

January 2, 2014

Secretary of the Commission  
P.O. Box 3265  
Harrisburg, PA 17105-3265

**RECEIVED**

JAN 02 2014

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

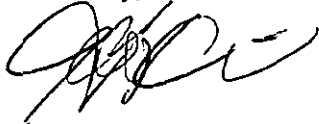
RE: Utilities Marketing Group, LLC's Application for License as an Electricity Broker

To Whom It May Concern:

Please accept this signed and verified original plus one copy of Utilities Marketing Group, LLC's Application for Parties Wishing to Offer, Render, Furnish, or Supply Electricity or Electric Generation Services to the Public in the Commonwealth of Pennsylvania. Please also find enclosed one cd-rom containing a searchable PDF version of this document. A copy of this application has also been served upon: (i) Office of Consumer Advocate, (ii) Office of the Attorney General, (iii) Office of the Small Business Advocate and (iv) Department of Revenue, and each of the other parties listed on Schedule 6. Enclosed please find the \$350 filing fee made out to "Commonwealth of Pennsylvania". Lastly, enclosed as an attachment to Schedule 7(a), please find an original bond and two (2) copies thereof in the amount of \$10,000.

Should you have any questions, please do not hesitate to contact me at 727-410-0600 or gcronin@utilitiesmarketinggroupllc.com. If there is anything further that is required, please let me know and I will be happy to provide the information as soon as possible. Thank you for your consideration.

Sincerely,



Gary Cronin  
Executive Director of Utilities Marketing Group, LLC

cc: Office of Consumer Advocate  
Office of Attorney General  
Office of Small Business Advocate  
Department of Revenue

# BEFORE THE PENNSYLVANIA PUBLIC UTILITY COMMISSION

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

To the Pennsylvania Public Utility Commission:

## 1. IDENTIFICATION AND CONTACT INFORMATION

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

Utilities Marketing Group, LLC  
13100 56th Court, Suite 705  
Clearwater, FL 33760  
Phone: 727-572-0600  
Fax: 727-572-0602

- 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.

CSC (Corporation Service Company)  
2704 Commerce Drive  
Harrisburg, PA 17110  
Dauphin County  
800-622-2300  
800-927-9800

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SECRETARY'S BUREAU

- 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.

Gary Cronin, Executive Director  
13100 56th Court, Suite 705  
Clearwater, FL 33760  
Phone: 727-572-0600  
Fax: 727-572-0602  
Email: gcronin@utilitiesmarketinggroupllc.com

**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. **N/A**

- d. **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.

Gary Cronin  
Executive Director  
13100 56th Court, Suite 705  
Clearwater, FL 33760  
Phone: 727-572-0600  
Fax: 727-572-0602  
Email: gcronin@utilitiesmarketinggroupllc.com

Sherman Reid, Director of Sales & Personnel  
13100 56th Court, Suite 705  
Clearwater, FL 33760  
Phone: 727-572-0600  
Fax: 727-572-0602  
Email: sreid@utilitiesmarketinggroupllc.com

## 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):

Please see Schedule 2(b) attached hereto.

- 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.
  - o The Applicant is organized under the laws of the State of Florida.
- Give name and address of officers.

Gary Cronin, Executive Director  
Utilities Marketing Group, LLC  
13100 56th Court, Suite 705  
Clearwater, FL 33760  
Phone: 727-572-0600  
Fax: 727-572-0602  
Email: gcronin@utilitiesmarketinggroupllc.com

### 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.

The Applicant does not have any affiliates currently doing business in the Commonwealth of Pennsylvania.

- 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.

The 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**

X 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.

The Applicant is looking to establish an electricity agency/broker/consultancy business in the Commonwealth of Pennsylvania. The Applicant will not be taking title to the electricity. The Applicant is currently registered as a telemarketer in New York, New Jersey and Florida. The Applicant currently holds an electricity broker license in Illinois. The Applicant was formed to provide natural gas and electric brokerage and sales services. The Applicant will be representing Electric Generation Suppliers (EGS) in the Commonwealth of Pennsylvania. The Applicant will be calling on commercial, industrial and residential accounts in the Commonwealth of Pennsylvania on behalf of such EGS.

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

Met-Ed, Penelec, Penn Power, PECO, PPL, West Penn, Duquesne and UGI

**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. *N/A*

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

Immediately upon receipt of license.

## 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.

The Applicant has no proceedings to list.

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

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

The Applicant has no actions or complaints to list.

**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)*

**Please see Schedule 6 attached hereto.**

- 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

**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. **Please see Schedule 7(a) attached hereto.**

- *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: **Please see Schedule 7(b) attached hereto.**

- 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)

No financial or credit information is published for the Applicant, which is privately held.

- 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.

The Applicant has no credit rating.

- 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.

The Applicant has no audited financial statements.

- 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.



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. (Not applicable. The Applicant will not be a supplier.)
- Any other information appropriate to ensure the technical capabilities of the Applicant.

**Please see Schedule 8(a) attached hereto.**

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

**Please see Schedule 8(b) attached hereto.**

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

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

## 9. DISCLOSURE STATEMENT:

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

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

## 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. Cmwith. 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.

Please see Schedules 11(a) and 11(b) attached hereto.

c.)

## 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)*

Please see Schedule 12 attached hereto.

## 13. SIGNATURE

Applicant: UTILITIES MARKETING GROUP, LLC

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

Name and Title: Gary Cronin, Executive Director

## 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: Utilities Marketing Group, LLC**

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

Applicant's Use

PUC Secretary's Bureau Use

Appendix A

APPLICATION AFFIDAVIT

State of Florida :
County of Pinellas : ss.

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

He is the Vice President of Call Center Operations of Utilities Marketing Group, LLC;

That he is authorized to and does make this affidavit for said Applicant;

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

That the Applicant herein, Utilities Marketing Group, 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, Utilities Marketing Group, 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.

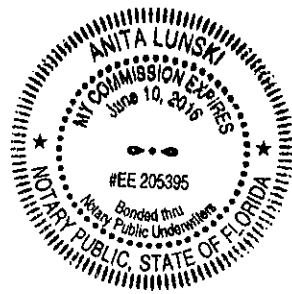
That the facts above set forth are true and correct to the best of his/her knowledge, information, and belief, and that he/she expects said Applicant to be able to prove the same at hearing.

[Handwritten signature]
Signature of Affiant

Sworn and subscribed before me this 2nd day of January, 2014.

[Handwritten signature]
Signature of official administering oath

My commission expires 06/10/2016



RECEIVED
JAN 02 2014
PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU

**Appendix B**

**OPERATIONS AFFIDAVIT**

State of Florida :  
 : SS.  
County of Pinellas :

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

He is the Vice President of Call Center Operations of Utilities Marketing Group, LLC;

That he is authorized to and does make this affidavit for said Applicant;

That Utilities Marketing Group, LLC, the Applicant herein, acknowledges that Utilities Marketing Group, LLC 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 Utilities Marketing Group, 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 Utilities Marketing Group, 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).

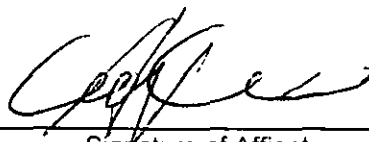
As provided by 66 Pa. C.S. §2810 (C)(6)(iv), Applicant, by filing of this application waives confidentiality with respect to its state tax information in the possession of the Department of Revenue, regardless of the source of the information, and shall consent to the Department of Revenue providing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

**Appendix B (Continued)**

That Utilities Marketing Group, 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 2nd day of January, 2014.



Signature of official administering oath

My commission expires 06/10/2016



**RECEIVED**

JAN 02 2014

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU



**Electric Generation Supplier License Bonds**

Bonds submitted in order to satisfy the licensing process must comply with the following:

The bond in the amount of \$250,000 should name the Pennsylvania Public Utility Commission as the obligee or beneficiary, and should contain the following language:

This bond is written in accordance with Section 2809(c)(1)(i) of the Public Utility Code, 66 Pa. C.S. § 2809(c)(1)(i), to assure compliance with applicable provisions of the Public Utility Code, 66 Pa. C.S. §§101, et seq., and the rules and regulations of the Pennsylvania Public Utility Commission by the Principle as a licensed electric generation supplier; to ensure the payment of Gross Receipts Tax as required by Section 2810 of the Public Utility Code, 66 Pa. C.S. § 2810; and to ensure the supply of electricity at retail in accordance with contracts, agreements or arrangements. Payment of claims shall have the following priority: (i) The Commonwealth; (ii) Electric Distribution Companies for the reimbursement of Gross Receipts Tax; and (iii) Private individuals. Proceeds of the bond may not be used to pay any penalties or fines levied against the Principal for violations of the law, or for payment of any other tax obligations owed to the Commonwealth.

The original and two copies of the bond must be submitted to the Office of the Secretary, Pa. Public Utility Commission, P.O. Box 3265, Harrisburg, PA 17105-3265. The entry date of the Commission's Order will be the effective date for the license.

Example Bond

Bond Number: \_\_\_\_\_

KNOW ALL MEN BY THESE PRESENTS that APPLICANT NAME as Principal, and XYZ Insurance Company of CITY, STATE, as Surety, are firmly bound unto Pennsylvania Public Utility Commission, as obligee, in the penal sum of \_\_\_\_\_ dollars (\$ \_\_\_\_\_), lawful money of the United States of America for the payment of which, well and truly to be made, we bind ourselves, our heirs, executors and administrators, successors and assigns, jointly, severally, and firmly by these presents.

SIGNED, SEALED AND DATED THIS day of Month, Year

THE CONDITION OF THIS OBLIGATION IS SUCH, that Whereas the Principal has made application for a license to the Obligee to offer, render, furnish or supply electricity or electric generation services to the public.

NOW THEREFORE, the condition of this obligation is such that the Principal must act in accordance with Section 2809(c)(1)(i) of the Public Utility Code, 66 Pa. C.S. 2809(c)(1)(i), to assure compliance with applicable provisions of the Public Utility Code, 66 Pa. C.S. 101, et seq. and the rules and regulation of the Pennsylvania Public Utility Commission by the Principal as a licensed electric generation supplier; to ensure the payment of Gross Receipts Tax as required by Section 2810 of the Public Utility Code, 66 Pa. C.S. 2810; and to ensure the supply of electricity at retail in accordance with contracts, agreements or arrangement. Payment of claims shall have the following priority: (I) The Commonwealth of Pennsylvania; (II) Electric Distribution Companies for the reimbursement of Gross Receipts Tax; and (III) Private Individuals. Proceeds of the bond may not be used to pay any penalties or fines levied against the Principal for violations of the law, or for the payment of any other tax obligations owed to the Commonwealth of Pennsylvania.

NOW THEREFORE, if the Principal shall, during the period commencing on the aforesaid date, faithfully observe and honestly comply with such rules, regulations and statutes that are applicable to an electric generation supplier licensed in Pennsylvania and fulfills its obligation to pay the Gross Receipts Tax to the Commonwealth, and to deliver electricity at retail in accordance with contracts, agreements and arrangements, require the execution of this bond, then this obligation shall become void and of no effect.

