, PA 18840-0340 PH: 570.888-9664 FAX: 570.888.6199 email: <a href="mailto:rcrocker@ctenterprises.org">rcrocker@ctenterprises.org</a></p>	<p><b>National Fuel Gas Distribution Corp.</b> David D. Wolford 6363 Main Street Williamsville, NY 14221 PH: 716.857.7483 FAX: 716.857.7479 email: <a href="mailto:wolfordd@natfuel.com">wolfordd@natfuel.com</a></p>
<p><b>UGI Central Penn</b> David Beasten 2525 N. 12<sup>th</sup> Street, Suite 360 Reading, PA 19612-2677 PH: 610.796.3425 FAX: 610.796.3559</p>	<p><b>Peoples Natural Gas Company LLC</b> Lynda Petrichevich 375 North Shore Drive, Suite 600 Pittsburgh, PA 15212 email: <a href="mailto:Lynda.w.petrichevich@peoples-gas.com">Lynda.w.petrichevich@peoples-gas.com</a> PH: 412.208.6528 FAX: 412.208.6577</p>
<p><b>Peoples TWP LLC (Formerly T. W. Phillips)</b> Andrew Wachter 375 North Shore Drive, Suite 600 Pittsburgh, PA 15212 PH: 724.431.4935 FAX: 724.287.5021 email: <a href="mailto:Andrew.Wachter@peoplestwp.com">Andrew.Wachter@peoplestwp.com</a></p>	<p><b>UGI</b> David Beasten 2525 N. 12<sup>th</sup> Street, Suite 360 Reading, PA 19612-2677 PH: 610.796.3425 FAX: 610.796.3559</p>
<p><b>UGI Penn Natural</b> David Beasten 2525 N. 12<sup>th</sup> Street, Suite 360 Reading, PA 19612-2677 PH: 610.796.3425 FAX: 610.796.3559</p>	<p><b>Equitable Gas Company</b> Jerald Moody 225 North Shore Drive Pittsburgh, PA 15212-5352 PH: 412.395.3209 FAX: 412.395.3335</p>
<p><b>PECO</b> Carlos Thillet, Manager, Gas Supply and Transportation 2301 Market Street, S9-2 Philadelphia, PA 19103 email: <a href="mailto:carlos.thillet@exeloncorp.com">carlos.thillet@exeloncorp.com</a> PH: 215.841.6452</p>	<p><b>Columbia Gas of Pennsylvania Inc.</b> Thomas C. Heckathorn 200 Civic Center Drive Columbus, OH 43215 PH: 614.460.4996 FAX: 614.460.6442 email: <a href="mailto:theckathorn@nisource.com">theckathorn@nisource.com</a></p>
<p><b>Philadelphia Gas Works</b> Douglas Moser 800 West Montgomery Avenue Philadelphia, PA 19122 email: <a href="mailto:douglas.moser@pgworks.com">douglas.moser@pgworks.com</a> PH: 215.684.6899</p>	

Pursuant to Sections 1.57 and 1.58 of the Commission's Regulations, 52 Pa. Code §§1.57 and 1.58, attach Proof of Service of the Application and attachments upon the above named parties. 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.



14. **TAXATION:** Complete the TAX CERTIFICATION STATEMENT attached as Appendix B to this application.

ATTACHED

15. **COMPLIANCE:** State specifically whether the Applicant, an affiliate, a predecessor of either, or a person identified in this Application has been convicted of a crime involving fraud or similar activity. Identify all proceedings, by name, subject and citation, dealing with business operations, in the last five (5) years, whether before an administrative body or in a judicial forum, in which the Applicant, an affiliate, a predecessor of either, or a person identified herein has been a defendant or a respondent. Provide a statement as to the resolution or present status of any such proceedings.

N/A

16. **STANDARDS, BILLING PRACTICES, TERMS AND CONDITIONS OF PROVIDING SERVICE AND CONSUMER EDUCATION:** All services 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.

a. **Contacts for Consumer Service and Complaints:** Provide the name, title, address, telephone number and FAX number 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 Applicant, the Distribution Company, the Pennsylvania Public Utility Commission or other agencies.

Michael T. DeCarlo, President  
Nicholas J. DeCarlo, VP

Office: 610-358-3721  
Fax: 610-558-3048

b. Provide a copy of all standard forms or contracts that you use, or propose to use, for service provided to residential customers.