PROVIDED, the Surety may terminate its future liability under this Bond sixty (60) days after furnishing written notice of such intention to terminate. This termination shall not affect the liability of the Surety and the Principal for any liability incurred by the Principal prior to the effective date of such termination. Any claim under this bond must be instituted within three (3) months of the effective date of termination.

THIS BOND WILL EXPIRE Month Day, Year, but may be continued by continuation certificate signed by Principal and XYZ. XYZ may at any time terminate its liability by giving sixty (60) days written notice of the Obligee, and XYZ shall not be liable for any default after such sixty-day notice period, except for defaults occurring prior thereto.

Signed, sealed and dated Month Day, Year.

\_\_\_\_\_  
Principal

\_\_\_\_\_  
Surety

COUNTERSIGNED BY

\_\_\_\_\_  
Surety Agent

By \_\_\_\_\_  
Attorney-in-Fact

**Appendix E**  
Example Letter of Credit

<b>ISSUING BANK:</b> XYZ Bank address	<b>IRREVOCABLE STANDBY LETTER OF CREDIT</b>	<b>NUMBER</b>
<b>PLACE AND DATE OF ISSUE:</b> Location Date	<b>PLACE AND DATE OF EXPIRY:</b> Expiration Date AT OUR COUNTERS	
<b>APPLICANT:</b>	<b>BENEFICIARY:</b> PENNSYLVANIA PUBLIC UTILITY COMMISSION P.O. BOX 3265. HARRISBURG, PA 17105-3265	
	<b>AMOUNT: USD \$</b> _____ UP TO AN AGGREGATE THEREOF	
<b>PARTIAL DRAWINGS PERMITTED</b>	<b>CREDIT AVAILABLE WITH:</b> XYZ Bank Division Address  <b>BY: PAYMENT</b> AGAINST PRESENTATION OF DOCUMENTS DETAILED HEREIN AND DRAFTS AT SIGHT  <b>DRAWN ON:</b> XYZ Bank Location	

LADIES/GENTLEMEN,

WE HEREBY ISSUE OUR IRREVOCABLE LETTER OF CREDIT NO. \_\_\_\_\_ IN YOUR FAVOR FOR THE ACCOUNT \_\_\_\_\_ FOR AN AGGREGATE AMOUNT UP TO USD \_\_\_\_\_ (\_\_\_\_\_ US DOLLARS). THIS LETTER OF CREDIT WILL EXPIRE ON \_\_\_\_\_.

THIS LETTER OF CREDIT IS WRITTEN IN ACCORDANCE WITH SECTION 2809 (C)(1)(I) OF THE PUBLIC UTILITY CODE, 66 PA. C.S. SECTION 2809 (C)(1)(I), AND WE ARE ADVISED THAT IT WILL ASSURE COMPLIANCE WITH THE APPLICABLE PROVISIONS OF THE PUBLIC UTILITY CODE, 66 PA. C.S. SECTION 101, ET SEQ, AND THE RULES AND REGULATIONS OF THE PENNSYLVANIA PUBLIC UTILITY COMMISSION BY \_\_\_\_\_, AS A LICENSED ELECTRIC GENERATION SUPPLIER; TO ENSURE THE PAYMENT OF GROSS RECEIPTS TAX AS REQUIRED BY SECTION 2810 OF THE PUBLIC UTILITY CODE, 66 PA. C.S. SECTION 2810 AND TO ENSURE THE SUPPLY OF ELECTRICITY AT RETAIL IN ACCORDANCE WITH CONTRACTS, AGREEMENTS OR ARRANGEMENTS.

WE ARE ADVISED THAT; 1. PAYMENTS MADE PURSUANT TO THIS LETTER OF CREDIT SHALL ENSURE FIRST TO THE BENEFIT OF THE COMMONWEALTH, AND SECOND, TO ANY AND ALL RETAIL ELECTRIC GENERATION CUSTOMERS TO WHOM \_\_\_\_\_ MAY BE HELD LEGALLY LIABLE FOR FAILURE TO SUPPLY ELECTRIC GENERATION PURSUANT TO CONTRACT, AGREEMENTS OR ARRANGEMENTS. 2. ANY CLAIMS MADE BY THE COMMONWEALTH SHALL HAVE PRIORITY OVER CLAIMS MADE BY PRIVATE INDIVIDUALS. 3. PROCEEDS OF THE LETTER OF CREDIT MAY NOT BE USED TO PAY PENALTIES OR FINES LEVIED AGAINST \_\_\_\_\_ FOR VIOLATIONS OF THE LAW, OR FOR PAYMENT OF ANY OTHER OBLIGATIONS OWED TO THE COMMONWEALTH.

**Appendix E (Continued)**

THE SAID AMOUNT IS AVAILABLE BY DRAFTS ON US BY THE PENNSYLVANIA PUBLIC UTILITY COMMISSION ("PUC") AT SIGHT ACCOMPANIED BY THE PUC'S LETTER REQUESTING PAYMENT UNDER THIS CREDIT AND PURPORTEDLY SIGNED BY AN OFFICER OF THE PUC. SUCH LETTER FROM THE PUC SHALL INCLUDE A STATEMENT OF THE AMOUNT OWED THE PUC AND THAT "SUCH AMOUNT IS DUE TO THE PUC PURSUANT TO THE PUBLIC UTILITY CODE, GROSS RECEIPTS TAX OR ELECTRICITY SUPPLY OBLIGATIONS OF \_\_\_\_\_ LICENSE TO OFFER, RENDER, FURNISH OR SUPPLY ELECTRICITY OR ELECTRIC GENERATION SERVICES TO THE PUBLIC IN THE COMMONWEALTH OF PENNSYLVANIA; AND, THAT \_\_\_\_\_ FAILED TO PAY THAT AMOUNT."

PARTIAL DRAWINGS ARE PERMITTED UNDER THIS CREDIT.

THIS LETTER OF CREDIT EXPIRES AT THIS OFFICE AT OUR CLOSE OF BUSINESS ON \_\_\_\_\_.

IT IS A CONDITION OF THIS LETTER OF CREDIT THAT IT WILL BE AUTOMATICALLY EXTENDED FOR PERIODS OF ONE YEAR EACH FROM THE PRESENT OR ANY FUTURE EXPIRY DATE, UNLESS WE NOTIFY YOU IN WRITING AT LEAST 90 DAYS PRIOR TO SUCH EXPIRY DATE THAT WE ELECT NOT TO FURTHER EXTEND THIS LETTER OF CREDIT UPON RECEIPT OF SUCH NOTICE, YOU MAY DRAW ON THIS LETTER OF CREDIT, UP TO THE UNUSED BALANCE, BY PRESENTATION OF YOUR SIGHT DRAFT DRAWN ON \_\_\_\_\_ Bank, \_\_\_\_\_ Location, ON OR BEFORE THE THEN RELEVANT EXPIRY DATE.

EACH DRAFT MUST BE MARKED "DRAWN UNDER ON \_\_\_\_\_ Bank, \_\_\_\_\_ Location, LETTER OF CREDIT NUMBER \_\_\_\_\_."

EXCEPT SO FAR AS OTHERWISE EXPRESSLY STATED HEREIN, THIS LETTER OF CREDIT IS SUBJECT TO THE "UNIFORM CUSTOMS AND PRACTICE FOR DOCUMENTARY CREDITS (1993 REVISION), INTERNATIONAL CHAMBER OF COMMERCE PUBLICATION NO. 500".

WE HEREBY AGREE WITH YOU THAT YOUR DRAFTS DRAWN HEREUNDER AND IN COMPLIANCE WITH THE TERMS OF THIS LETTER OF CREDIT WILL BE DULY HONORED IF PRESENTED TO US AT OUR ADDRESS SHOWN ABOVE BEFORE OUR CLOSE OF BUSINESS ON THE ABOVE MENTIONED DATE.

\_\_\_\_\_  
AUTHORIZED SIGNATURE

\_\_\_\_\_  
AUTHORIZED SIGNATURE

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

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

**Background**

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

**Definitions**

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

**Terms of Service**

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

You will pay EGS rate per kWh for electric generation service.  
Suppliers are to include any variable pricing conditions and limits, if charging a variable rate.

*(Note to EGS applicants: this statement should include transmission charges if applicable. Contact the electric distribution utility to determine if transmission charges are included in their price-to-compare.)*

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

**2. Length of Agreement**

You will buy your electricity generation service for the above street address from EGS's name beginning date through date of expiration, if any.

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JAN 02 2014

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

## Appendix G (Continued)

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

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

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

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

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

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

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

**8. Dispute Procedures**

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

**9. Contact Information**

Generation Supplier Name:

\_\_\_\_\_

Address:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone Number:

\_\_\_\_\_

Internet Address:

\_\_\_\_\_

Electric Distribution Company Name:

\_\_\_\_\_

**Appendix G (Continued)**

Provider of Last Resort Name:

\_\_\_\_\_

Address:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Phone Number:

\_\_\_\_\_

Public Utility Commission (PUC)

Address:

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

Choice Hotline Number:

1-800-692-7380

Universal Service Program Name:

\_\_\_\_\_

Phone Number:

\_\_\_\_\_

## Appendix H

### EXAMPLE FORM OF NOTICE PUBLICATION

**PENNSYLVANIA  
PUBLIC UTILITY COMMISSION  
NOTICE**

*Application of **Utilities Marketing Group, LLC** For Approval To Offer, Render, Furnish Or Supply Electricity Or Electric Generation Services As A Marketer/Broker Engaged In The Business Of Supplying Electricity, To The Public In The Commonwealth Of Pennsylvania.*

**Utilities Marketing Group, 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. **Utilities Marketing Group, 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 **Utilities Marketing Group, 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 **Utilities Marketing Group, LLC** at the address listed below.

### **Utilities Marketing Group, LLC**

**13100 56th Court, Suite 705**

**Clearwater, Florida 33760**

**Phone: 727-572-0600**

**Fax: 727-572-0602**

**Attention: Gary Cronin**



## Appendix I

### Electronic Data Interchange and Internet Requirements

Prior to doing business in an EDC service territory, the EGS must meet the Electronic Data Interchange (EDI) certification requirements of the EDC. Certification is a testing process using the Commission approved Internet protocol. To initiate this process, the EGS is encouraged to contact the EDC as early as possible after filing an application for a license with the Commission, since certification may require as many as four months to complete and customer service contract dates may not commence prior to certification. EDC requirements of new suppliers may be found on the respective EDC home web page. Pennsylvania's industry stakeholder group the Electronic Data Exchange Working Group (EDEWG) develops and maintains the EDI transactions and related business practices, which are found on the Pa. PUC website at [http://www.puc.state.pa.us/electric/electric\\_electronic\\_data\\_exchange.aspx](http://www.puc.state.pa.us/electric/electric_electronic_data_exchange.aspx). The EDEWG meets telephonically the first Thursday of each month at 2:00pm ET to discuss EDI change control requests and other issues.