*All Forms and Contracts are to be supplied by the NG supplier.*

c. If proposing to serve Residential and/or Small Commercial customers, provide a disclosure statement. A sample disclosure statement is provided as Appendix B to this Application.

*Disclosure Statements for Residential and Small Commercial customers will be supplied by the NG supplier.*

17. **FINANCIAL FITNESS:**

A. Applicant shall 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.  
Exhibit "C" Attached
- Published parent company financial and credit information.  
N/A – Private Corporation  
Energy Initiatives Inc. will not take title to the NG product nor bill its' clients. Contracts will be directly with NG Suppliers.
- Applicant's balance sheet and income statement for the most recent fiscal year. Published financial information such as 10K's and 10Q's may be provided, if available.
- 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 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.

Zurich, N.A. Certificate of Insurance

- Audited financial statements  
N/A - Energy initiatives Inc. is a private corporation and not required as such.
- Such other information that demonstrates Applicant's financial fitness.  
Articles of Incorporation  
Merrill Lynch Bank Letter of Assets – Attached  
TD Bank Account Statement

B. Applicant must provide the following information:

- Provide proof of compliance with bonding/credit requirements for each NGDC the applicant is proposing to provide service in. This requirement is designated by each NGDC and can commonly be found in the NGDC supplier tariff.

Copy Attached

- Identify Applicant's chief officers including names and their professional resumes.

Exhibit "C" Included

- Provide the name, title, address, telephone number and FAX number of Applicant's custodian for its accounting records.

Michael Kolodzey, Partner  
20 East Clementon Rd  
Gibbsboro, NJ 08026  
Phone: 856-784-0155  
Fax: 856-784-4972

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

- The identity of the Applicant's officers directly responsible for operations, including names and their professional resumes.
- A copy of any Federal energy license currently held by the Applicant.
- Proposed staffing and employee training commitments.
- Business plans.

Exhibits "B" and "C" Included

19. **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 2208(D). Transferee will be required to file the appropriate licensing application.

Understood

20. **UNIFORM 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. Agreed

21. **REPORTING REQUIREMENTS:** Applicant agrees to provide the following information to the Commission or the Department of Revenue, as appropriate:
- a. **Reports of Gross Receipts:** Applicant shall report its Pennsylvania intrastate gross receipts to the Commission on an annual basis no later than 30 days following the end of the calendar year.
- Applicant will be required to meet periodic reporting requirements as may be issued by the Commission to fulfill the Commission's duty under Chapter 22 pertaining to reliability and to inform the Governor and Legislature of the progress of the transition to a fully competitive natural gas market.**
22. **FURTHER DEVELOPMENTS:** Applicant is under a continuing obligation to amend its application if substantial changes occur in the information upon which the Commission relied in approving the original filing.
23. **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.
24. **FEE:** The Applicant has enclosed the required initial licensing fee of \$350.00 payable to the Commonwealth of Pennsylvania.

Applicant: ENERGY ENTERPRISES INC.  
By: Robert T. DeCato  
Title: PRESIDENT

**AFFIDAVIT**

[Commonwealth/State] of PA :

ss.

County of Delaware :

Rosemarie Devlin, Affiant, being duly [sworn/affirmed] according to law, deposes and says that:  
[He/she is the Michael Thomas Devlin (Office of Affiant) of Energy Initiatives Inc. (Name of Applicant);]

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

That the Applicant herein Energy Initiatives Inc. has the burden of producing information and supporting documentation demonstrating its technical and financial fitness to be licensed as a natural gas supplier pursuant to 66 Pa. C.S. §2208(c)(1).

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

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

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

[Signature]  
Signature of Affiant

Sworn and subscribed before me this 01 day of OCT, 2013

[Signature]  
Signature of official administering oath

My commission expires 11/01/2015

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SECRETARY'S BUREAU

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

# AFFIDAVIT

[Commonwealth/State] of PA \_\_\_\_\_ :

ss.

County of Delaware \_\_\_\_\_ :

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

[He/she is the MICHAEL THOMAS DECARLY Office of Affiant) of Energy Initiatives Inc. (Name of Applicant);]

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

That Energy Initiatives Inc., 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 Energy Initiatives Inc., the Applicant herein, asserts that [he/she/it] possesses the requisite technical, managerial, and financial fitness to render natural gas supply 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 Energy Initiatives Inc., 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 22 of Title 66. The Applicant acknowledges that failure to pay such taxes or otherwise comply with the taxation requirements of, 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 natural gas 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).