To keep current with Pennsylvania EDI practices and policies, a newly licensed EGS is strongly encouraged to participate in the EDEWG by contacting the following:

#### PA EDEWG EDI Contacts

Entity Name	Contact Name	Telephone	Email	Preference
PA PUC	Annunciata Marino	717-772-2151	<a href="mailto:annmarino@pa.gov">annmarino@pa.gov</a>	None
PA EDEWG LDC Co-Chair	Sue Scheetz	610-774-3616	<a href="mailto:smscheetz@pplweb.com">smscheetz@pplweb.com</a>	Email
PA EDEWG ESP Co-Chair	Matthew Sigg	713-236-4311	<a href="mailto:Matt.Sigg@Constellation.com">Matt.Sigg@Constellation.com</a>	Email
PA EDEWG Secretary & Regional EDI Change Control Manager	Brandon Siegel	412-817-8004	<a href="mailto:bsiegel@ista-na.com">bsiegel@ista-na.com</a>	Email

#### PA EDC EDI Contacts

Company Name	Contact Name	Telephone	Email	Preference
Duquesne Light Co	Supplier Service Center	412-393-6282	<a href="mailto:DLC_SSC@duqlight.com">DLC_SSC@duqlight.com</a>	Email
FirstEnergy - Metropolitan Edison Co, Pennsylvania Electric, Penn Power, JCP&L, WPP & Potomac Edison	Supplier Support	330-761-4348	<a href="mailto:SupplierSupport@firstenergycorp.com">SupplierSupport@firstenergycorp.com</a>	Email
PECO	Electric & Gas Choice Hotline	215-841-3700	<a href="mailto:egc@exeloncorp.com">egc@exeloncorp.com</a>	Email
PPL Electric Utilities	Donna M. Hirst	610-774-6349	<a href="mailto:dmhirst@pplweb.com">dmhirst@pplweb.com</a>	None
	Susan Scheetz	610-774-3616	<a href="mailto:smscheetz@pplweb.com">smscheetz@pplweb.com</a>	Email
	Supplier Support	610-774-6396	<a href="mailto:PPLUtilitiesSupplier@pplweb.com">PPLUtilitiesSupplier@pplweb.com</a>	Email
	EDI Team	610-774-5757	<a href="mailto:EDIUtilAdm@pplweb.com">EDIUtilAdm@pplweb.com</a>	Email
UGI Utilities Inc.	EDI Technical Support	610-736-5471	<a href="mailto:edi@uqi.com">edi@uqi.com</a>	Email

**UTILITIES MARKETING GROUP, LLC**

**SCHEDULE 2(b)**

**CORPORATE DOCUMENTS**

The Applicant is a limited liability company organized under the laws of the state of Florida. Please see attached hereto (i) the Articles of Organization of the Applicant and (ii) a Good Standing Certificate from each of the Commonwealth of Pennsylvania and the State of Florida.

ARTICLES OF ORGANIZATION FOR FLORIDA LIMITED LIABILITY COMPANY

Article I - Name

Utilities Marketing Group, LLC

Article II - Address:

The mailing address and street address of the principal office of the Limited Liability Company is:

1059 Broadway  
Suite G  
Dunedin, Florida 34698

Article III - Registered Agent, Registered Office, & Registered Agent's Signature

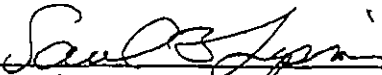
Saul B. Lipson  
1515 University Drive  
Suite 222  
Coral Springs, Florida 33071

*Having been named as registered agent and to accept service of process for the above stated limited liability company at the place designated in this certificate, I hereby accept the appointment as registered agent and agree to act in this capacity. I further agree to comply with the provisions of all statutes relating to the proper and complete performance of my duties, and I am familiar with and accept the obligations of my position as registered agent as provided for in Chapter 608, F.S.*

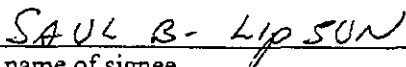
  
\_\_\_\_\_  
Registered Agent's Signature

Article IV - Management (Check box if applicable.)

The Limited Liability Company is to be managed by one manager or more managers and is, therefore, a manager - managed company.

  
\_\_\_\_\_  
Signature of a member or an authorized representative of a member

*(In accordance with section 608.408(3), Florida Statutes, the execution of this document constitutes an affirmation under the penalties of perjury that the facts stated herein are true.)*

  
\_\_\_\_\_  
Typed or printed name of signee

SECRETARY OF STATE  
TALLAHASSEE, FLORIDA

01 DEC - 7 AM 11:22

APPROVED  
AND  
FILED

COMMONWEALTH OF PENNSYLVANIA  
DEPARTMENT OF STATE

SEPTEMBER 30, 2013

TO ALL WHOM THESE PRESENTS SHALL COME GREETING:

RECEIVED

JAN 02 2014

I DO HEREBY CERTIFY THAT,

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

**UTILITIES MARKETING GROUP, LLC**

is duly registered as a Foreign Limited Liability Company under the laws of the Commonwealth of Pennsylvania and remains subsisting so far as the records of this office show, as of the date herein.

I DO FURTHER CERTIFY THAT, This Subsistence Certificate shall not imply that all fees, taxes, and penalties owed to the Commonwealth of Pennsylvania are paid.



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

*Carol A. Riddle*

Secretary of the Commonwealth

Certification Number: 11360895-1

Verify this certificate online at <http://www.corporations.state.pa.us/corp/soskb/verify.asp>

# *State of Florida*

## *Department of State*

I certify from the records of this office that UTILITIES MARKETING GROUP, LLC, is a limited liability company organized under the laws of the State of Florida, filed on December 7, 2001.

The document number of this company is L01000021142.

I further certify that said company has paid all fees due this office through December 31, 2013, that its most recent annual report was filed on March 23, 2013, and its status is active.

*Given under my hand and the  
Great Seal of the State of Florida  
at Tallahassee, the Capital, this  
the Thirtieth day of September,  
2013*



*Ken Detzner*  
*Secretary of State*

Authentication ID: CU9289322948

To authenticate this certificate, visit the following site, enter this ID, and then follow the instructions displayed.

<https://efile.sunbiz.org/certauthver.html>

**UTILITIES MARKETING GROUP, LLC**

**SCHEDULE 7(a)**

**BONDING REQUIREMENTS**

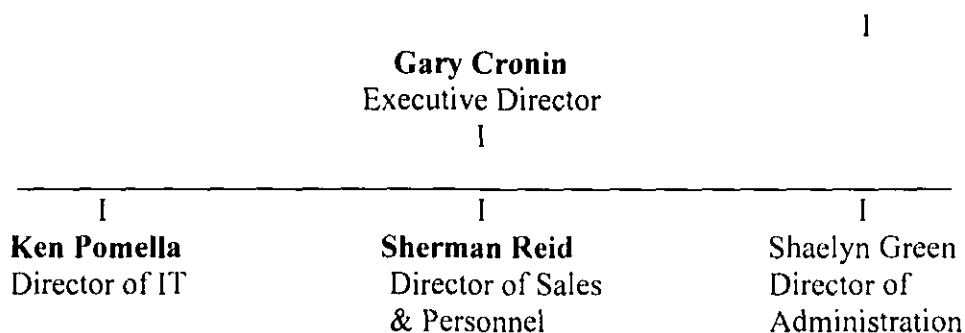
Please see an original bond in the amount of \$10,000 and two (2) copies thereof attached hereto. The Applicant will not be taking title to the electricity and the Applicant will not be paying electricity bills on behalf of its customers. Additionally, the Applicant will not be collecting any gross receipts from its customers or generating electricity.

# UTILITIES MARKETING GROUP, LLC

## SCHEDULE 7(b)-1

### ORGANIZATIONAL STRUCTURE

The Applicant, Utilities Marketing Group, LLC, was formed on December 7, 2001. The Applicant is owned by HNH Inc. (40.35%), QL IV (21%) and FMR Management, Inc. (38.65%). The Applicant is formed as a limited liability company in the state of Florida and is registered as a foreign corporation in Pennsylvania. There are no parent or subsidiary affiliations.



**UTILITIES MARKETING GROUP, LLC**

**SCHEDULE 7(b)-2**

**BALANCE SHEETS AND INCOME STATEMENTS**

The Applicant, Utilities Marketing Group, LLC, was formed on December 7, 2001. Please see attached hereto certified balance sheets and income statements for fiscal years 2011 and 2012, and also as of June 30, 2013.



SAUL B. LIPSON & COMPANY

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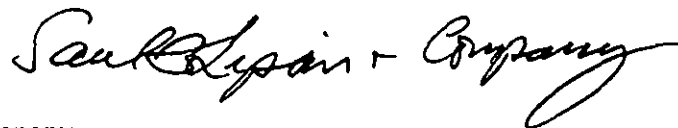
Saul B. Lipson, MAcc, EA  
Marjory Hantoot, CPA  
•TAX PLANNING AND PREPARATION  
•COMPLETE ACCOUNTING SERVICES  
•INVESTMENT AND RETIREMENT PLANNING

1515 UNIVERSITY DRIVE•SUITE 222  
CORAL SPRINGS, FLORIDA 33071  
TELEPHONE: 954.755.4405  
FAX: 954.344.3894  
EMAIL: [Saulco@bellsouth.net](mailto:Saulco@bellsouth.net)

To the Board of Directors  
Utilities Marketing Group, LLC

We have compiled the accompanying Balance Sheet of Utilities Marketing Group, LLC as of December 31, 2012 and the Income Statement for the year then ended.

We have prepared the financial statements based on documentation supplied to us by management. We feel that the documentation supplied by management and the form of the financial statements are a fair and accurate representation of the company's financial condition.



Saul B Lipson & Company  
November 13, 2013

**Utilities Marketing Group, LLC**

**Balance Sheet**

As of December 31, 2012

	<u>Dec 31, 12</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
101 · Cash-Operating	18,797.31
102 · Cash	22,879.27
103 · Cash (1)	24,124.48
104 · Cash (2)	100.00
<b>Total Checking/Savings</b>	<u>65,901.06</u>
<b>Total Current Assets</b>	65,901.06
<b>Fixed Assets</b>	
162 · Furniture and Fixtures	51,255.33
163 · Machinery and Equipment	448,606.91
171 · Accumulated Depreciation	<u>(499,862.24)</u>
<b>Total Fixed Assets</b>	<u>0.00</u>
<b>TOTAL ASSETS</b>	<u><u>65,901.06</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Equity</b>	
275 · Equity-HNH, Inc.	
275.1 · Capital-HNH	13,079.00
<b>Total 275 · Equity-HNH, Inc.</b>	<u>13,079.00</u>
276 · Equity-FMR Management, Inc.	
276.1 · Capital-FMR	10,877.00
<b>Total 276 · Equity-FMR Management, Inc.</b>	<u>10,877.00</u>
277 · Equity-QL4 Consulting LLC	
277.1 · Capital-QL4	6,365.28
<b>Total 277 · Equity-QL4 Consulting LLC</b>	<u>6,365.28</u>
<b>Net Income</b>	<u>35,579.78</u>
<b>Total Equity</b>	<u>65,901.06</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>65,901.06</u></u>