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.

That Energy Initiatives Inc., the Applicant herein, acknowledges that it has a statutory obligation to conform with 66 Pa. C.S. §506, and the standards and billing practices of 52 PA. Code Chapter 56.

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That the Applicant agrees to provide all consumer education materials and information in a timely manner as requested by the Commission's Office of Communications 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 01 day of Oct, 2013.

  
Signature of official administering oath

My commission expires 11/01/2015.

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

## **Exhibit "A"**

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

### **CONSULTATION AND PLANNING**

Provide Lighting System Evaluation and Technical Guidance

### **PROJECT MANAGEMENT AND CONSTRUCTION SERVICES**

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

### **DESIGN**

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

### **CONSTRUCTION/ELECTRICAL SERVICES**

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

### **WINDOW FILMS**

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

### **UTILITY SERVICES**

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

### **FINANCING**

Lease Options Available  
Performance Contracting

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SECRETARY'S BUREAU

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

## **EXHIBIT "B"**

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

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

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

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***EXHIBIT "C"***

***Energy Initiatives***

***Company Structure***

Michael T. DeCarlo- President

Susan B. DeCarlo- Secretary

Nicholas J. DeCarlo- Director of Sales

Lance Wheeler- Director of Technical Operations

David Anzaldo- Manager of Field Technical Operations

Address

P.O. Box 479  
Chester Heights, PA 19017

Phone - (610) 358-3721

Fax -- (610) 558-3048

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Michael T. DeCarlo

Professional Experience

9/97 to Present- President, Energy Initiatives Inc.

- Responsible for the management and operation of Energy Initiatives Inc. primarily focusing on market and project development and the positioning of the company as a professional and high quality provider of energy services in the region.
- Energy Initiatives Inc. has successfully developed energy conservation projects as part of the PECO Smart Ideas program, the New Jersey Standard Offer and Smart Start Programs as well as working with additional utilities in the development and execution of projects in the PEPSCO, BG&E and Delmarva Utility Zones.

6/89-9/97- National Sales Director of The Robert Group and Geissenberger Manufacturing Co. Responsibilities included:

- The recruitment, development and management of a regional sales force focused on the sale of turnkey energy efficient lighting products direct to the end user.
- The development of a national sales agent organization focused on the sale of energy efficient lighting equipment through electrical distribution.
- The development of over \$70,000,000 in equipment and project sales.
- The reorganization and direction of the national sales agent program for Robert Manufacturing Co.
- Sales and Marketing liaison to the Energy Control Products and Construction markets Divisions of the 3M Company.
- Interfaced with Utility personnel and programs.

Company Accomplishments:

3M Energy Control Products Manufacturer of the Year (Volume Based, 1993, 1994)

Member 3M Energy Control Products Manufacturers/Distributors Advisory Council

PEPCO Energy Power Watchers Award (1993, 1994)

PSE&G Energy Performance Contractor/Energy Performance Network Member

Con Edison Apple Power Program

BG&E Conserve 2000 Contractor Network

9/84-6/89 – Area Manager, 3M Energy Control Products

Responsibilities included:

- The development of the 3M Silverlux Manufacturing and Sales Network in the Eastern United States.
- The recruitment, training and management of 3M dealer sales personnel.
- Direct system sales to Fortune 500 Commercial and Top 100 Financial Accounts.
- Indirect Management of distributor sales and marketing programs.
- Utility company interface.

Exhibit "C" Continued

Dave Anzaldo

P.E. Director of Field Technical Operations 9/97-Present

- Responsible for the design, installation and operation of Utility Grade Monitoring Equipment Systems.
- Responsible for the development and management of the highly/highest servers.
- Responsible for the design/engineering of Energy Efficient/Lighting agents.
- Project management responsibilities.
- Previously held the same position for:
  - The Robert Group: 1990-1997
  - Energy Performance Services 2000-2001

Provider of U6 Monitoring to the Curtailment Service Provider such as MAPP

Nicholas J. DeCarlo

Education

University of Delaware, BS  
Finance and Marketing

Professional Experience

2007 to Present

- Responsible for the design and implementation of sales and marketing strategies on a regional basis.
- Develop and enhance manufacturer relations.
- Manage utility affairs.

2002 – 2007

- Sales Development.
- Utility program interface.