**Utilities Marketing Group, LLC**

**Profit & Loss**

January through December 2012

	<u>Jan - Dec 12</u>
<b>Ordinary Income/Expense</b>	
<b>Income</b>	
301 · Sales Revenue	11,463,691.36
<b>Total Income</b>	<u>11,463,691.36</u>
<b>Gross Profit</b>	11,463,691.36
<b>Expense</b>	
501 · Salaries and Wages	9,172,214.71
507 · Advertising and Promotion	55,215.91
511 · Automobile Expense	1,328.45
516 · Bank Service Charges	107.87
525 · Commissions	80,386.29
534.1 · Depreciation - SEC 179	54,919.30
539 · Entertainment	7,712.19
540 · Equipment Rental	4,310.81
545 · Insurance Expense	59,511.77
551 · Interest Expense	3,693.50
555 · Legal and Accounting	55,969.28
561 · Office Expense	337,291.99
566 · Professional Fees	52,794.88
568 · Postage and Freight	6,056.40
572 · Rent Expense	177,043.54
577 · Security	61,124.22
580 · Taxes-Other	6,361.65
582 · Taxes-ER Fica	678,617.03
588 · Taxes - SUTA	188,037.48
589 · Taxes - FUTA	47,437.57
592 · Telephone Expense	385,852.00
594 · Travel	62,269.64
596 · Utilities	93,501.78
<b>Total Expense</b>	<u>11,591,958.26</u>
<b>Net Ordinary Income</b>	(128,266.90)
<b>Other Income/Expense</b>	
<b>Other Income</b>	
630 · Interest Income	350.96
635 · Miscellaneous Income	163,495.72
<b>Total Other Income</b>	<u>163,846.68</u>
<b>Net Other Income</b>	<u>163,846.68</u>
<b>Net Income</b>	<u><u>35,579.78</u></u>

SAUL B. LIPSON & COMPANY

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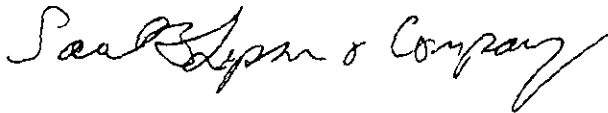
Saul B. Lipson, MAcc., EA  
Marjory Hantoot, CPA  
•TAX PLANNING AND PREPARATION  
•COMPLETE ACCOUNTING SERVICES  
•INVESTMENT AND RETIREMENT PLANNING

1515 UNIVERSITY DRIVE•SUITE 222  
CORAL SPRINGS, FLORIDA 33071  
TELEPHONE: 954.755.4405  
FAX: 954.344.3694  
EMAIL: [Saulco@bellsouth.net](mailto:Saulco@bellsouth.net)

To the Board of Directors  
Utilities Marketing Group, LLC

We have compiled the accompanying Balance Sheet of Utilities Marketing Group, LLC as of December 31, 2011 and the Income Statement for the year then ended.

We have prepared the financial statements based on documentation supplied to us by management. We feel that the documentation supplied by management and the form of the financial statements are a fair and accurate representation of the company's financial condition.



Saul B Lipson & Company  
October 8, 2013

UTILITIES MARKETING GROUP. LLC  
BALANCE SHEET  
AS OF DECEMBER 31, 2011

ASSETS

CURRENT ASSETS

CASH-OPERATING \$ 30,321.28

TOTAL CURRENT ASSETS 30,321.28

PROPERTY AND EQUIPMENT

FURNITURE AND FIXTURES 47,345.33

MACHINERY & EQUIPMENT 397,597.61

LESS: ACCUMULATED DEPRECIATION (444,942.94)

TOTAL ASSETS \$ 30,321.28

LIABILITIES AND STOCKHOLDERS' EQUITY

CURRENT LIABILITIES

LONG-TERM LIABILITIES

STOCKHOLDERS' EQUITY

CAPITAL- HNH, INC. 26,914.14

CONTRIBUTIONS-HNH, INC. 11,862.00

CAPITAL-FMR MANAGEMENT, INC. 23,710.07

CONTRIBUTIONS-FMR MANAGEMENT, INC. 11,782.00

UTILITIES MARKETING GROUP. LLC  
BALANCE SHEET  
AS OF DECEMBER 31, 2011

CAPITAL-QL4 CONSULTING LLC	13,457.07
CONTRIBUTIONS-QL4 CONSULTING LLC	6,284.00
CURRENT INCOME (LOSS)	<u>(63,688.00)</u>
 TOTAL STOCKHOLDERS' EQUITY	 <u>30,321.28</u>
 TOTAL LIABILITIES AND STOCKHOLDERS' EQUITY	 <u>\$ 30,321.28</u>

**UTILITIES MARKETING GROUP. LLC  
INCOME STATEMENT**

	12 Months Ended	
	December 31, 2011	%
<b>SALES</b>		
SALES REVENUE	\$ 9,684,085.00	100.00
	<u>9,684,085.00</u>	<u>100.00</u>
<b>TOTAL SALES</b>		
	<u>9,684,085.00</u>	<u>100.00</u>
<b>GROSS PROFIT</b>		
	<u>9,684,085.00</u>	<u>100.00</u>
<b>OPERATING EXPENSES</b>		
SALARIES AND WAGES	7,637,485.00	78.87
ADVERTISING	48,578.00	0.50
AUTO EXPENSES	8,463.00	0.09
BANK CHARGES	124.00	0.00
COMMISSIONS	65,361.00	0.67
DEPRECIATION	112,811.00	1.16
INSURANCE	26,195.00	0.27
PROFESSIONAL FEES	13,982.00	0.14
OFFICE EXPENSE	287,457.00	2.97
OUTSIDE SERVICES	38,279.00	0.40
POSTAGE AND FREIGHT	2,237.00	0.02
RENT	180,479.00	1.86
REPAIRS AND MAINTENANCE	7,763.00	0.08
SECURITY	60,442.00	0.62
TAXES - OTHER	10,819.00	0.11
TAXES - PAYROLL	584,268.00	6.03
TAXES - STATE U.C.	125,151.00	1.29
TAXES - FEDERAL U.C.	38,074.00	0.39
TELEPHONE	412,123.00	4.26
TRAVEL	28,410.00	0.29
UTILITIES	67,361.00	0.70
	<u>9,755,862.00</u>	<u>100.74</u>
<b>TOTAL OPERATING EXPENSES</b>		

UTILITIES MARKETING GROUP. LLC  
INCOME STATEMENT

	12 Months Ended	
	December 31, 2011	%
OPERATING INCOME (LOSS)	<u>(71,777.00)</u>	<u>(0.74)</u>
OTHER INCOME/EXPENSE		
INTEREST INCOME	1,062.00	0.01
MISCELLANEOUS INCOME	<u>7,027.00</u>	<u>0.07</u>
TOTAL OTHER INCOME/EXPENSE	<u>8,089.00</u>	<u>0.08</u>
NET INCOME (LOSS)	<u>\$ (63,688.00)</u>	<u>(0.66)</u>



**UTILITIES MARKETING GROUP, LLC**

**SCHEDULE 7(b)-3**

**INSURANCE**

The Applicant carries standard forms of business insurance. Since the Applicant is not a supplier, no additional insurance has been acquired or is appropriate. The Applicant maintains, among other coverages: (i) an Errors and Omissions insurance policy in the amount of \$2,000,000, (ii) a Workers' Compensation insurance policy in the amount of \$1,000,000, and (iii) an Umbrella insurance policy in the amount of \$3,000,000, in each case to support its financial fitness to perform its obligations as a licensee.

# UTILITIES MARKETING GROUP, LLC

## SCHEDULE 7(b)-4

### FINANCIAL FITNESS: OTHER INFORMATION

- (a) The Applicant, Utilities Marketing Group, LLC, will be providing energy service information and will not be buying and/or selling the electricity. Therefore, the Applicant does not need to rely on bank commitments and/or credit agreements or other financial arrangements, such as long term bonds or other senior debt.
- (b) Attached please find forecasted financial information for 2013 and 2014, together with a balance sheet and income statement for the six months ended June 30, 2013. Any/all assumptions on the Applicant's Forecasted Financial Statements are based upon the Applicant's desire to obtain approval for an electricity broker license in the Commonwealth of Pennsylvania and attempt to maintain a controlled business growth within the economic framework that the economy may maintain for 2014 and 2015.
- (c) The Applicant, Utilities Marketing Group, LLC, was formed in December, 2001, and has not experienced any reorganizations, been awarded protection from creditors, or filed for any other form of bankruptcy or similar protection.

**UTILITIES MARKETING GROUP, LLC**

<b>FORCASTED FINANCIALS</b>	<b>2013</b>	<b>2014</b>
<b>1. CASH ON HAND</b>		
Beginning of year/left over from last year)	\$ 19,000.00	\$ 471,400.00
<b>2. CASH RECEIPTS</b>		
Sales	\$ 9,400,000.00	\$ 10,810,000.00
Loans or other Cash Injection		
<b>3. TOTAL CASH RECEIPTS</b>	\$ 9,400,000.00	\$ 10,810,000.00
<b>4. TOTAL CASH AVAILABLE</b>	\$ 9,419,000.00	\$ 11,281,400.00
<b>5. CASH PAID OUT</b>		
Gross Wages	\$ 7,900,000.00	\$ 9,500,000.00
Supplies, Office and Operating	\$ 210,000.00	\$ 241,000.00
Equipment Purchase	\$ 110,000.00	\$ 126,500.00
Advertising and Marketing	\$ 51,000.00	\$ 59,000.00
Travel and Entertainment Expenses	\$ 9,000.00	\$ 10,000.00
Accounting and Legal	\$ 187,000.00	\$ 180,000.00
Rent	\$ 138,000.00	\$ 158,000.00
Security	\$ 34,000.00	\$ 39,000.00
Taxes	\$ 2,600.00	\$ 3,000.00
Telephone	\$ 280,000.00	\$ 322,000.00
Insurance	\$ 12,000.00	\$ 13,800.00
Other Costs	\$ 14,000.00	\$ 16,000.00
<b>6. TOTAL CASH PAID OUT</b>	\$ 8,947,600.00	\$ 10,668,300.00
<b>7. CASH POSITION</b>	\$ 471,400.00	\$ 613,100.00

SAUL B. LIPSON & COMPANY

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Saul B. Lipson, MAcc., EA  
Marjory Hantoot, CPA  
•TAX PLANNING AND PREPARATION  
•COMPLETE ACCOUNTING SERVICES  
•INVESTMENT AND RETIREMENT PLANNING

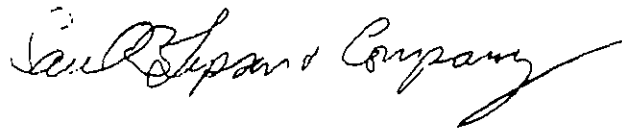
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TELEPHONE: 954.755.4405  
FAX: 954.344.3694  
EMAIL: [Saulco@bellsouth.net](mailto:Saulco@bellsouth.net)

To the Board of Directors  
Utilities Marketing Group, LLC

We have compiled the accompanying Balance Sheet of Utilities Marketing Group, LLC as of June 30, 2013 and the Income Statement for the six months then ended.

We have prepared the financial statements based on documentation supplied to us by management. We feel that the documentation supplied by management and the form of the financial statements are a fair and accurate representation of the company's financial condition.