## Exhibit "C" Continued

**Lance Wheeler**

**Ph: 610-358-3721**

**Education:** Arizona State University

Dec 2006

Bachelor of Science of Engineering in Computer Systems Engineering

**Languages:**

SQL, Java, C++, VB, VBScript, MIPS, ASP, PHP, Scheme (LISP dialect), FORTRAN, Pascal, Basic, assembly language for 68000 processors

**Tools:**

Dreamweaver, Excel, MATLAB, Mysql, MINITAB, Rational Rose, Automated hardware testing, RF Testing, EnergyICT EIServer®, Microsoft Suite,

**Skills:**

AMI/Smart Metering, meter acquisition/collection/communication/configuration/verification/validation, PM, Database Metering Integration, database design and communication structure, metering field support, metering tech support, hardware analysis, hardware/software integration, automated control structures, automated customer event driven alerting

**Work Experience:**

Mid Atlantic Power Partners

Oct 2009 - Current

- Consultation and contract services for Demand Response application
- Smart Metering and Demand Response software and system integration
- Hardware monitoring/importing/reporting/storage for all metering applications
- Shadow metering, sub metering, and billing services
- Engineering and certification support to meet grid guidelines for Curtailment Providers
- Customer Alerting/Communication services
- Automated control structures

Energy Connect Inc.

Aug 2007 - Feb 2010

Project Management. Consulting Services

- Oversaw on-boarding of new customers
- Integration of existing metering systems to ECI's storage systems
- Led Software Development to optimize and automate existing practices
- Became the company Electrical Metering Specialist
- Led all Smart Grid Integration
- Worked with Utilities and Grids to assure compliance with Demand Response services
- Developed the processes and programs to collect interval data from multiple utilities in many different formats
- Designed Installation process and hardware selection process to create a standardized engineering model for metering projects
- Designed techniques and concepts for validation of metering accuracy
- Worked in a team to provide reporting and storage solutions for metering and other projects

Freescale Semiconductor, inc.

Application Specific Products Operation Engineer

Dec 2006 – Aug 2007

- Designed and developed RF tests using spec sheets and verbal guidelines
- *Converted Visual Basic code to Labview modules*
- Modified and created a test executive that standardized all the communication and testing and results
- Stepped into an existing LabVIEW project from a contractor and eliminated the need for another contractor for a new project saving Freescale over \$27,000.00 on the projects.

Honeywell Inc.

Computer System Engineering Intern

May 2006 – Dec 2006

- Verifying requirement traceability from documentation to code to testing
- Created and modified documents to fulfill FAA requirements
- Led a group in creating certified ARINC 708 and Honeywell specific radar simulation tool using a mix of hardware and software
- Designed a certified tool to track traceability
  - Designing - gathering requests and concepts
  - Documenting requirements to prove traceability and verifying design
  - Coding – VB 6.0
  - Testing – Using output to Excel with input files in .doc, .txt, .rtf, and .h formats
- Identified duplication in software licenses, found unmanaged software purchases databases, and proposed a system that Honeywell senior management estimated would save \$43,000.00 a month in licensing fees across many locations.

Wheeler Air Conditioning Inc.

Heating and Air Conditioning Technician

May 2000 – May 2006

- Responsible for diagnosing and completing repairs on commercial/residential units.
- Responsible for bidding and scheduling of service calls.

\*Additional work history available upon request

**ACCOMPLISHMENTS**

- Graduate of Honors with Distinction, (MCC)
- Phi Theta Kappa, Honor Society, (MCC)
- Dean's List, MCC
- Eagle Scout - troop 255

May 2004

Spring 2002 - Present

Spring 2001

1986 – Present

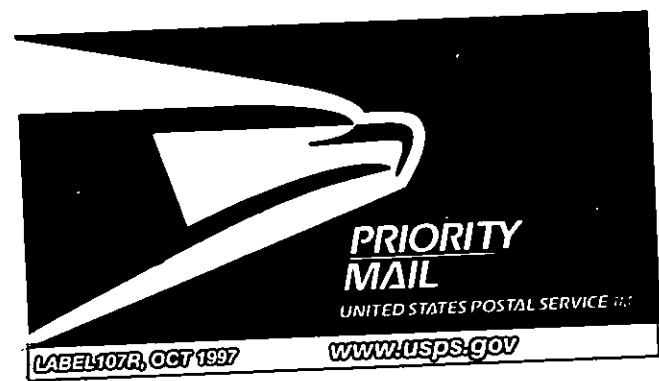


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