Saul B Lipson & Company  
October 8, 2013



Utilities Marketing Group LLC  
Balance Sheet  
June 30, 2013

ASSETS

Current Assets	
Cash and cash equivalents	\$ 336,543
Total Current Assets	<u>336,543</u>
Fixed Assets	
Furniture and Fixtures	51,255
Machinery & Equipment	507,972
Accumulated Depreciation	<u>(559,227)</u>
Total Fixed Assets	-
Total Assets	<u><u>\$ 336,543</u></u>

LIABILITIES AND EQUITY

Equity	
Partners' Capital Accounts	65,901
Net Income (Loss)	270,642
Total Stockholders' Equity	<u>336,543</u>
Total Liabilities and Equity	<u><u>\$ 336,543</u></u>

Utilities Marketing Group LLC  
Profit & Loss  
January through June 30, 2013

Income		
	Sales Revenue	\$ 6,708,900
Total Income		<u>6,708,900</u>
Expense		
	Salaries and Wages	5,001,933
	Advertising	71,267
	Alarm	1,226
	Auto	1,718
	Bank Service Charges	41
	Commissions	30,274
	Depreciation Expense	59,365
	Equipment Rental	18,222
	Freight	3,550
	Insurance Expense	25,071
	Legal	89,397
	Licenses	63,432
	Meals & Entertainment	6,506
	Office Expense	175,576
	Professional Fees	32,603
	Rent	93,147
	Security	29,856
	Taxes - Other	2,649
	Taxes - ER Fica	382,648
	Taxes - SUTA	83,695
	Taxes - FUTA	18,910
	Telephone	155,536
	Travel	47,867
	Utilities	43,769
Total Expense		<u>6,438,258</u>
Net Income		<u>\$ 270,642</u>

**UTILITIES MARKETING GROUP, LLC**

**SCHEDULE 7(d)**

**TAX CERTIFICATION STATEMENT**

Please see the tax certification statement of the Applicant attached hereto.

# UTILITIES MARKETING GROUP, LLC

## SCHEDULE 8(a)

### PREVIOUS EXPERIENCE IN THE ELECTRICITY INDURSTRY

Utilities Marketing Group, LLC was formed in 2001 for the purpose of being a broker/telemarketer in natural gas and electricity. The Applicant envisions working in the Commonwealth of Pennsylvania only with licensed third party suppliers (EGS) and will not be taking title to the electricity. For the most part it will be the third party suppliers that will have the direct billing/customer service relationship with the customers. However, if a client/customer should ever need to contact Utilities Marketing Group, LLC, the Applicant stands ready, willing and able to handle and professionally address all inquiries. Any and all customer inquiries and/or complaints would be handled in full accordance with Commission rules. The Applicant is currently registered as a telemarketer in New York, New Jersey and Florida. The Applicant currently holds an electricity broker license in Illinois. If granted the license applied for herein, Utilities Marketing Group, LLC will only be representing Electric Generation Suppliers (EGS) in the Commonwealth of Pennsylvania. The Applicant will be calling on commercial, industrial and residential accounts in the Commonwealth of Pennsylvania on behalf of such EGS.

Executive director, Gary Cronin, is an 10+ year veteran with the Applicant. His extensive background in call center management and quality control has helped UMG become one of the largest energy marketing companies in the country. His never quit attitude and drive for perfection help motivate and teach his staff how to apply the fundamentals of the business and become successful. Gary has a special report with UMG's clients and affiliates. He treats their customers and prospects as if they were his own. He tells his customer service agents that he wants the person on the other end of the phone to reach through and hug them because of the high level of care and service we provide. Strict regulatory adherence is his specialty. UMG has one of the best QC & training departments in the business. Prior to the Applicant, Gary was co- owner and founder of MGI Communications, overseeing 100 agents and third party verification operators. See attached resume for Gary in Schedule 8(b)-2.

The Director of Sales & Personnel, Sherman Reid, has been in the energy industry for two years on the retail customer acquisition and retention side. His successes started out on the phones as he sold residential and small commercial campaigns for several of the nation's top energy supply companies. After proving a competency for production and quality, Sherman moved to management and operations where he drew on his business knowledge and energy sales experience to help carry out a proven business model of high volume customer acquisitions and marketing. Sherman currently holds the position of Director of Sales and Personnel for the Applicant where he is responsible for managing the system of information that provides its sales and admin staff not only with the most up to date information but the most robust training and QC measures, in order to ensure the best customer experience in the industry. See attached resume for Sherman in Schedule 8(b)-2.

The Director of IT, Ken Pomella, has been working consistently in the deregulated energy industry for the last two and a half years, in both the electricity and natural gas markets. Ken is certified by the Project Management Institute. See attached resume for Ken in Schedule 8(b)-2.



# UTILITIES MARKETING GROUP, LLC

## SCHEDULE 8(a)-2

### SUMMARY AND PROOF OF LICENSES AS A SUPPLIER OF ELECTRIC SERVICES IN OTHER STATES OR JURISDICTIONS

The Applicant does not operate under any name other than "Utilities Marketing Group, LLC". The Applicant is licensed to do business in the states listed below under the name "Utilities Marketing Group, LLC". The registration or license number of the Applicant in each such state is listed in the column beside the applicable state.

Illinois	03565912
Pennsylvania	3732216
New Jersey	0600326207
Florida	L01000021142

The Applicant is engaged in the retail sale of electricity in each state listed for which it has received a license to act as an electricity broker in such jurisdiction, and in the other states in which a license is not required. The Applicant holds an electricity broker license in the state of Illinois. Proof of such license is attached hereto.

STATE OF ILLINOIS

ILLINOIS COMMERCE COMMISSION

Utilities Marketing Group, LLC :  
 :  
Application for Licensure of : 13-0379  
Agents, Brokers and Consultants :  
under Section 16-115C of the :  
Public Utilities Act. :

ORDER

By the Commission:

**I. INTRODUCTION**

On June 3, 2013, Utilities Marketing Group, LLC ("Applicant") filed a verified application with the Illinois Commerce Commission ("Commission") requesting a certificate of service authority to operate as an agent, broker, or consultant ("ABC") in Illinois pursuant to Section 16-115C of the Public Utilities Act ("Act"), 220 ILCS 5/1-101 et seq., and 83 Ill. Adm. Code 454, "Licensure of Retail Electric Agents, Brokers and Consultants" ("Part 454"). Applicant requests authority to offer services as an ABC for the procurement or sale of retail electricity supply for third parties in the State of Illinois. Upon review of the application, Staff of the Commission ("Staff") requested additional information and clarification of certain matters. On July 23, 2013, Applicant filed a corrected bond. Since all of the information to grant the requested relief was contained in the application, the Hearing was waived.

**II. REQUIREMENTS FOR ALL APPLICANTS UNDER SECTION 16-115C OF THE ACT**

Applicant is a business organized under the laws of Florida and authorized to transact business in Illinois. Applicant has certified that it will comply with all applicable regulations; that it will comply with informational and reporting requirements established by Commission rule; that it will comply with informational and reporting requirements pursuant to Section 16-115C of the Act; and that it will comply with all other applicable laws, regulations, terms, and conditions required to the extent they have application to the services being offered by an ABC. Applicant has agreed to ensure that any person who acts on its behalf will comply with all applicable sections of Part 454. Applicant agrees that it will remain in compliance with the provisions of the Act and Part 454, and will ensure that authorizations received from customers, and all other applicable records are retained for a period of not less than three calendar years after the calendar year in which they were created. Applicant has agreed to adopt and follow rules and procedures to preserve the confidentiality of its customers' data. The Applicant has also attested that no complaints have been filed against it for its provision of services in the

electric or gas industry in the jurisdictions where it provides or is seeking to provide services.

### **III. FINANCIAL, TECHNICAL, AND MANAGERIAL REQUIREMENTS OF SECTION 16-115C**

Applicant is required by Section 454.60 to demonstrate that it meets the managerial qualifications necessary to provide services as an ABC. Applicant must further provide an organizational chart that indicates the position of persons which satisfy the managerial qualification. Applicant has demonstrated that it meets the managerial qualifications set forth in Section 454.60 through Attachments B, C, D and E. Attachment C contains a corporate organizational chart and identifies the occupational background information of the persons being used to meet the requirements of Section 454.60(a). Attachments D and E contain occupational background information on the person or persons being used to meet the requirements of Section 454.60(a).

Applicant is required by Section 454.70 to demonstrate that it meets the technical qualifications necessary to provide services as an ABC. Applicant has demonstrated that it meets the technical qualifications set forth in Section 454.70 with the information provided in Attachments B, D and E. Attachments B, D and E contain occupational background information on the person or persons being used to meet the requirements of Section 454.70(a).

Pursuant to the requirements of Section 454.80 of Part 454, Applicant provided a surety bond in the amount of \$5,000 issued by a qualifying surety authorized to transact business in Illinois. Applicant further agrees to comply with the Code of Conduct for ABCs contained in Section 454.90.

### **IV. COMMISSION CONCLUSION AND CERTIFICATE OF SERVICE AUTHORITY**

The Commission has reviewed the application and attachments along with the supplementary information provided by Applicant regarding the technical, managerial, and financial requirements and all other requirements of the Act and Part 454 and finds that the Applicant sufficiently demonstrates compliance with the requirements. The Commission concludes, therefore, that Applicant's request for a certificate of service authority to operate as an ABC in Illinois should be granted and should include the following authority:

#### **CERTIFICATE OF SERVICE AUTHORITY**

IT IS CERTIFIED that Utilities Marketing Group, LLC is granted service authority to operate as an agent, broker, or consultant for the procurement or sale of retail electricity supply for third parties in the State of Illinois.

**V. FINDINGS AND ORDERING PARAGRAPHS**

The Commission, having reviewed the entire record, is of the opinion and finds that:

- (1) Utilities Marketing Group, LLC, a business organized under the laws of Florida and authorized to transact business in Illinois, seeks a certificate of service authority to operate as an ABC under Section 16-115C of the Act;
- (2) the Commission has jurisdiction over the party hereto and the subject matter hereof;
- (3) the recitals of fact and conclusions reached in the prefatory portion of this Order are supported by the record and are hereby adopted as findings of fact;
- (4) Utilities Marketing Group, LLC has demonstrated that it possesses sufficient financial, managerial, and technical resources and abilities to provide services as an ABC for the procurement or sale of retail electricity supply to third parties in the State of Illinois;
- (5) Utilities Marketing Group, LLC has complied with Section 16-115C of the Act and Part 454; and
- (6) Utilities Marketing Group, LLC should be granted a certificate of service authority to operate as an ABC as specified in this Order.

IT IS THEREFORE ORDERED by the Illinois Commerce Commission that Utilities Marketing Group, LLC is hereby granted a Certificate of Service Authority authorizing it to operate as an agent, broker, or consultant; said Certificate of Service Authority shall read as that set forth in Section IV of this Order.

IT IS FURTHER ORDERED that Utilities Marketing Group, LLC shall comply with all applicable Commission rules and orders now and as hereafter amended.

IT IS FURTHER ORDERED that, subject to the provisions of Section 10-113 of the Public Utilities Act and 83 Ill. Adm. Code 200.880, this Order is final; it is not subject to the Administrative Review Law.

By Order of the Commission this 6<sup>th</sup> day of August, 2013.

(SIGNED) DOUGLAS P. SCOTT

Chairman

**UTILITIES MARKETING GROUP, LLC**

**SCHEDULE 8(a)-3**

**TYPES OF CUSTOMERS AND NUMBER OF CUSTOMERS SERVED IN OTHER JURISDICTIONS**

The Applicant currently has attained the business of approximately 58,031 commercial customers and 339,003 residential customers in other jurisdictions.

# **UTILITIES MARKETING GROUP, LLC**

## **SCHEDULE 8(a)-4**

### **STAFFING STRUCTURE AND NUMBERS AND EMPLOYEE TRAINING COMMITMENTS**

The Applicant currently has approximately four hundred (400) employees devoted to selling natural gas and electricity for different suppliers in various states. This staff will be used to market in the Commonwealth of Pennsylvania. With respect to training, the Applicant has closely reviewed all of the rules, regulations and guidelines set forth by the Pennsylvania Public Utility Commission and applicable law. The Applicant's entire staff will receive comprehensive training with respect to the same.

**UTILITIES MARKETING GROUP, LLC**

**SCHEDULE 8(a)-5**

**BUSINESS PLANS FOR OPERATION IN THE COMMONWEALTH OF  
PENNSYLVANIA**

The Applicant proposes to operate as a marketer/broker for other suppliers of electricity. Customers will continue to pay directly to supplier, as they do now, and will not pay AGR directly. The Applicant does not take title to the electric power it markets.

**UTILITIES MARKETING GROUP, LLC**

**SCHEDULE 8(a)-6**

**TECHNICAL FITNESS: OTHER INFORMATION**

Please see the resumes of the chief officers of the Applicant set forth in Schedule 8(b)-2.



**UTILITIES MARKETING GROUP, LLC**

**SCHEDULE 8(b)-1**

**TECHNICAL FITNESS: LIST OF CHIEF OFFICERS OF APPLICANT**

Gary Cronin, Executive Director  
Sherman Reid, Director of Sales & Personnel  
Ken Pomella, Director of IT

## SCHEDULE 8(b)-2

### FINANCIAL FITNESS: RESUMES OF CHIEF OFFICERS OF APPLICANT

#### GARY CRONIN—RESUME

##### PROFESSIONAL EXPERIENCE

Utilities Marketing Group Inc. ♦ 13100 56<sup>th</sup> Court Suite 705 Clearwater, FL 33761  
*Executive Director* September 2003 – Current

- Oversee entire call center operations including all aspects of the business from Human Resources, Quality Control & Production.
  - Lead launch of new programs & develop new strategies for the sales teams.
- Maintain profitability for the Florida office and ensure that we hit our client's targeted goals and consistently perform above industry standards with our Quality Control & Compliance Department.
- Stay in constant communication with the Vice President, Chief Finance Officer & the CEO/President to ensure all strategies are implemented.
- Began as Director of Operations handling all Quality Control, Training, and Compliance.

MGI Communications/Millennium Technologies TPV ♦  
*Owner* June 1998 – August 2003

- Launched and managed call center with over 100 sales agents to market long distant products and home services for LDC's.
  - Responsible for of P&L Statements, staffing, client relations and new business development.
  - Attended trade shows and conventions
- Owned and managed third party Verification Company doing live and digital verifications.

NBC Communications ♦  
*Personal Director/Sales Manager* March 1994 – May 1998

- Responsible for interviewing and hiring qualified agents and management. In turn increased staff from 20 to over 80 employees.
- Developed and launched the Training & Development Department and Quality Control
  - Handled all outside advertising.

# UTILITIES MARKETING GROUP, LLC

## SHERMAN REID—RESUME

### **Utilities Marketing Group LLC**

**2012 – Current**

Customer Acquisitions, Marketing and Retention firm specializing in the Retail Energy Industry.

#### ***Director of Sales & Personnel***

- Manage the operations of management, sales and admin personnel of more than 300
- Work directly with clients, business development and account management teams to develop and carry out sales strategies across 17 states and Canada.
- Manage all potential sales opportunities across 5 different market channels
- Carry out analysis of statistics to determine potential growth; design sales performance goals and monitor performance on a regular basis.

### **Share the Goodness**

**2009 – 2012**

Specialty and ethnic food distribution and olive oil bottling company specializing in importing and distributing Olive Oils.

#### ***Director of Operations***

- Started olive oil and specialty food distribution business and opened over 400 direct wholesale customers and 12 distributors within various channels (Natural/Health, Grocery (Latin), Specialty, Export, Food Service, Buying Clubs and more) in Florida, resulting in 567% growth from initial investments within two years.
- Developed olive oil manufacturing/bottling component into process of consumer goods distribution to integrate all aspects of product development and distribution, resulting in increased monthly earnings by 60%.
- Initiated and implemented product launches, including cost and industry analysis, marketing strategies, and merchandising support for branded products for maximum exposure and revenue potential with minimal investment.
- Designed and implemented private label programs for customers that lead to 100% increases in inventory turn ratios, increased brand equity for the wholesalers and increased customer loyalty.

### **Thompson Pump & Manufacturing**

**2004 – 2009**

Full-service manufacturer and provider of high quality pumps, pumping equipment, and engineering expertise for dewatering, bypass and emergency pumping applications in more than 20 branches across the United States and more than 30 distributors in the United States, Canada, and Latin America.

#### ***Corporate Operations & Logistics Manager (2006-2009)***

- Coordinated and managed growth-induced restructuring of rental and manufacturing divisions.
- Managed and coordinated 25+ direct employees over 10 different departments.
- Managed implementation of new ERP (Enterprise Resource Planning) system within all branches of organization, as well as administration, sales, purchasing, engineering, and manufacturing.
- Managed and coordinated logistics and inventory into and from corporate between 20+ branch locations and countless distributors (domestic and international) and customers of over 50,000 unique SKU's.
- Worked directly with 4 vice-presidents, 5 regional managers, and key accounts on strategic planning and forecasting for municipal and contractor projects domestically and internationally.

## UTILITIES MARKETING GROUP, LLC

### ***Southwest Regional Sales Manager (2005-2006)***

- Evaluated, planned and executed strategic sales and management objectives that generated 41% growth in the region, surpassing budget by 20%.

### ***Operations Manager (2004)***

- Coordinated all inventory and logistics and provided inside sales support for Central Florida Region (2nd largest revenue generating region in company).

## Education

### **University of Florida, Gainesville FL**

**1997 - 2002**

#### ***Bachelor of Science - Human Resource Management***

- Fulfilled minors in Sociology and Business Administration.
- Completed internship at Neighborhood Nutrition Network.
- Completed internship with Howard Johnson Hotels.
- Assisted in writing business plans for Non-Profit Organizations as part of practicum experience.
- Maintained various retail and service based management roles throughout college years.
- Played Club Volleyball for UF

## Skills/ Interests

- Proficient in Microsoft Dynamics NAV (Formerly Navision) a complete ERP solution for midsize companies, QuickBooks, 37 Signals (Web-Based CRM and Project Manager) and Microsoft Office software.
- Member of Big Brothers, Big Sisters, providing leadership and mentorship to at-risk male youth.
- Pro-bono work in creation and continued success of Davie Thrift, a retail thrift store supporting non-profit rescue group, Animal Aid.
- Enjoy cooking and belong to several "Foodies" groups
- All-around athlete, playing in competitive indoor/outdoor volleyball tournaments and enjoying relaxing outdoor activities such as paddle-boarding, yoga, and golf.
- Enjoy traveling and learning about cultures
- Experience with OSHA, DOT and ISO9001

# UTILITIES MARKETING GROUP, LLC

## KEN POMELLA—RESUME

### Technical Skills

C#, C++, Visual Basic 6, VB.NET, VBA, Java, Html, ASP, ASP.NET, AJAX, JQuery, XML, JavaScript, .Net Framework (1.1, 2.0, 3.5), Entity Framework, Oracle/PLSQL, SQL Server 2000, SQL Server 2005, Sql Server Reporting Services, Active Reports, Kentico CMS, Windows 95/98/ME/NT/2000/XP/2003/Vista, Linux, AIX, MAC OSX, Office 2000/XP/2003/2007, Microsoft Project, MindManager, Openoffice, Norton Antivirus, Spybot, Mozilla suite

### Project Management Skills

Project Management Methodology (PMBOK), Earned Value Management, Work Breakdown Structures (WBS), Critical Path Methodology (CPM)

### Professional Experience

**Utilities Marketing Group, LLC** – Clearwater, Florida

*Manager of Application Development Services – October 2010 – Present*

- Created custom dynamic script application for call center in C#/ASP.Net 3.5
- Created custom script and client maintenance tool in C#/ASP.Net 3.5
- Created administration tool for operations in C#/ASP.Net 3.5 with the Entity Framework
- Created user maintenance tool for operations in C#/ASP.Net 3.5 with the Entity Framework
- Created web service for clients to submit leads for third party verifications
- Created windows service to automatically email daily client reports using GemBox Spreadsheet
- Created enrollment for clients to submit sales in C#/ASP.Net with the Entity Framework
- Created reporting web portal in C#/ASP.Net and client reports in SSRS
- Gathered requirements from clients to setup custom forms in dynamic script application
- Created schedules and provided estimates to clients for all projects
- Verified customer satisfaction after product release then closed out project

**RevStar Consulting Inc.** – Tampa, Florida

*President – November 2009 – October 2010*

- Created custom web based development solutions
- Built customer management system in C#/ASP.Net 3.5 with the Entity Framework
- Built content management control panel in C#/ASP.Net 3.5 with the Entity Framework

**Criterion Executive Search (contractor)** – Tampa, Florida

*.Net Developer – March 2010 – June 2010*

- Created SharePoint based websites
- Edited content on already existing SharePoint websites
- Created windows service to parse data from SharePoint lists into a database
- Worked on website for PETA in Telligent community server
- Created C# / ASP.Net 3.5 widget controls for community server
- Participated in a Agile/Scrum project management environment

## UTILITIES MARKETING GROUP, LLC

### **The Free Enterprise Nation Inc. – Tampa, Florida**

*.Net Developer – October 2009 – March 2010*

- Created company website in C#/ASP.Net 3.5 ( XHTML), JavaScript, and JQuery
- Developed C#/ASP.Net 3.5 (XHTML) web parts for Kentico CMS
- Created member website which included forums, blogs, rss feeds, and custom searchable news
- Worked with SQL Server 2008 to create stored procedures for the member website.
- Created a custom paging procedure for gridview and repeater controls for better performance
- Worked closely with executive staff to gather requirements for projects

### **Kingsway America Inc. – Elk Grove Village, Illinois / Tampa, Florida**

*Sr. Software Developer - September 2006 - September 2009*

- Created customs bond filing interface with ASP.Net 2.0 ( XHTML) with Ajax and C# (CBP Oracle)
- Worked on customer web interface with ASP.Net 3.5 ( XHTML) with Ajax and C# (WebMerlin)
- Created sales goal interface for Avalon's CRM tool in ASP.Net 2.0 ( XHTML), C#, and Ajax (S.W.O.R.D)
- Worked on custom internal report generation tool with VB.Net 1.1 Win-Forms (Guinevere)
- Created Web Service to automatically invoice customs bonds in C# .Net 3.5
- Created Windows service to query U.S. Revenue Division and notify brokers of successfully filed bonds
- Created numerous SSRS reports ranging from tabular reports to graphing and grouping
- Worked with SQL Server 2005 doing various DBA tasks and TSQL programming
- Mentored Mid-Level and Jr. developers
- Trained new contract developers
- Created Work Breakdown Structures with Mindjet MindManager
- Created Microsoft Project baselines from requirements gathered by business analysts
- Assigned project tasks to the best suited developer and verified completion
- Participated in project kickoff meetings with executive management
- Coordinated production product deployment
- Verified customer satisfaction
- Documented lessons learned when appropriate for reference on future projects

### **Per-Se Technologies - Elgin, Illinois**

*Programmer / Analyst – December 2005 - September 2006*

- Created C# 2.0 windows application to automate transmission of medical claim data via FTP
- Created windows service in C# 2.0 to remove old files from multiple production servers
- Reengineered main file polling process into a C# 2.0 windows application
- Wrote various T-SQL statements to manipulate data and run reports SQL Server 2000

## UTILITIES MARKETING GROUP, LLC

- Was responsible for administering a multi-million dollar medical claims processing system

### **Data Managers Inc.** - Vernon Hills, Illinois

*Application Developer - October 2004 - June 2005*

- Created inventory and purchase order system with reports for Metal Co Inc in VB6 and Microsoft Access.
- Created chemical inventory system with finger print recognition for Velsicol Inc in VB6 and Microsoft Access.
- Worked on a software package for a freight organization in VB6 and SQL Server 2000

### **Single Source Inc.** - Woodridge, Illinois

*Assistant Director of I.T. Services - October 2004 - February 2005*

- Engineered a logistics billing reconciliation windows application in VB.NET 1.1
- Designed a relation database and created stored procedures in SQL Server 2000
- Helped maintain all workstations and servers in an office of twenty

### **TrialFX** - Chicago, Illinois

*Web Developer - March 2003 - July 2003*

- Developed company intranet using HTML, JavaScript, and Classic ASP
- Created the TrialFX homepage using HTML, JavaScript, and Macromedia Flash

### **Volunteer Experience**

#### **Home With A Heart**

*Project Manager - February 2008 - Present*

- Created project baselines in Microsoft Project 2007
- Created project plan documentation
- Conducted weekly project status meetings with project team
- Reported project status to President weekly
- Interviewed volunteers to staff projects

### **Education**

**Keller Graduate School of Management of DeVry University** - Tampa, FL

*M.S. Information Systems Management - July 2008 - June 2009*

- Graduated with distinction

**DeVry University** - Addison, IL

*B.S. Computer Information Systems - July 2002 - July 2005*

### **Certifications**

**Project Management Institute**

*Project Management Professional (PMP) - May 2009*

UTILITIES MARKETING GROUP, LLC

SCHEDULE 11(a)

APPLICATION AFFIDAVIT

State of Florida :
County of Pinellas :
ss.

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

He is the Vice President of Call Center Operations of Utilities Marketing Group, LLC ;

That he is authorized to and does make this affidavit for said Applicant;

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

That the Applicant herein Utilities Marketing Group, 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 Utilities Marketing Group, 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.

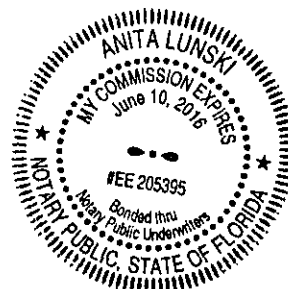
That the facts above set forth are true and correct to the best of his/her knowledge, information, and belief, and that he/she expects said Applicant to be able to prove the same at hearing.

[Handwritten Signature]
Signature of Affiant

Sworn and subscribed before me this 2nd day of January, 2014.

[Handwritten Signature]
Signature of official administering oath

My commission expires 06/10/2016



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JAN 02 2014

PA PUBLIC UTILITY COMMISSION
SECRETARY'S BUREAU



**UTILITIES MARKETING GROUP, LLC**

**SCHEDULE 11(b)**

**OPERATIONS AFFIDAVIT**

State of Florida :  
 :  
 : ss.  
County of Pinellas :

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

He is the Vice President of Call Center Operations of Utilities Marketing Group, LLC ;

That he is authorized to and does make this affidavit for said Applicant;

That Utilities Marketing Group, LLC, the Applicant herein, acknowledges that Utilities Marketing Group, LLC 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 Utilities Marketing Group, LLC, the Applicant herein, asserts that 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 Utilities Marketing Group, 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.

That Utilities Marketing Group, 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.

UTILITIES MARKETING GROUP, LLC

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 2nd day of January, 2014.

  
\_\_\_\_\_  
Signature of official administering oath

My commission expires 06/10/2016



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Jan 02 2014  
PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

UTILITIES MARKETING GROUP, LLC

SCHEDULE 12 -(1)

CERTIFICATION OF NOTICE OF PUBLICATION

AFFIDAVIT

State of Florida:

County of Pinellas \_\_\_\_\_

: ss.  
:

Gary Cronin, Affiant, being duly sworn/affirmed according to law, deposes and says that: He/she is the Vice President (Office of Affiant) of Utilities Marketing Group, LLC; and that he/she is authorized to and does make this affidavit for said Applicant;

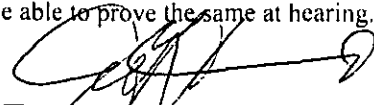
That Utilities Marketing Group, LLC, the Applicant herein certifies that it has caused the notice of the filing of its license application published in the following newspapers on October 10, 2013:

- Pittsburgh Post Gazette
- Erie Times-News
- Tribune-Democrat, Johnstown, PA
- The Patriot News
- Sun Gazette
- The Philadelphia Daily News
- The Scranton Times

**RECEIVED**  
 JAN 02 2014  
 PA PUBLIC UTILITY COMMISSION  
 SECRETARY'S BUREAU

A copy of the notice as it appeared in each of the above newspapers is attached. Noted on each copy is the newspaper section (name, number or letter), if applicable, and the page number on which the notice appeared.

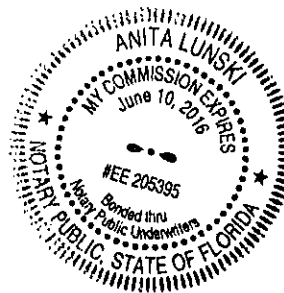
That the facts above set forth are true and correct to the best of his/her knowledge, information, and belief, and that he/she expects said Applicant to be able to prove the same at hearing.

  
 \_\_\_\_\_  
 Signature of Affiant

Sworn and subscribed before me this 2nd day of January, 2014.

  
 \_\_\_\_\_  
 Signature of official administering oath

My commission expires 06/10/2016



UTILITIES MARKETING GROUP, LLC

SCHEDULE 12 -(2)

FORM OF NOTICE OF PUBLICATION

PENNSYLVANIA  
PUBLIC UTILITY COMMISSION  
NOTICE

*Application of Utilities Marketing Group, LLC For Approval To Offer, Render, Furnish Or Supply Electricity Or Electric Generation Services As A Marketer/Broker Engaged In The Business Of Supplying Electricity, To The Public In The Commonwealth Of Pennsylvania.*

**Utilities Marketing Group, 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. **Utilities Marketing Group, 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 **Utilities Marketing Group, 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 **Utilities Marketing Group, LLC** at the address listed below.

**Utilities Marketing Group, LLC**

13100 56th Court, Suite 705

Clearwater, Florida 33760

Phone: 727-572-0600

Fax: 727-572-0602

Attention: Gary Cronin

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JAN 02 2014

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

### 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:

07 of October, 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:  
October 07, 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  
Energy Choice Consulting, LLC  
1049 Shore Road, Ste. A  
ATTN: SEAN P MORRISEY  
LINWOOD NJ 08221-2025

To PG Publishing Company

Total ----- \$442.50

### Publisher's Receipt for Advertising Costs

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

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

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

By Maria Juca

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 Utilities Marketing Group, LLC For Approval to Offer, Render, Furnish Or Supply Electricity or Electric Generation Services As A Broker/Marketer Engaged in the Business of Supplying Electricity, To The Commonwealth Of Pennsylvania.

Utilities Marketing Group, LLC ("UMG") will be filing an application with the Pennsylvania Public Utilities Commission ("PUC") for a license to supply electricity or electric generation services as a Broker/Marketer engaged in the business of supplying electricity. UMG proposes to sell electricity and related services throughout all of Pennsylvania under the provision of the new Electricity Generation Customer Choice and Competition Act. The PUC may consider this application without a hearing. Protests to the technical or financial fitness of UMG may be filed within 15 days of this notice with the Secretary of the PUC, PO Box 3265, Harrisburg PA 17105-3265. You should send copies of any protest to UMG at the Address listed below.

By and Through:  
Sean P. Morrisey  
Utilities Marketing Group, LLC  
13100 56th Court  
Ste. 705  
Clearwater, FL 33760  
T: 727-572-0600  
F: 727-572-0606

RECEIVED

JAN 02 2014

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

PROOF OF PUBLICATION  
In  
THE ERIE TIMES-NEWS  
COMBINATION EDITION

ENERGY CHOICE CONSULTING LLC  
199 NEW RD  
LINWOOD NJ 08221

REFERENCE: 111628 29968  
PUC Notice

STATE OF PENNSYLVANIA)  
COUNTY OF ERIE ) SS:

Debra McGraw, being duly sworn, deposes and says that: (1) he/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: 10/08/13

TOTAL COST: \$409.00 AD SPACE: 0 Lines

FILED ON: 10/08/13

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JAN 02 2014

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

**PENNSYLVANIA PUBLIC UTILITY COMMISSION NOTICE**  
Application of Utilities Marketing Group, LLC For Approval to Offer, Render, Furnish, or Supply Electricity or Electric Generation Services As A Broker/Marketer Engaged in the Business of Supplying Electricity to the Commonwealth of Pennsylvania.  
Utilities Marketing Group, LLC ("UMG") will be filing an application with the Pennsylvania Public Utilities Commission ("PUC") for a license to supply electricity or electric generation services as a Broker/Marketer engaged in the business of supplying electricity. UMG proposes to sell electricity and related services throughout all of Pennsylvania under the provision of the new Electricity Generation Customer Choice and Competition Act. The PUC may consider this application without a hearing. Protests to the technical or financial fitness of UMG may be filed within 15 days of this notice with the Secretary of the PUC, PO Box 3265, Harrisburg, PA 17105-3265. You should send copies of any protest to UMG at the Address listed below.  
By and Through: Sean P. Morrissey  
Utilities Marketing Group, LLC  
13100 56th Court, Ste. 705, Clearwater, FL 33760  
T: 727-572-0600 F: 727-572-0606

Sworn to and subscribed before me this 8th day of October 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

COMMONWEALTH OF PENNSYLVANIA }  
 County of Cambria } SS

**PENNSYLVANIA PUBLIC UTILITY COMMISSION NOTICE**  
 Application of Utilities Marketing Group, LLC, For Approval to Offer, Render, Furnish or Supply Electricity or Electric Generation Services As A Broker/Marketer Engaged in the Business of Supplying Electricity To The Commonwealth Of Pennsylvania.  
 Utilities Marketing Group, LLC ("UMG") will be filing an application with the Pennsylvania Public Utilities Commission ("PUC") for a license to supply electricity or electric generation services as a Broker/Marketer engaged in the business of supplying electricity. UMG proposes to sell electricity and related services throughout all of Pennsylvania under the provision of the new Electricity Generation Customer Choice and Competition Act. The PUC may consider this application without a hearing. Protests to the technical or financial fitness of UMG may be filed within 15 days 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 UMG at the Address listed below.  
 By and Through: Sean P. Morrissey  
 Utilities Marketing Group, LLC, 13100 56th Court,  
 Ste 705, Clearwater, FL 33760  
 T: 727-572-0600, F: 727-572-0606

On this 15th day of October 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 continuously at Johnstown Pa. in the County of Cambria, and Commonwealth of Pennsylvania and that the annexed is a true copy of a notice in the above matter published in said publication in the regular issues of The Johnstown Tribune-Democrat, Johnstown, PA, on October 4, 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 15th day of October, 2013.

*Juan Ohs*

0.00 Lines @ \$2.50 per line	0.00
5 Inches @ \$25.00 per inch	125.00
Notary Fee	5.00
Clerical Fee	2.50
<b>Total Cost</b>	<b>132.50</b>

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 \_\_\_\_\_

**RECEIVED**

JAN 02 2014

PA PUBLIC UTILITY COMMISSION  
 SECRETARY'S BUREAU

ZERDEN  
14201 CAROL MANOR DRIVE

LARGO FL 33774

RECEIVED

JAN 02 2014

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

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# 0002277640 ran on the dates shown below:

October 08, 2013

Sworn to and subscribed before me this 09 day of October, 2013 A.D.

Notary Public

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

PENNSYLVANIA PUBLIC UTILITY COMMISSION NOTICE  
Application of Utilities Marketing Group, LLC For Approval to Offer, Render, Furnish Or Supply Electricity or Electric Generation Services As A Broker/Marketer Engaged In the Business of Supplying Electricity, To The Commonwealth Of Pennsylvania.  
Utilities Marketing Group, LLC ("UMG") will be filing an application with the Pennsylvania Public Utilities Commission ("PUC") for a license to supply electricity or electric generation services as a Broker/Marketer engaged in the business of supplying electricity. UMG proposes to sell electricity and related services throughout all of Pennsylvania under the provision of the new Electricity Generation Customer Choice and Competition Act. The PUC may consider this application without a hearing. Protests to the technical or financial fitness of UMG may be filed within 15 days of this notice with the Secretary of the PUC, PO Box 3265, Harrisburg PA, 17105-3265. You should send copies of any protest to UMG at the Address listed below.  
By and Through: Sean P. Morrissey  
Utilities Marketing Group, LLC  
13100 56th Court, Ste. 705  
Clearwater, FL 33760  
T: 727-572-0600 F: 727-572-0606



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:

October 9, 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, a

**LEGAL NOTICES**

**PENNSYLVANIA PUBLIC UTILITY COMMISSION NOTICE**  
Application of Utilities Marketing Group, LLC For Approval to Offer, Render, Furnish or Supply Electricity or Electric Generation Services; As a Broker/Marketer, Engaged in the Business of Supplying Electricity, To The Commonwealth of Pennsylvania; Utilities Marketing Group, LLC ("UMG") will be filing an application with the Pennsylvania Public Utilities Commission ("PUC") for a license to supply electricity, or electric generation services as a Broker/Marketer engaged in the business of supplying electricity. UMG proposes to sell electricity and related services throughout all of Pennsylvania under the provision of the new Electricity Generation Customer Choice and Competition Act. The PUC may consider this application without a hearing. Protests to the technical or financial fitness of UMG may be filed within 15 days of this notice with the Secretary of the PUC, PO Box 3265, Harrisburg, PA 17105-3265. You should send copies of any protest to UMG at the address listed below.  
By and Through: Sean P. Morrissey, Utilities Marketing Group, LLC, 13100 56th Court, Ste. 705, Clearwater, FL 33760, T: 727-572-0600, F: 727-572-0606

**RECEIVED**

JAN 02 2014

PA PUBLIC UTILITY COMMISSION SECRETARY'S BUREAU

Bernard A. Oravec

SUN-GAZETTE COMPANY

Sworn to and subscribed before me the 8<sup>th</sup> day of October 2013

Cathy A. Billey  
Notary Public

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

STATEMENT OF ADVERTISING COSTS

To the Sun-Gazette Company, Dr.:  
For publishing the notice attached hereto on the above state dates..... \$ 718.76  
Probated same..... \$  
Total..... \$ 718.76

OWNER'S RECEIPT FOR ADVERTISING COSTS

THE SUN-GAZETTE and certifies that Utilities Marketing Group, LLC hereby acknowledges receipt of the aforesaid advertising and publication costs in fully paid.

SUN-GAZETTE COMPANY

BY Bernard A. Oravec

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:

October 7, 2013

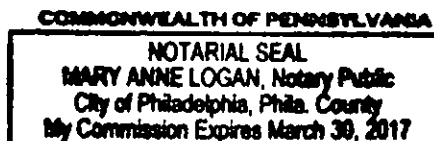
Affiant further deposes and says that she is an employee of the publisher of said newspaper and has been authorized to verify the foregoing statement and that she is not interested in the subject matter of the aforesaid notice of publication, and that all allegations in the foregoing statement as to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



Sworn to and subscribed before me this 7<sup>th</sup> day of  
October, 2013.

  
Notary Public

My Commission Expires:



Copy of Notice of Publication

PENNSYLVANIA PUBLIC UTILITY  
COMMISSION NOTICE  
Application of Utilities Marketing Group, LLC  
For Approval to Offer, Render, Furnish or Sup-  
ply Electricity or Electric Generation Services As  
A Broker/Marketer Engaged in the Business of  
Supplying Electricity To the Commonwealth of  
Pennsylvania.  
Utilities Marketing Group, LLC ("UMG") will be  
filing an application with the Pennsylvania Pub-  
lic Utilities Commission ("PUC") for a license to  
supply electricity or electric generation services  
as a Broker/Marketer engaged in the business  
of supplying electricity. UMG proposes to sell  
electricity and related services throughout all of  
Pennsylvania under the provision of the new  
Electricity Generation Customer Choice and  
Competition Act. The PUC may consider this  
application without a hearing. Protests to the  
technical or financial fitness of UMG may be  
filed within 15 days of this notice with the Secre-  
tary of the PUC, PO Box 3265, Harrisburg, PA  
17105-3265. You should send copies of any  
protest to UMG at the Address listed below.  
By and Through: Sean P. Morrissey  
Utilities Marketing Group, LLC, 13100 58th  
Court, Ste. 705, Clearwater, FL 33760  
T: 727-572-0600 F: 727-572-0606

RECEIVED

10 02 2014

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU

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

ENERGY CHOICE CONSULTING  
SEAN MORRISEY  
SUITE 61-187 199 NEW ROAD  
LINWOOD NJ 08221

Account # 555067  
Order # 81348922  
Ad Price: 178.90

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

10/04/2013

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 Gina Krushinski

Sworn and subscribed to before me  
this 4th day of October A.D., 2013

Sharon Venturi  
(Notary Public)

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

RECEIVED

14N 02 2014

PA PUBLIC UTILITIES COMMISSION  
SECRETARY'S BUREAU

LEGAL NOTICE  
PENNSYLVANIA PUBLIC UTILITY COMMISSION NOTICE  
Application of Utilities Marketing Group, LLC For Approval to Offer, Render, Furnish Or Supply Electricity or Electric Generation Services As A Broker/Marketer Engaged In The Business of Supplying Electricity To The Commonwealth Of Pennsylvania  
Utilities Marketing Group, LLC ("UMG") will be filing an application with the Pennsylvania Public Utilities Commission ("PUC") for a license to supply electricity or electric generation services as a Broker/Marketer engaged in the business of supplying electricity. UMG proposes to sell electricity and related services throughout all of Pennsylvania under the provision of the new Electricity Generation Customer Choice and Competition Act. The PUC may consider this application without a hearing. Protests to the technical or financial fitness of UMG may be filed within 15 days of this notice with the Secretary of the PUC, PO Box 3265, Harrisburg, PA 17105-3265. You should send copies of any protest to UMG at the Address listed below.  
By and Through: Sean P. Morrissey  
Utilities Marketing Group, LLC  
13100 56th Court, Ste. 708,  
Clearwater, FL 33760  
Telephone: 727-872-0800  
Fax: 727-872-0808

# UTILITIES MARKETING GROUP, LLC

## SCHEDULE 6

### PROOF OF SERVICE

I hereby certify that I have this day served a true copy of the foregoing document upon the parties listed below, in accordance with the requirements of 52 Pa. Code Section 1.54 (relating to service by a party). Each party below was served via first class mail and will be receiving one copy of the signed and verified application with attachments.

Office of Consumer Advocate 5 <sup>th</sup> Floor, Forum Place 555 Walnut Street Harrisburg, PA 17120-1921	Office of the Attorney General Bureau of Consumer Protection Strawberry Square, 14 <sup>th</sup> 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

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

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

Legal Department  
First Energy  
2800 Pottsville Pike  
Reading PA, 19612

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

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

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

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

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

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

Dated this 2nd day of January, 2014

  
Name: Gary Cronin  
Title: Vice President  
ON BEHALF OF UTILITIES MARKETING GROUP, LLC

Appendix C

Example  
CERTIFICATE OF SERVICE

On this the 2nd day of January, 2014, 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

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

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

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

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

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

Legal Department  
First Energy  
2800 Pottsville Pike  
Reading PA, 19612

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  
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 10977-5300

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

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JAN 02 2014

PA PUBLIC UTILITY COMMISSION  
SECRETARY'S BUREAU



Gary Cronin, Executive Director  
Utilities Marketing Group, LLC

ED

COMMISSION  
SECRETARY'S BUREAU



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POSTAL SERVICE®

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usps.com 9481 7036 9930 0010 2124 27 0181 1001 0151 7105

\$18.11

US POSTAGE

Flat Rate Env



Commercial Base Pricing

01/02/14

Mailed from 33760 062S0000001307

PRIORITY MAIL EXPRESS 2-DAY™

UMG  
13100 56TH CT  
STE 705  
CLEARWATER FL 33760-4021

Delivery Date: 01/04/14

0007

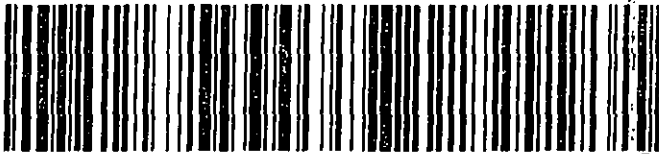
B099

NO DELIVERY SATURDAY OR SUNDAY/HOLIDAY

SHIP

TO: PUC  
SECRETARY OF THE COMMISSION  
PO BOX 3265  
HARRISBURG PA 17105-3265

114  
TIVED



9481 7036 9930 0010 2124 27

POSTAGE

TO: PUC (PUC)

Date In: Mo.

Agency: PUC

Day of Delivery

Floor:

Return  
Receipt

External Carrier: EXPRESS



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02 2014

PUBLIC UTILITIES COMMISSION  
SECRETARY'S BUREAU

1/6/2014 9:30:48 AM

UNITED STATES POSTAL SERVICE

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For more information go to  
mbic.com/usps



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